

# NCR ADVANCED MARKETING SOLUTION

See more. Sell more.



## NCR Advanced Marketing Solution: targeted marketing made simple

NCR Advanced Marketing Solution is a comprehensive, flexible and consumer-specific offer management solution. It allows retailers to streamline promotion delivery management by eliminating systems and business processes, while also reducing operations and IT support. NCR Advanced Marketing Solution empowers retailers to respond to merchandising priorities and competitive pressure within minutes by developing and executing promotional programs.

### Control ownership of your targeted marketing platform

With NCR Advanced Marketing Solution, you are in command of your marketing initiatives. No incremental costs exist, so you maintain and control the relationship with your customers.

### Streamline offer delivery management

Deliver on your offers quickly, efficiently and simply with NCR Advanced Marketing Solution, while also eliminating systems and business processes, and reducing operations and IT support.

### Consolidate your promotion management tasks

Our easy-to-use promotion management tool empowers you to combine planning, offer logic, discounting, graphical content and channel management into a single workspace, saving you time, space and money.

For more information, visit [www.ncr.com](http://www.ncr.com), or email [sales.pcr@ncr.com](mailto:sales.pcr@ncr.com).



# 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 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.

## Accelerate promotional program development and execution

NCR Advanced Marketing Solution enables you to reduce your response time significantly as you develop and execute your promotional programs, respond to merchandising priorities and competitive pressure. Your competition will wonder how you're always able to stay ahead of them.

## Engage your customers

Connect with your consumers throughout their shopping experience, with more frequent, higher-quality and more effective communications.

## Optimize your existing POS systems

Our solution lets you get the most out of your existing point-of-sale (POS) systems and helps you extend their use.

## Reward consumer loyalty

NCR Advanced Marketing Solution empowers you to deliver benefits such as loyalty cards, targeted marketing and customer relationship management initiatives.

# Key features

- Logix user interface: the web-based interface through which retail and marketing professionals create, execute and manage offers
- Multiple execution channels
- Importing and exporting offers
- Hierarchical product and store organization

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

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