



Burger King Franchisee Hybrid Dining Deploys NCR Pulse Real-Time Smartphone App in the UK

June 20, 2013 at 8:00 AM EDT

Innovative, SaaS-based mobile analytics app drives real-time decision making for restaurant managers and owners

LONDON--(BUSINESS WIRE)--Jun. 20, 2013-- [NCR Corporation](#) (NYSE: NCR) today announced that Hybrid Dining, a UK Burger King Franchisee, has implemented the [NCR Pulse Real-Time smartphone application](#), joining the 5500 other sites worldwide. Available for iOS® and Android™ devices, NCR Pulse Real-Time is a SaaS-based mobile analytics engine that helps restaurant operators and owners solve the everyday challenges of low visibility into current operational performance, lack of predictable data and inability to be in several places simultaneously.

The application delivers up-to-the-second performance metrics and notifications directly to a user's smartphone. Operational data is segmented for quick, easy review, such as voids and comps, net sales by hour, employee performance and overtime alerts.

"NCR Pulse Real-Time is a great application that basically increases efficiencies throughout my business. It allows a greater level of detail at our fingertips for each restaurant which in turn allows my Operations team to challenge or praise instantly," said Rebecca Phillips, Director of BK at Hybrid Dining. "We can set up alerts as we wish and review all data including sales, promotions, voids, labour spend, individual product sales and up sell all as live data. This allows actions to be taken throughout the day to review productivity therefore having an overall benefit on our profit. I am confident that the benefits we have seen so far will continue and allow my team to work far more efficiently within their regions, therefore reducing my overall overhead costs."

Integrated with NCR restaurant point-of-sale (POS) platforms, NCR Pulse Real-Time allows users to instantly see every important data element about their business regardless of where they are. This powerful application even allows the user to view the receipt of a customer that just sat down or paid their bill. Users will be able to take this data and make real time decisions that will directly impact their bottom line.

"Restaurant operators want to stay connected with their restaurants without always having to be at the restaurant or in transit between them. They need a tool which gives them maximum visibility and flexibility," said Paul Grayling, VP & GM of NCR Hospitality EMEA. "NCR Pulse Real-Time provides immediate, actionable information about the restaurant performance directly on the mobile device. This is how smart decisions are made easy every day."

About Hybrid Dining

Hybrid Dining operates both a major Burger King franchisee and the Little Chef brand within the UK. This includes 83 restaurant outlets that serve more than 8 million customers each year.

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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