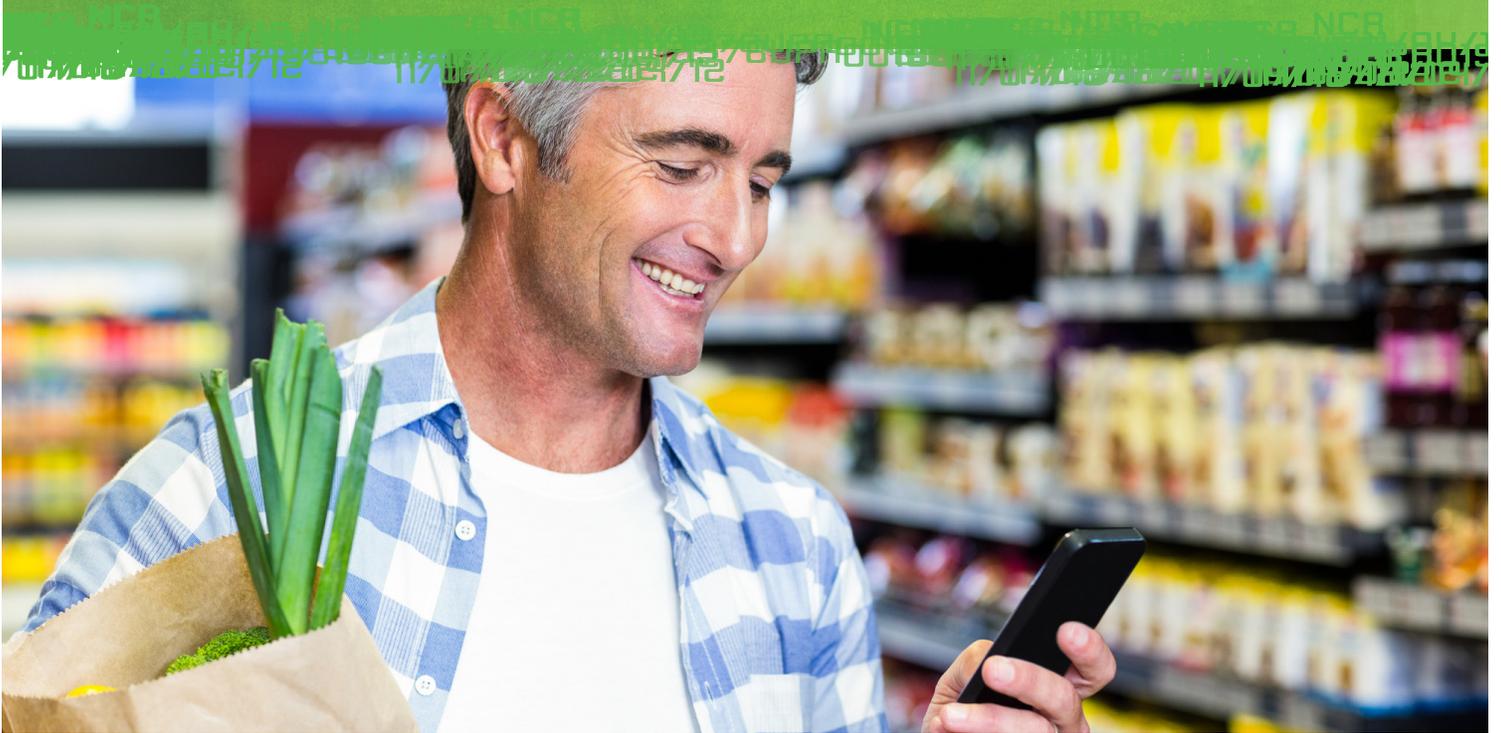


# I AM NCR DIGITAL RECEIPTS



## Offer a more enhanced customer experience with NCR Digital Receipts.

Providing the choice of a digital receipt over the traditional paper receipt will open up new opportunities for you and your customers.

### Email your customers

Email is still the preferred channel for most consumers. It de-clutters their pockets and makes it easier to keep track of previous transactions. It also helps you collect information for future marketing campaigns.

### Provide SMS capabilities

Every consumer is glued to their phone for easy information access and flexibility. With text messages having a 98% open rate and are an available option to 98% of mobile consumers, SMS capabilities are the preferred platform for the on-the-go consumer. Our solution makes it easy to collect a mobile number right at the POS.

### Access information

With our digital receipt portal, consumers can look up previous transactions, receive targeted marketing promotions and stay in touch with your brand. These enhancing features will result in more loyal and dedicated consumers.

### Avoid the hassle of hardware

Our solution offers easy management features with no hardware or software for you to maintain. No hardware makes for an easy installation, deployment, and future transactions.

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

## Send targeted marketing messages

Offer advertising opportunities or drive repeat business with targeted marketing through digital receipts. Send your consumers a coupon, remind them of an upcoming sale, or simply thank them for their business. Targeted messages will help drive consumer business and loyalty.



## Key features

- Standard email and SMS receipt templates
- Easy to use and send
- Customizable advertising space
- Easy to use customer interface to add new consumer and edit preference information
- Requires no specific hardware or loyalty program investment
- Simple to deploy due to easy “fee per transaction” concept
- Includes key management tools:
  - o Real-time consumer reporting
  - o Easy to find recall and warranty information

Key retailer benefits	Key consumer benefits
Increases sales with digital coupons	Enhanced consumer experience – receipt choice
Increases consumer loyalty	Receipts easy to organize
Incremental increase in margin versus paper receipts	Dynamic offers and rewards
Environmental friendly solution	Easy access to product information including warranty or recalls
Increase sales with advertisements	Privacy control

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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