

NCR VOYIX

Bell Foods Goes Live with NCR Software Portfolio to Modernize their Warehouse and Distribution Operations

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Solution helps to resolve past problems with data inaccuracy – and positions the company for sustained growth and profitability

ATLANTA--(BUSINESS WIRE)--Oct. 13, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that [Bell Foods](#) has implemented a suite of NCR's supply chain and merchandising software solutions to drive costs out of their operations and increase sales through a better customer experience.

Included in the comprehensive offering, Bell Foods invested in multiple solutions within the NCR Power Enterprise suite, including:

- **NCR Power Enterprise** – a software platform that manages master data, supplier, customers, distribution operations and financials that optimizes the flow of inventory, data and payments through complex supply chains
- **NCR Power Warehouse** – efficiently and accurately directs the warehouse operations, with a deep focus on perishable inventory management
- **NCR Power Sell** – empowers sales representatives to be consultative, by promoting new items increasing average order size, and improving customer relationships

Bell Foods is a Louisiana-based quality protein distributor serving the Gulf Coast since 1985 as a Broadline Distributor and USDA Meat processor for fine dining, hotels, casinos, retailers and large institutions.

"Our previous solution was showing us varying figures depending on which app we were using and made trusting our numbers impossible," says John Bellini III, COO at Bell Foods. "We were seeking a professional and ethical business partner to help us solve this challenge. NCR came to us with an integrated software platform that performs accurately and intuitively across our entire operation that looks as good as it performs. Plus, we now have some new and powerful tools to increase sales, lower costs and keep our customers happy."

Bell Foods has grown from a small meat and seafood vendor in the 80s to become the fastest-growing full-line foodservice distributor in the Gulf South.

"Having a powerful software solution to not only track inventory but dynamically position perishables for quick sale is vital for businesses like Bell Foods with a strong reputation for delivering fresh and high quality seafood," says Todd Michaud, global vice president and general manager, Global Enterprise, Merchandising and Supply Chain Solutions at NCR. "We believe they now have a dynamic warehouse-to-customer solution to help grow their business for many years to come."

NCR's Global Enterprise, Merchandising and Supply Chain group, focuses on creating a single, centralized data integration and operational platform that helps both retailers and distributors of fast moving goods to lower costs and increase revenues.

About Bell Foods

Bell Foods Broadline Distributors, is a Regional, Independent, Full Line Foodservice Distributor servicing the Gulf South for more than 30 years. Additionally, operating its USDA Processing Plant, providing whole muscle and custom-cut portion control beef, veal, lamb, and pork, and dairy, deli, poultry, and seafood to the finest chefs and kitchens in the industry under its private labels Executive Series Beef, Bellini Lamb & Veal, and its Cut to Order program which offers portion control meats guaranteed to be cut fresh, by hand in Bell Foods' in-house processing facility.

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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