



Save Mart Chooses NCR Cloud Connect and Inmar Marketing Solutions to Drive Customer Loyalty

April 9, 2015 at 8:01 AM EDT

Innovative Supermarket Chain Deploys NCR Advanced Marketing Solution and Inmar Digital Coupons Using NCR Cloud Connect

DULUTH, Georgia--(BUSINESS WIRE)--Apr. 9, 2015-- [NCR Corporation](#) (NYSE:NCR), the global leader in consumer transaction technologies, announced today that [Save Mart Supermarkets](#) has chosen NCR and [Inmar Digital Promotions Network, a subsidiary of Inmar](#), to help drive customer loyalty on-line, on-mobile and in-store. NCR cloud and marketing retail solutions, combined with Inmar's targeted Digital Coupon content and services, will allow Save Mart to manage promotions and loyalty programs, while introducing digital coupons that are accessible via multiple sales channels. The deployment aims to improve engagement and increase customer loyalty and revenues for Save Mart.

Save Mart is using a powerful and versatile combination of [NCR Cloud Connect](#), [NCR Advanced Marketing Solution](#) and [Inmar Digital Coupons](#). Together, this enables retailers, such as Save Mart, to quickly and easily introduce marketing and loyalty management solutions combined with digital coupons to its customers.

"As part of our strategic goal to change the way Save Mart engages with customers, we wanted them to be able to save coupons directly into their loyalty accounts at any time via multiple channels, including mobile or on-line," said James M. Sims, CIO at Save Mart Supermarkets. "NCR and Inmar have allowed Save Mart to improve customer experience and loyalty by implementing their flexible cloud-based solutions across our business. The benefits of lower TCO and shorter time to market were also an attractive proposition."

Known for innovation, Save Mart Supermarkets is a privately held food chain founded in 1952, and now has over 220 stores throughout the Central Valley, San Francisco Bay Area, and Northern Nevada under the names of Save Mart, S-Mart Foods, Lucky, and FoodMaxx.

"Implementing Inmar's Digital Coupon technology allows Save Mart to leverage Inmar's open network, providing best in class savings and technology solutions directly to the Save Mart shopper," said Inmar Chairman and CEO David Mounts.

"Digital channels and promotions are a powerful way for retailers to engage with shoppers," said David Wilkinson, Vice President of Sales for North America, NCR Retail Solutions. "Integrating Inmar's targeted Digital Coupon content and services with our cloud, marketing and point-of-sale solutions allows retailers, such as Save Mart, to benefit from the strategic control of promotion programs. This enables them to respond to the consumer-driven shift from paper to digital media, and profit from the higher coupon redemption rates."

NCR Cloud Connect is a cloud-based eco-system of innovative digital services that allows retailers to quickly and easily introduce next-generation retail services, such as online and mobile payment, digital coupons, digital receipts, rich content and big data analytics. It enables innovative offerings, such as Inmar digital coupons, to seamlessly integrate with NCR's solutions. NCR Advanced Marketing Solution is a comprehensive, flexible offer management platform, utilizing data from multiple sources to deliver highly targeted promotions and incentives that drive loyalty.

Integrating with current systems, such as point-of-sale (POS), data warehousing, and CRM, NCR Advanced Marketing Solution allows retailers to streamline promotion delivery management by automating time-consuming manual loyalty management processes. This reduces the need for operations and IT support. It also empowers retailers to capture and manage the real-time voice of the consumer, and to respond with relevant offers and messaging across channels that build loyalty and encourage repeat shoppers.

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 nearly 550 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.

About Inmar

Inmar is a technology company that operates intelligent commerce networks. Our platforms connect offline and online transactions in real time for leading retailers, manufacturers and trading partners across multiple industries who rely on Inmar to securely manage billions of dollars in transactions. Our Promotions, Supply Chain and Healthcare platforms enable commerce, generate meaningful data and offer growth-minded leaders actionable analytics and execution with real-time visibility. Founded in 1980, Inmar is headquartered in Winston-Salem, North Carolina, with locations throughout the United States, Mexico and Canada.

For more information about Inmar's products and services, please call 866.440.6917.

Web site: www.ncr.com

Twitter: [@NCR_Retail](https://twitter.com/NCR_Retail), [@NCRCorporation](https://twitter.com/NCRCorporation)

Facebook: www.facebook.com/ncrcorp

LinkedIn: www.linkedin.com/company/ncr-corporation

YouTube: www.youtube.com/user/ncrcorporation



Source: NCR Corporation and Inmar

NCR Corporation

Jeff Dudash, 770-212-5091

jeff.dudash@ncr.com

or

Inmar

Sharon Joyner-Payne, 336-631-7663

SVP, Marketing

sharon.joyner-payne@inmar.com

www.inmar.com