



## **NCR Voyix Recognized as a Leader in the POS Software Market for Full-Service and Quick-Service Restaurants in Latest IDC MarketScape Reports**

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ATLANTA--(BUSINESS WIRE)--Jan. 22, 2025-- NCR Voyix Corporation (NYSE: VYX), a global leader in restaurant technology solutions, has been positioned as a **Leader** in the recently released *IDC MarketScape: Worldwide Point-of-Sale Software in the Quick Service/Fast Casual Restaurant Sector Vendor Assessment (doc # US49096423, December 2024)* and the *IDC MarketScape: Worldwide Point-of-Sale Software in the Full-Service Restaurant Sector Vendor Assessment (doc # US49096423, December 2024)*. These reports evaluate the performance and innovation of worldwide POS software vendors, identifying key strengths and opportunities for restaurant operators as they navigate the competitive technology landscape.

“The enterprise restaurant sector has become increasingly complex as both quick-service and table-service restaurants must prioritize multi-channel ordering and payment capabilities,” says Dorothy Creamer, senior research manager, Hospitality and Travel Digital Strategies, IDC. “The unique challenges center on the rapid evolution of innovation and shifting guest preferences for brand interactions. POS software has had to evolve as well and leaders in the space are leaning into address these core issues.”

In today’s rapidly changing restaurant industry, operators require technology partners capable of simplifying complexity, enabling multi-channel ordering and payment options, and delivering exceptional guest experiences. The IDC MarketScape for POS in the Quick Service/Fast Casual Restaurant Sector noted, “NCR Voyix is taking a fresh approach to modernization. This method focuses on innovation impact and uninterrupted operations, helping brands innovate with minimal disruption. NCR Voyix has positioned itself as a cloud platform player with strong end-to-end omni-channel support, reporting and analytics, marketing/loyalty, and operational management.”

The IDC MarketScape for POS in the Full Service Restaurant Sector noted, “The vendor’s broad portfolio of services helps restaurants manage operations ‘wall to wall.’ These include deployment services, hardware maintenance, service desk, and professional services that focus on digital integration, system management, and DevOps. As full-service brands continue to evolve into digital businesses, these services add strategic value to support growth.”

“Being named a Leader in the IDC MarketScape report reinforces our commitment to not only the technological transformation but the cultural shift we have undertaken as a company to deliver innovative, efficient and future-ready restaurant solutions,” said Benny Tadele, President of Restaurants at NCR Voyix. “Restaurants today face unprecedented challenges, requiring solutions that drive real operational impact. We care deeply for our customers, and we are proud to empower and support restaurants looking to evolve and excel with technology that enhances operations, enables growth, and helps create exceptional dining experiences.”

The IDC MarketScape report provides restaurant operators with a clear view of the competitive POS software landscape, helping them select the right technology partner to align with their strategic goals.

### **About NCR Voyix**

NCR Voyix Corporation (NYSE: VYX) is a leading global provider of digital commerce solutions for the retail and restaurant industries. NCR Voyix transforms retail stores and restaurant systems through experiences with comprehensive, platform-led SaaS and services capabilities. NCR Voyix is headquartered in Atlanta, Georgia, with customers in more than 30 countries across the globe.

### **About IDC MarketScape**

*IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each supplier’s position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of technology suppliers can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective suppliers.*

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