

ENABLING MOBILE CUSTOMER MONITORING, ANALYTICS, & ENGAGEMENT



An NCR and Purple brochure



purple



Customers require anytime, anywhere access and today's businesses need a variety of wireless solutions to address this new utility.

To deliver a connected experience, at the highest level, wireless solutions must be delivered with access, security, user analytics, capacity and coverage as top of mind.

NCR partners with industry leading wireless solution providers, such as Purple, to provide customers with end-to-end wireless services including design, deployment, remote monitoring and support.

The NCR Wireless Solutions portfolio features:

- Enterprise WiFi Solutions
- Connected Retail Solutions

Transform your public WiFi and connected services with Purple



Purple's powerful platform enables you to engage your customers through a high-quality and seamless user experience when interacting with your public WiFi and connected devices.

Leverage your public WiFi to drive targeted marketing and communications, while also learning more about customer traffic patterns, potential choke points and key areas of interest throughout your environment. Purple enables you to delight your customers, while you gain valuable insight around your business's physical space like never before.

Drive informed decisions with real-time, cloud based, 24/7 reporting and analytics

Purple's reporting suite covers all areas of your venue's activity and engagement including:

- visitor based reports
- marketing campaign reports
- data surrounding your visitors' social interests
- network based reports
- linked Facebook business pages

A custom reporting palette allows you to build your own reports using existing data from your portal reports, or by overlaying third party data from connected data sources. The API functionality means you can also sync the data with your own CRM or external data platform.



Engage with customers through quick and simple onboarding and marketing promotions suite

Onboarding your visitors is fast and flexible using Facebook®, Twitter®, LinkedIn®, Weibo® and VK®, or by completing a customizable form.

You can manage every step of your visitors onboarding process while making personalized decisions based on parameters such as age, gender, demographic, venue and frequency of visits.

Purple's marketing suite provides powerful tools to monitor and actively promote your business. Use the communications feature to send advertising as well as targeted email and SMS based campaigns to your visitors.

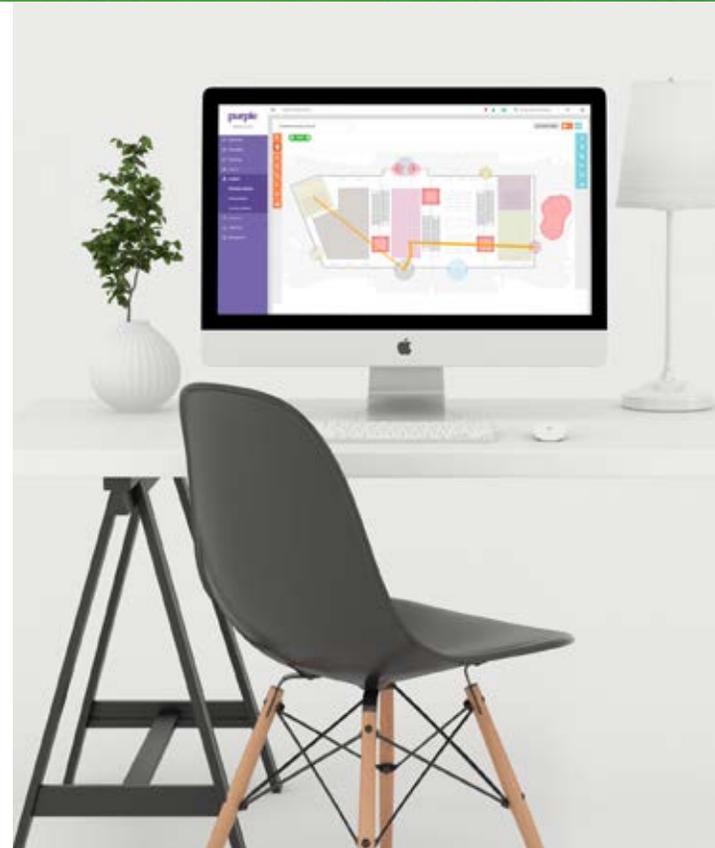


Leverage insights into customer traffic and key areas of interest through location and floorplan analytics

The location product works seamlessly with WiFi, Bluetooth and GPS to track customers in venues or outdoor areas and provide a visual map of how customers interact with your environment.

- Send highly relevant marketing messages based on movement or time spent in a location
- Leverage floorplan analytics to inform how customers move from area to area to identify choke points and areas of interest
- Detailed reports include footfall, repeat vs. new visitors, visitor bounce and engagement, average number of visits and frequency of visits

Everyday made easier™ with NCR and Purple



Enable customers with wayfinding and points of interest

With the wayfinding feature, you can help your customers locate or navigate to points of interest situated on your floorplan.

Purple's wayfinding works in conjunction with the marketing tools and allows you to provide your visitors with useful and targeted information about your venue, services, promotional offers and up-and-coming events.



Ensure best-in-class implementation with NCR Consulting Services



NCR professionals have deployed wireless solutions all over the world.

Leveraging in-depth expertise and proven implementation best practices we will work with you to assess your requirements, survey your environment and then design and implement Purple's powerful solution.

Key deliverables include:

- Planning and Design provides a detailed design, statement of work and project plan leveraging industry and vendor best practices.
- Implementation and Test Plan features a proof of concept to validate the design and configuration for a successful deployment within your environment.

Why NCR and Purple?

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 550 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 over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

Purple was founded like many a great company, through frustration with a service, product or unfulfilled need... in this case it was Public WiFi. Purple found that public WiFi lacked a positive user experience in every element from design and login methods, to the simplest of features, like responsiveness across varying devices.

It was quickly realized that not only was public WiFi broken for users, it was adding little value for those who provided the service too.

This didn't make sense; Purple's been changing public WiFi one access point at a time ever since and have now grown into a global company with deployments in over 70 countries, and partners ranging from small local IT companies through to big brand Telco's all over the world.

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