

NCR VOYIX

Atlanta Chocolatiers Modernize Store with NCR Silver Register

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Plug-and-play POS system helps manage growth for sister-owned business, eliminates need for IT support

DULUTH, Ga.--(BUSINESS WIRE)--Aug. 3, 2015-- When it came time for sisters Maritza Pichon and Marlena Snyder of [M.Chocolat](#) to choose a point-of-sale (POS) system, they had a big task ahead of them: While experts in chocolate making, they lacked a familiarity with technology.

After extensive research, they chose [NCR Silver Register](#)™, an all-in-one, tablet POS system that is built for purpose and runs NCR Silver™ in the cloud. Configured with a tablet and integrated stand, and loaded with implementation software out of the box, NCR Silver Register offers instant plug-and-play operability and ease of use.

"Technology was our least important issue when we started our store," said Pichon. "We started with a cash register where we had to manually add products. It was an absolute headache and was so complicated, we needed an IT person to come out and update it."

NCR Silver automates many of the manual processes associated with inventory management. With planning a key part of the sisters' requirements, NCR Silver now helps them see at a glance what is doing well, what is not, how much raw product to order, and how much they should make.

NCR Silver also provides entrepreneurs such as Snyder and Pichon more options for credit card processing.

"Before we started using NCR Silver, updating our POS system was cumbersome and expensive," Pichon said. "As we began to grow, we needed a faster POS system with more functionality, but not overly complex. NCR Silver delivered on all fronts."

Operating more efficiently and the ability to easily sell at off-site locations has paid off for Pichon and Snyder, who now sell their sweets as guest vendors in gourmet specialty shops, local wine shops and at special events like food festivals and local races, in addition to their metro Atlanta location.

"M Chocolat's growth exemplifies the creativity and entrepreneurial spirit business owners exercise to deliver excellent service and build a loyal customer base," said Chris Poelma, general manager of NCR Small Business. "They simply don't have time to focus on technology – much less be hindered by it. NCR Silver delivers the mobile platform small businesses need to focus on customers and operate like a big company."

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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