

# NCR ADVANCED MARKETING SOLUTIONS (AMS) BUILDING YOUR BEST SHOPPERS



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## NCR Advanced Marketing Solution (AMS): Taking Loyalty to the Next Level

Today's shopper is unique and expects to be treated that way – a one-size-fits-all communications strategy won't work for fostering effective, repeat customer engagements. By asking shoppers about their preferences, you can learn more about how each customer wants to engage. This improves the customer experience, provides stronger engagement, and results in greater customer lifetime value.

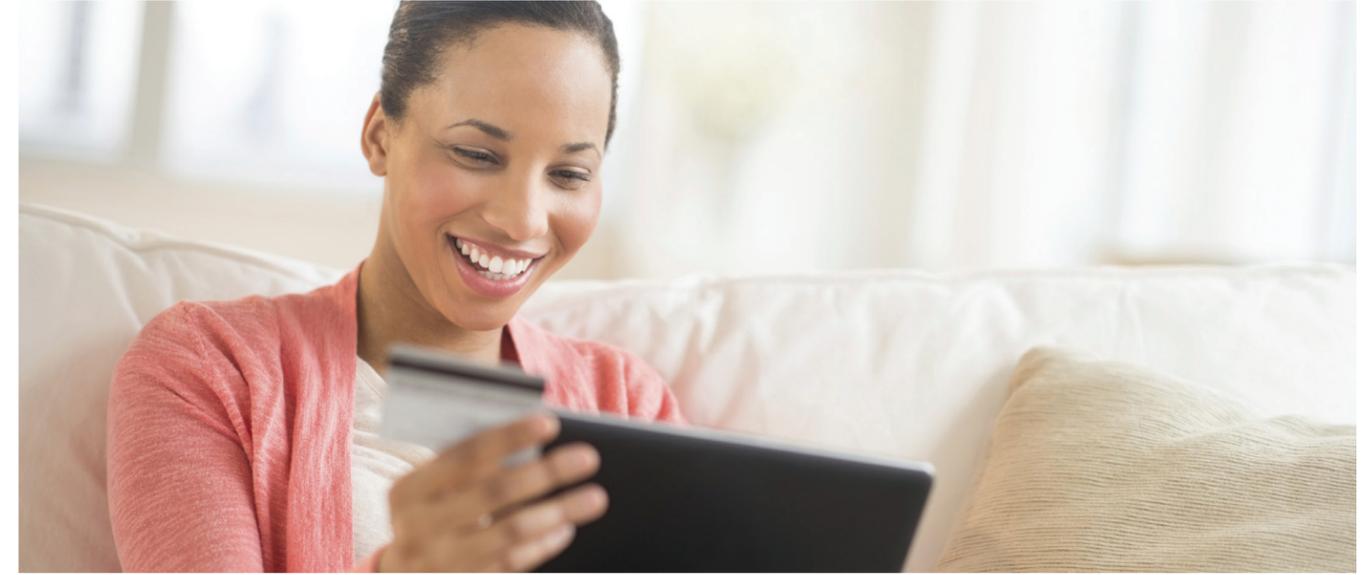
NCR AMS is a comprehensive, flexible and consumer-specific offer management solution that can help achieve this meaningful engagement. The industry's leading omni-channel promotion, loyalty and rules engine, the application is an intuitive, responsive tool for creating, deploying and managing promotions and facilitating consumer loyalty across your enterprise. The application also helps streamline promotion delivery and reduce operations/IT support.



