

NCR VOYIX

NCR Software Platform Strategy Resonating in Marketplace

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NCR's Unified Commerce Platform Gaining Acceptance

DULUTH, Ga.--(BUSINESS WIRE)--Dec. 20, 2016-- [NCR Corporation](#) (NYSE: NCR), the global leader in omni-channel technologies, continues to expand its focus on software platforms, specifically for the retail and hospitality industries.

NCR launched Retail ONE in June 2015 as an open application ecosystem to address one of the biggest challenges that retailers are facing when trying to meet customer expectations on how and when to interact with them. Retail ONE is a commerce hub that can easily incorporate and amplify solutions from multiple technology vendors, making it the foundation of omni-channel connected experience. NCR continues to gain momentum for its strategy by growing the ecosystem with new applications and technology partners. NCR Retail ONE has many highly recognized and popular vendors working to integrate with its solution.

According to IDC, NCR continues to be a leader in the retail point-of-sale (POS) technology market, and with Retail ONE, the company has introduced a platform for commerce that can be the commerce hub for sales, payments, fulfillment, and marketing. NCR is uniquely positioned to serve a long list of retail segments, including food, drug and mass merchandise, department and specialty retail, and petroleum and convenience retail.

"IDC's findings are encouraging and validate our Omni-Channel Platform strategy for the industries we serve," said Mark Benjamin, President and COO at NCR. "The commerce hub configuration of Retail ONE recognizes the reality of retail economics: retailers that have made significant investments in technology prefer to leverage their existing investments while adding new technologies to help them transform."

NCR is leading transformational change across the entire retail ecosystem through its omni-channel software platform, channel integration & transformation and digital enablement. See its portfolios at the National Retail Federation Show (NRF) January 15-17, 2017, Jacob K. Javits Convention Center, New York City, Booth #3405.

"NCR has a strong omni-channel portfolio, and the company understands what retailers need to drive business growth into the future," said Leslie Hand, Vice President for IDC Retail Insights. "Our advice to retailers considering solutions is leave preconceived notions behind in all hardware and software evaluations and instead make decisions based on needs and technology partners' ability to sustain business trajectory."

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.

NCR is headquartered in Duluth, Ga., with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. All other trademarks or registered trademarks are property of their respective owners.

NCR encourages investors to visit its website, which is updated regularly with financial and other important information about NCR.

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