

NCR VOYIX

Trinity Groves Selects NCR Aloha POS as a Service for its Restaurants

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Industry-leading Point-of-Sale Available in a Flexible Subscription Model to Maximize Investments

DULUTH, Ga.--(BUSINESS WIRE)--Aug. 20, 2013-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that [Trinity Groves](#) has implemented NCR Aloha POS as a Service (POSaaS) program in its Dallas-area restaurants. POSaaS is a subscription-based program with no-contract period and a predictable monthly fee.

Trinity Groves is a newly created mixed-use development project which will initially consist of approximately 125,000 square feet of restaurant, retail and entertainment uses on roughly 15 acres of land located in Dallas, Texas. The owners and developers of the project are adapting existing, old industrial warehouse buildings into new and varied restaurant and retail spaces. The nucleus of the project is the "Restaurant Concept Incubator" which is focused on fostering the growth of start-up concepts and businesses. With two restaurants currently using the POSaaS solution and 12 more planned within the next two years, Trinity Groves selected NCR because of its low-risk, flexible subscription program that combines industry-leading software, hardware, data security services, maintenance and helpdesk support services in one all-inclusive monthly payment.

"We were looking for an industry-leading POS solution that could fit our incubator model and the flexibility and financial impact of the NCR Aloha POS made it highly attractive to us," said Phil Romano, co-owner and developer of Trinity Groves. "By saving money on the initial investment, our restaurant owners are able to deploy more of the upfront capital into improvements that are tangible and visible to their customers, therefore creating a more positive dining experience.

Trinity Groves selected the NCR Aloha POSaaS model for all of its restaurants because of its subscription model with a lower initial investment, as well as the flexibility to add and/or remove components as needed, which has helped the restaurants deploy the solution faster and easier. The POSaaS solution also gives the restaurants access to software upgrades and new technology features as they become available.

"With the NCR solution, we're able to make smart decisions to reduce costs, increase sales and deliver an exceptional customer experience – all at a price point we can afford," Scott Koller, general manager, Hofmann Hots, a Trinity Groves restaurant. "The POS as a Service program enabled us to free up capital and reallocate funds to other strategic initiatives. I love that I can focus on managing our restaurant, not our technology."

"Trinity Groves and its restaurants were able to make strategic decisions to reduce their start-up costs, ultimately helping to increase their bottom line and assisting them in delivering an exceptional customer experience – by subscribing to NCR POS as a Service," said Kim Eaton, senior vice president and general manager, NCR Hospitality. "We are uniquely positioned to support Trinity Groves' vision and its growth plans with our innovative technology solutions."

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 300 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 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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Source: NCR Corporation

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