### Benefits across your enterprise

From marketing to merchandising, across sales, loss prevention and operations, our solution can positively impact every area of your business:

- **Boost sales and margin** | Create and distribute targeted offers to reward your best customers, keeping them coming back for more. Our solution takes data from multiple sources and converts it into targeted, relevant messaging that can be delivered across any sales channel. Grow revenues without giving up margin by increasing shopper frequency and transaction size.
- **Validate in real time for fraud deduction** | Help reduce both customer and associate fraud during the transaction process to achieve substantial benefits for your bottom line. With updates to all channels in real-time, the application deters fraud due to misuse of associate discounts, copies, code breaking and timing.
- **Increase labor savings and operational efficiency** | Designed to minimize IT involvement in executing marketing promotions, NCR AMS automates the time-consuming manual offer management process. The easy-to-use solution enables rapid deployment and responsiveness, consolidating functions for substantial time savings.
- **Optimize existing systems** | Use existing systems and extend their lifecycles. By seamlessly integrating with your current systems (such as point-of-sale, data warehousing and CRM), we help you enhance – not replace – the structures you already have in place. you already have in place.



## Comprehensive capabilities to support your program

Our modular platform is fully customizable depending on your specific needs and goals:

### Advanced Promotions

Create a virtually limitless number of offers, messaging and rules triggered by events (item scans, transaction size, date, time of day and more). Empower associates and assist selling efforts with real-time messaging to associate and customer displays, eComm shopping carts, printed and electronic receipts.

### Load to Card

Capable of personalizing offers down to the customer/store level, NCR AMS facilitates targeted promotions in a matter of minutes via an intuitive user interface. Its robust technologies enable complex rules for the many types of discounts and offers you require to keep shoppers captivated.

### Customer Targeting & Loyalty

Personalize down to the individual shopper. Communicate to specific segments identified in your current CRM or created in the AMS application, and manage enrollment and customer data. This module also provides the ability to create, execute and manage (new and existing) point and continuity programs.

### Third-Party Offer Management

Manage the multitude of third-party offer providers formed in the wake of the digital coupon revolution with NCR Cloud Connect. Our cloud-based service enables third-party providers to be certified on our standard interface, eliminating the costly custom integration required for each provider.

## Real-time dynamic customer data management

With our optional Enterprise Preference Manager (EPM) module, you can manage the creation, collection and targeting of real-time customer preferences. Preferences may include favorite brands/departments, preferred communication methods, receipt types and many others that give customers an active role in the offers and promotions they receive.

When integrated with our AMS solution, EPM empowers you to respond to merchandising priorities and competitive pressure within minutes by understanding your customers' shopping behavior and preferences. This easy-to-use, retail software for simplified and effective multi-channel marketing enables you to:

- Dynamically create and distribute preferences
- Obtain a holistic view of your customer
- Improve promotional programs by leveraging customer preferences
- Capture and monitor the voice of your customer by channel
- Personalize your customers' shopping experience across channels



## Wide-ranging solution functionality

### Advanced Promotions

- Promotional pricing, surveys, proration
- Multi-channel integration (in-store, near-store, at home, point-of-sale)
- Couponing
- Offer priority and exclusion with logic based on predetermined rules & requirements
- Messaging & notifications, real-time and post-sale, notification of pre-sales and exclusive events
- Suggestive Selling

### Customer Targeting (Loyalty)

- Identification, ability to scan at any point of transaction, householding
- Dynamic customer segmentation, with events automatically moving members to targeted segment
- Point tracking and stored value programs

- Couponing (date/time/customer specific), featuring real-time single use enforcement
  - Associate management with discount tracking, associate-specific promotions and messages
- Preferences (Optional module: Enterprise Preference Manager)
- Retailer created dynamic preferences, with choices for preference/response types, delivery channels and targets
  - Real-time preference updates and delivery, significantly enhanced historical transaction data analysis
  - Personalized shopping experience across channels, with relevant offers and messaging tailored for each customer



## Why chose NCR AMS

- Improved consumer experience and loyalty using preferences with relevant offers
- Real time voice of the consumer
- Localization in consumer preferred language, currency, weights & measures
- Improved customer experience with real-time consistent offers delivered across channels
- Consolidation of disparate systems & resources
- Support for diverse integrated platforms & targeted investments
- Self-learning technology – trigger-based consumer preferences
- Targeted upsells and increased incremental sales

Our solution takes data from multiple sources and converts it into targeted, relevant messaging that can be delivered across any sales channel.

# Why NCR?

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 485 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, Georgia with approximately 29,000 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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