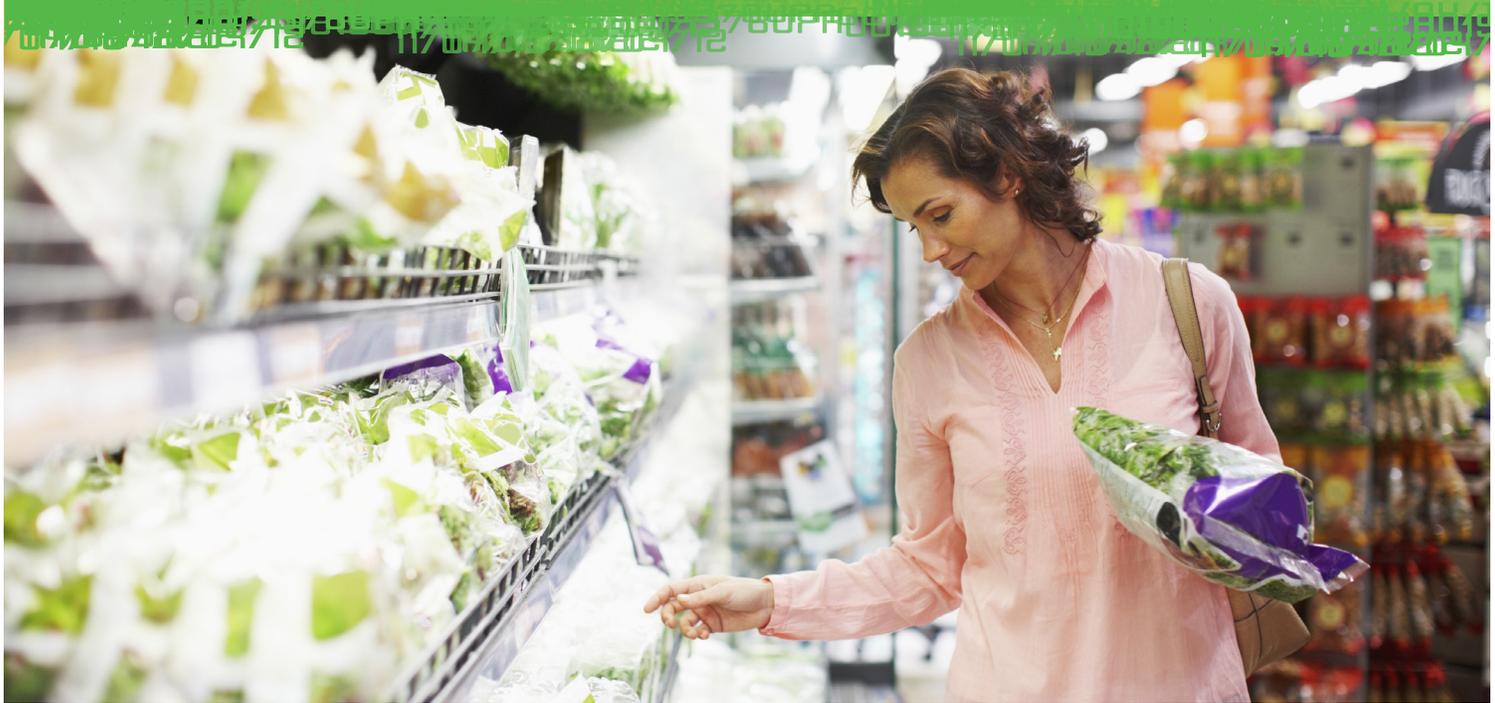


I AM NCR POWER HQ CATEGORY ANALYZER

Retail and Distribution Industries



Getting your product mix right is the key to increased sales and profitability

As customers demand an ever-increasing variety of products and competition continues to increase from ever retail segment, it's more challenging than ever to maintain and grow profitability. Retailers must maintain a careful balance of pricing strategy, product mix and promotions to ensure every item in the store is delivering the biggest impact on the bottom line. But, do you truly understand the profitability—or lack thereof—of every item in every store?

You can with NCR Power HQ Category Analyzer. This powerful analytical solution uncovers the financial impact of every item and every category in each of your stores, and tracks the impact over time. With immediate access to this data, your buyers and store management staff gain new insight to make more informed decisions about item assortments to help drive profits. They can tweak inventory levels, create more effective merchandising strategies and gain tighter control over store profitability.

For more information, visit www.ncr.com, or email retail@ncr.com.

Ultimately, with the data that NCR Power HQ Category Analyzer provides, you can improve the single number that matters the most—your bottom line.

Continuous improvement made easy

You cannot manage what you don't measure, and you can't improve what you don't manage. With new product introductions happening every day, and a wider variety of promotional options than ever before, how can you keep track of what's working and what's not? That's what makes consistent access to current sales and profitability data so critical. Without this information, managers are making gut decisions on merchandising strategies that may or may not have the desired impact.



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.

While it's true that there's an art to successful retail management, profitable merchandising is based on an exact science that requires advanced analytics and reporting capabilities for maximum results.

With NCR Power HQ Category Analyzer, users can choose to analyze anything from a single item to an entire store performance, with access to detailed reports that reveal historical sales and gross margin trends. There are more than 100 pre-configured report templates, or users can easily generate customized reports based on specific requirements. Experiencing an anomaly for a given product or store? Dig into the potential cause with the reporting drill-down capabilities.

By analyzing the company, store, category and item performance, you can identify problems that must be solved—as well as opportunities that should be pursued. NCR Power HQ Category Analyzer gives you the tools to make sure you have the optimal product mix for each of your stores, so you can swap out under-performing goods with high impact items to drive sales and profitability.

Complimentary Products

- NCR Power HQ
- NCR Power HQ Vendor Portal
- NCR Power HQ Billback Manager

Product highlights

- Combines point-of-sale (POS) data with merchandising data from NCR Power HQ and rolls up these trends into standard reporting periods such as rolling 4-week, 13-week, quarterly or annually
- Standard reports include item ranking (by sales, quantity or gross profit), sales contribution reports, and exception reports
- Gain immediate insight with more than 100 built-in report templates with drill-down analytics for detailed investigation
- Easily identify under-performing items or oversaturated categories that can be replaced higher impact items to increase sales
- Analyze the gross margin and sales impact of promotions with ad markdown reporting
- Share information with all levels of management with automated, scheduled reports and distribution via Excel, CSV, HTML, email and more
- Identify out-of-stocks or inventory problems with negative gross profit, zero movement and purchases versus sales reports
- Produce the data you need with flexible customized reports based on item mixes, time periods, and custom ranking

NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

All features, functions and operations described herein may not be marketed by NCR in all parts of the world. Consult your NCR representative or NCR office for the latest information.

All brand and product names appearing in this document are trademarks, registered trademarks or service marks of their respective holders.

ncr.com/retail



linkedin.com/company/NCR-Retail



twitter.com/NCR_Retail



facebook.com/NCRRetail

