



NAFDA Deploys NCR Power Mobile Application to Enable Its Customers to Order On-the-Go

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Innovative technology solution helps drive sales and enhance customer experiences

SYDNEY--(BUSINESS WIRE)--Aug. 11, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that [NAFDA](#), the National Australian Foodservice Distributors Association, has deployed NCR Power Mobile – a customer relationship management software solution which empowers customers and sales representatives to easily place orders using their mobile devices.

NCR Power Mobile helps NAFDA's foodservice distributors provide an intuitive and attractive solution to their customers and sales representatives, improving visibility at every stage of the ordering process. This includes real time status updates on product data, promotions, new item lines and the ability to track order status from point of entry through delivery and payment.

"Very few industries are as dynamic and competitive as food services distribution. NAFDA distributors' business has grown by maintaining very strong relationships with suppliers and delivering uncompromising quality in terms of services and products to their customers," says Barry Hough, financial controller and head of IT at NAFDA. "NCR's Power Mobile technology streamlines communications between distributors and their customers. The immediate impact includes greater accuracy coupled with increased engagement from customers who can leverage specials and promotions quickly, leading to improved customer loyalty. Companies must embrace the needs of the changing demographics of their customers and flexible technology is key to this."

Today, NAFDA maintains over 60 distribution outlets with 480 delivery vehicles and 1,250 employees serving more than 33,000 customers.

"Offering mobile solutions for conducting business is no longer an option for distributors and retailers to engage with their customers," said Todd Michaud, global vice president and general manager, Global Enterprise, Merchandising and Supply Chain Solutions at NCR. "NCR Power Mobile provides NAFDA distributors with a much simpler platform to engage with their customers anywhere and anytime, seamlessly raising customer interaction."

NCR Power Mobile delivers an innovative, superior customer experience through both tablets and smartphones running iOS, Android or Windows 8*. NCR Power Mobile utilizes intuitive workflows to provide consultative selling opportunities that drive sales and foster customer loyalty through improved visibility, including detailed product information such as nutritional data and other media-rich content.

About NAFDA

NAFDA is an integrated national Procurement and Marketing buying group operating on behalf of 59 independently owned and operated foodservice distributors that supply products to the foodservice associated markets nationally. NAFDA is focused on delivering profitable growth for its Member and Supplier partners.

NAFDA has built a vertical solution for the foodservice industry utilising Microsoft Dynamics in conjunction with its custom developed software and 3rd party solutions to provide an integrated cutting edge technologic solution for the NAFDA Distributors in both an onsite and hosted infrastructure. "Innovation the way you like it"

NAFDA also provides a full range of NAFDA branded foodservice products as well as back office services.

Web site: www.nafda.com.au

Twitter: @ [NAFDA_BOB](#)

Facebook: [NAFDAFoodservice](#)

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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.

Web site: www.ncr.com, www.ncrsilver.com

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Source: NCR Corporation

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