





## NCR Counterpoint solution overview

In specialty retail it's not enough to sell great products. You need to differentiate yourself in a highly aggressive industry where you are competing against large chains and serving a demanding, price-sensitive and Internet-savvy clientele. Fortunately, NCR makes it easy to build a rewarding retail business.

We deliver a retail management system powering business for merchants of all sizes. We want to help you add to your bottom line by increasing sales and reducing costs. Our POS functionality helps you execute transactions efficiently, while our back-office capabilities give you tools to optimize operational performance.

## NCR retail solutions help you

### Run your business

NCR provides powerful sales and management tools custom-designed for retailers. Our retail management POS software, payment services, reporting and analytics make serving your customers easy and efficient.

Benefits include:

- Robust POS capabilities: Provide exceptional customer service, while increasing speed of service at checkout
- Purchasing advice: Ensure your purchases are timely and cost-effective, while maintaining inventory levels to meet demand and avoid overstock or stock-outs
- Inventory control: Track a variety of merchandise items, including clothing by size, width and color, serial-numbered goods, and alternate units of measure
- Reporting: Leverage our dashboard and customizable reports to get the data you need to control costs, optimize processes, and exploit new opportunities for growth
- Streamlined payment services: Accept all major credit cards and provide lightning-fast credit card authorizations
- Physical count app: Use our mobile app to conduct efficient product counts on your iPhone, iPod Touch or iPad
- Mobile alerting: Use real-time monitoring to manage operations and stay alert to potential fraud
- Rugged hardware: Touchscreen hardware makes training employees a snap. NCR hardware is built to last and designed to work with NCR Counterpoint tools, enabling you to get store operations up and running quickly

### Connect with customers

Use email marketing capabilities to connect with your customers: deepening loyalty and driving sales. Tap into your database and connect with customers by designing segmentation strategies to interact with customers in a highly personal way. Create reasons for them to engage with you via:

- Email marketing: Develop targeted email campaigns to reinforce your brand, appeal to a specific audience and drive sales
- Customer loyalty programs: Design creative programs to reward your best customers with incentives while encouraging them to shop regularly
- Gift cards: Use built-in gift card features to increase sales. Create a new source of revenue and benefit from free marketing as current customers purchase gift cards for their friends

### Sell anywhere

Take your business wherever your customers are: online, at trade shows, sidewalk sales or other events. Engage customers and create new selling opportunities with:

- Ecommerce: Deploy a turnkey e-commerce solution that integrates with your existing NCR Counterpoint POS system to expand your business and sell worldwide 24x7
- Mobile POS: Whether you are in the store line-busting during a busy season or selling at an off-site event, provide your customers with individual assistance when and where they need it

## The solution at a glance

- Point-of-sale (POS) capabilities
- Inventory management
- Purchasing
- Mobile POS
- Integrated e-commerce
- Gift cards
- Customer loyalty programs
- Integrated email marketing
- Mobile alerting
- Secure payment solutions
- World-class hardware and peripherals

# Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 300 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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