

# NCR VOYIX

## NCR and Showtime Analytics Enable Cinemas to Enhance Customer Experience

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DULUTH, Ga.--(BUSINESS WIRE)--Mar. 27, 2017-- [NCR Corporation](#) (NYSE: NCR), a global leader in omni-channel solutions, today announced it has integrated its point-of-sale (POS) platform with global analytics and customer engagement leader Showtime Analytics' Data Platform. The combined technology enables cinemas to better understand customer needs and improve customer experience.

Launching officially at CinemaCon, NCR customers will now have access to the powerful Showtime Analytics Data Platform through real-time, user-friendly visual analytics. Attendees of CinemaCon can visit NCR's booth 2213A, March 27-30, at Caesars palace in Las Vegas for a demonstration.

Specifically, NCR customers will have access to Insights, a cloud-based solution which brings data to life through real-time, user-friendly visual analytics via a standard web browser or mobile device. Each Insights dashboard provides a highly interactive analytics view of key areas of business focus including: events, concessions, distribution analysis, occupancy, retail trends, probability analysis and real-time KPIs. User and role-based security allows cinema owners to ensure only relevant content and data is visible to specific job role and function.

"Our platform and industry data model automatically collects and integrates multiple different data sources in real-time, providing the ability for our customers to visualize and cross analyze their data sets. Through our relationship with NCR, we provide smart, actionable results that translate right into bottom-line savings for cinemas," said Richie Power, CEO of Showtime Analytics.

Showtime Analytics plans to launch a second product later this year called Engage, that will also integrate into the NCR platform. Engage is a Showtime Analytics Customer & Marketing Analytics Platform which provides Cinema operators with a fully interactive view of their customer base in a single place. Within minutes, operators can understand, target and campaign to contactable customers. By design, Engage builds marketing intelligence into its platform, making it simple and intuitive for operators to reach their customers. Built from the ground up, Engage is a discovery, targeting & campaigning solution which will help operators retain, grow and win-back customers.

"The cinema industry now more than ever needs to explore new and innovative ways of maximizing the revenue from their existing customer base and find innovative ways of attracting new audiences," said NCR Corporation General Manager, Travel & Entertainment, Dennis Davidson. "We see data analytics as being core to this strategy allowing our customers to build a better, more connected relationship with their customers by offering an exceptional user experience."

### 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 nearly 700 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.

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