



Petro-Canada Transforms Customer Experience with NCR's Retailx StorePoint Software

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Innovative software to help Petro-Canada build shopper loyalty across its more than 1,500 retail locations

DULUTH, Ga.--(BUSINESS WIRE)--Jun. 19, 2013-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that Suncor Energy has selected NCR's Retailx StorePoint point-of-sale (POS) and fuel management software for the company's Petro-Canada branded retail network.

Petro-Canada, known as "Canada's gas station," has more than 1,500 retail outlets across the country and is rapidly expanding its use of technology to enhance shopper experiences and to drive shopper loyalty. Suncor Energy chose StorePoint because the software met the company's immediate needs and is easily expandable and adaptable to meet future needs.

StorePoint meets all traditional convenience and petroleum store software needs, from forecourt fuel management to back-office operations and everything in between. The solution also supports pricing and promotions, comprehensive replenishment management, food service management and more.

Suncor plans to ramp up marketing and promotions activity at Petro-Canada stores in the near future. This was one of the major considerations in Petro-Canada's selection of StorePoint. The software supports Suncor's current needs and can quickly bring new marketing and promotions initiatives to Petro-Canada shoppers as those initiatives are finalized and rolled out.

"Engaging and marketing to our customers in new ways is key to building shopper loyalty and encouraging repeat visits, and it is the foundation of our retail brand strategy," said Petro-Canada Director of Marketing Strategies, Pat Lizotte. "StorePoint offered us the functionality and reliability we need now and the ability to easily expand our marketing programs in the future."

"Powerful software can be a key differentiator for retailers as they work to transform customer shopping experiences and operate their stores more efficiently," Jimmy Frangis, vice president and general manager grocery and convenience retail at NCR. "We look forward to working with Petro-Canada and providing technology solutions to make their stores even more welcoming to shoppers throughout Canada."

About Suncor Energy

Suncor Energy is Canada's premier integrated energy company. Suncor's operations include oil sands development and upgrading, conventional and offshore oil and gas production, petroleum refining, and product marketing under the Petro-Canada brand. While working to responsibly develop petroleum resources, Suncor is also developing a growing renewable energy portfolio. Suncor's common shares (symbol: SU) are listed on the Toronto and New York stock exchanges.

Web site: www.Suncor.com and www.Petro-Canada.ca

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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NCR Corporation
Mark Scott, 678-808-7721
Cell: 404-771-8658
mark.scott@ncr.com