

# NCR VOYIX

## Puerta al Paraiso Food Truck Rolls Out NCR Silver to Drive Profits

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*Mobile POS platform's ease of use ideal for ringing up truck sales, managing catering events*

DULUTH, Ga.--(BUSINESS WIRE)--May 26, 2015-- Puerta al Paraiso, an Indiana-based food truck, has implemented NCR Silver™, a cloud-based point-of-sale system, to help grow its food truck business.

When opening his food truck in 2013, Ricardo Garcia looked for a mobile point-of-sale platform that would easily capture sales information at his regular stops as well as at off-site catering events. Garcia, who at the time was a college student at Ball State University in Muncie, Ind., also needed a solution that didn't require an upfront investment.

Garcia selected [NCR Silver](#) because of its low monthly fee and vast reporting features. The simplicity of the solution also allows Garcia to focus on launching and growing his Tex-Mex food truck business, school work, and not on technology concerns.

"I worked at another restaurant so I was familiar with other point-of-sale solutions," Garcia said. "Because I was opening a food truck, mobility was extremely important. I also didn't want to invest a lot in technology because most of my money went into the actual truck. I found NCR Silver and I fell in love with it."

Garcia used his earnings from his restaurant job to buy a 1975 GMC truck, which had once been used by the New Castle Police Force as a mobile crime scene vehicle. His [Puerta al Paraiso](#) food truck quickly became a hit in Muncie's business centers and on the Ball State campus. The young entrepreneur, Garcia is 23, also grew his food truck business by catering various types of events from county fairs to open houses.

Food trucks are one of the fastest-growing segments for [NCR Silver](#). In addition to ringing up sales, NCR Silver offers back-office technology to run an entire food truck business – from integrating customer loyalty to automating different tax rates.

"Ricardo personifies the entrepreneur that NCR Small Business works with every day – the ambitious business owner who wants to focus on profitability and building a solid customer base," said Chris Poelma, president and general manager of NCR Small Business, which sells NCR Silver. "With that in mind, we constantly look for ways to expand our platform to include all the necessary functionality that small business owners need without overwhelming them with cumbersome technology."

The ability to focus on serving his loyal customer base has paid off for Garcia. He and several other partners recently opened a brick and mortar restaurant, also Puerta al Paraiso, in Muncie.

"NCR Silver's versatility and ease of use make it a perfect solution for our brick-and-mortar location too," Garcia said. "At the same time, we'll start using more of the functionality, such as email marketing, to spread the word and generate buzz for both of our businesses."

For more industry stats and insider views, check out "#GetRolling America: Food Truck Facts" [infographic](#) and "Rolling with Happy Belly Curbside Kitchen: A Day in the Life of a Food Truck" [video](#).

### 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 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.

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Arketi Group

Jackie Parker, 404-929-0091, ext. 220

[jparker@arketi.com](mailto:jparker@arketi.com)

or

NCR Corporation

Tim Henschel, 770-299-5100  
[tim.henschel@ncr.com](mailto:tim.henschel@ncr.com)