

NCR VOYIX

Lindex Chooses NCR to Enhance Shopper Experiences across Touchpoints

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NCR demonstrates 'one-stop shop' approach with innovative software and hardware for hundreds of Lindex fashion retail shops across 16 markets

HELSINKI--(BUSINESS WIRE)--Mar. 25, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that Lindex, one of Europe's leading fashion retailers, is rolling out a complete retail solution to seamlessly manage its omni-channel shopping experience. The solution features both fixed and mobile point-of-sale (POS) components, as well as a comprehensive range of marketing, receipt, order, inventory and returns management software.

The deployment of NCR's [Department and Specialty Retail Suite](#) provides Lindex with a platform that adds new services to improve the overall consumer experience while minimizing migration risks, operational impacts and technology adoption challenges. To help lower operational costs, the new solution will enable Lindex to remove their traditional store servers for a cloud-based deployment, starting this year.

"Our mission is to offer inspiring, affordable fashion to fashion conscious women. To achieve this, we must ensure that our customers are able to shop how, where and when they want. By creating a shopping experience that is more engaging and much more enjoyable, we are making our customers' lives easier," said Jonas Björkman, director of IT at Lindex. "NCR helped us achieve this by aligning innovative software and technology with our vision for an omni-commerce future."

NCR worked closely with Lindex to identify solution requirements and address the fashion retailer's long-term strategy with an integrated, cost-effective solution that will future-proof its business. NCR will also support existing legacy solutions to maintain a consistent level of service during the migration to new technology.

"Improving the customer experience is at the heart of many major retail strategies, as they engage with consumers through many different channels," said Adam Blake, vice president and general manager, Department and Specialty Retail at NCR. "Software is at the heart of this omni-channel approach, working seamlessly with proven hardware to provide the experience that today's tech savvy shopper demands. It also allows retailers, such as Lindex, to run their businesses more effectively and reduce complexity when migrating from legacy systems."

About NCR Corporation

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 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 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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