

I AM POWER HQ WITH CLEAR DEMAND®

Retail and Distribution Industries



Competitive Advantage through Price and Promotion Optimization

NCR Power HQ and Clear Demand® solutions combine customer demand intelligence with the execution of pricing strategies across online, mobile and in-store channels. Power HQ is an advanced merchandising system that simplifies item management, manages item assortments, and ensures accurate item and pricing data. The Clear Demand platform analyzes shopping data, recommends prices and promotions, configures and enforces pricing rules, and feeds the price recommendations to NCR Power HQ. Armed with these insights, retailers can optimize assortments and define pricing and promotion strategies that drive sales without eroding margins.

Not your traditional pricing optimization solution

In the past, price optimization solutions failed to produce meaningful pricing recommendations due to limited modeling and algorithms. The Clear Demand next-generation solution incorporates a modeling process that incorporates the unique requirements of fast-moving consumer goods retailing: frequent cost changes, vendor deals and new item introductions.

The system uses a big data analytics platform to capture and analyze data from any source – store, online, mobile, social, and loyalty programs to execute a consistent and competitive pricing strategy and applies intelligent pricing rules to identify and manage product relationships, such as private label vs. national brand, and affinity and cannibalization effects.

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



CLEAR DEMAND

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.

A combined solution for all your item management needs

NCR Power HQ combined with Clear Demand provides retailers with a combined solution that addresses all retailer item and pricing requirements. Together, they execute custom pricing strategies, plan effective promotions, and generate competitive pricing responses in real time.

Plus, NCR Power HQ delivers the price changes to all pricing systems, ensuring prices are accurate at the shelf, in the POS and on all digital platforms. With these systems, retailers can quickly respond to changes that impact price image and be confident that the pricing strategies they set during planning sessions will be executed accurately across all channels.

Key benefits

- Consistently maintains pricing image to drive sustainable sales and gross margin targets
- Improves competitive price position through dynamic competitive pricing platform
- Simplifies administration of item master data and pricing rules with flexible configuration
- Reduces staffing workloads with configurable workflows, exception-based analytics and automation
- Facilitates omni-channel price optimization, enabling a consistent price strategy across channels

Key features

- Clear Demand seamlessly feeds NCR Power HQ for ease of use and simplified implementation
- Unified demand forecast that accounts for store-level price, T-log data, promotion and product relationships, including affinity (halo) and cannibalization effects
- Merchandise analytics for exception-based analysis of product, category and competition
- Big data analytics platform that captures and analyzes data from all sources (store, online, mobile, social, competitive prices) to generate prices and forecasts across all channels

About Clear Demand®

Clear Demand serves global retailers with software and services for omni-channel, online and brick & mortar retail operations. Clear Demand's omni-channel demand management solutions are designed to support an integrated strategy for product, pricing and channel decisions. The company's retail pricing and merchandising solutions are architected on Big Data and delivered as a SaaS solution for enhanced speed, flexibility and ease-of-use.

Retail clients enjoy improved profitability, superior pricing strategy, price optimization and price management with an adaptive platform that can be modified to retailers' business processes. Clear Demand's mission is to help retailers compete more effectively.

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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