

NCR VOYIX

NCR Brings EMV, Customer Loyalty to Fuel Pump for Rutter's Farm Stores

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NCR OPTIC hardware and software drives more conversions from forecourt to storefront

DULUTH, Ga.--(BUSINESS WIRE)--Sep. 12, 2016-- Today, most convenience store patrons simply fuel their cars and go. And while retailers generate a large percentage of revenue from fuel sales, they remain diligent in their efforts to better engage fuel-and-go consumers. Rutter's Farm Stores (Rutter's) is relying on NCR OPTIC – a new outdoor payment terminal - to reach this ever growing customer base.

Rutter's, which offers petroleum and food service at its 65 sites, has been an NCR partner for more than 10 years. The Pennsylvania-based retailer had early interest in the OPTIC solution when NCR unveiled the technology at the 2015 NACS Show.

"We were initially excited by two aspects: the open source platform and the media management components," said Scott Hartman, Rutter's CEO. "The open source platform allows us to easily integrate our Rutter's VIP Club rewards program, while the new media capabilities extend our storefront marketing to the forecourt. It's a major omni-channel win."

NCR OPTIC is a modular, self-service solution that accepts a range of payment options in its standard configuration:

- EMV and magnetic stripe
- Contactless (including mobile phones) and mobile wallet
- 2D barcode scanner

OPTIC comes in two sizes, a 5" terminal for use with older dispensers, and a 12" widescreen – one of the largest and most powerful retrofit options on the market today. OPTIC was engineered to retrofit most brands of fuel dispensers, allowing retailers to easily upgrade their at-the-pump engagements.

"While OPTIC provides Rutter's the immediate benefit of outdoor EMV compliance, the long-term benefit comes as the company improves its omni-channel experience at the fuel pump," said Michael Bayer, president, NCR Retail. "By extending our partnership, we can better support Rutter's initiatives to enhance customer engagement – whether the consumers are in the store or at the forecourt."

Rutter's and NCR will launch the first OPTIC solution in early Q4 of 2016.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, 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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About Rutter's

With roots dating back to 1747, Rutter's 269-year history makes it the oldest vertically-integrated food company in the United States. Rutter's is widely recognized as an industry leader in food service, innovative technology, and customer service, recently receiving the 2014 International Convenience Retailer of the Year award given by NACS and Insight. Rutter's is currently guided by the family's 3rd generation of leadership with Scott Hartman president and CEO, Todd Rutter as president of Rutter's Dairy, and Tim Rutter as president of M&G Realty.



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