

# NCR ADVANCED STORE

A COMPLETE RETAIL SOFTWARE SOLUTION FOR A CONSISTENT, EFFICIENT, PERSONALIZED SHOPPING EXPERIENCE.



## MEET YOUR NEEDS AND IMPROVE THE CUSTOMER EXPERIENCE WITH THE NCR ADVANCED STORE SUITE OF OMNICOMMERCE CAPABILITIES

### Move beyond the counter

Take the “point of sale” to the “point of decision” by moving your store associates from behind the counter to the sales floor. This is not only more convenient for your customers, but also helps associates with upsells and guided selling. Paired with our Mobile Gateway solution, it delivers full POS functionality anywhere on the sales floor.

### Provide a personalized shopping experience

Customize the shopping experience by integrating your loyalty programs and targeted marketing across all channels and touchpoints. Let your customers choose the promotions and products they're most interested in, how they want to receive offers, and more—all based on stored personal preferences. Deliver the anytime, anywhere shopping experience. Provide the same shopping

experience to your customers online or in-store—or, allow them to do both within the same transaction using a combination of purchase and pick-up delivery options. NCR Advanced Store gives your customers the flexibility they want and gives you upsell opportunities whether they are in or out of the store.

### Leverage complementary solutions that boost revenues

The POS can be implemented in conjunction with solutions such as NCR Sales Advisor, an innovative tool featuring rich product information and robust recommendation engine. This helps associates boost sales by providing high-touch service and suggesting add-on products.

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



## Maximize your IT investment

NCR Advanced Store provides outstanding investment protection as an open system that is compatible with most hardware and with previous versions of software, allowing you to leverage existing investments. Whether it's an NCR POS terminal, hardware from another provider or even a mobile device, you reap the benefits of this leading-edge application without a hardware upgrade.

Make training and day-to-day usage easy for associates. NCR Advanced Store uses touch screen and features an updated user interface, translating moves such as finger swipes into scrolling through a list the same intuitive way that smartphones do. This technology also requires fewer touches by the associate, making it easier to learn (lowering training costs and enabling new cashier success much faster) and reducing the risk of error.

## Get store management and decision aids

The NCR Advanced Store back office application can be accessed anywhere, from any device. It provides operational insights for store management (including financial and sales reporting, cash management, and more).

## Help manage fraud

Validate, in real time, all return transactions throughout your business. Returned store items are automatically validated against centralized transactions to obtain the original sales price and help ensure items are only returned once. You can also reduce coupon fraud by validating items in the transaction and coupons are not expired.

## Boost loyalty with offers and promotions

Show your customers you appreciate their repeat business with loyalty offers like promotional pricing, coupons, suggestive selling, multichannel transactions and best deal calculations, which help you sell more and improve your bottom line.

## Take advantage of value-add solutions

NCR Advanced Store is easily integrated with a wide range of additional solutions that can help optimize your enterprise:

- NCR Connected Payments
- NCR Command Center
- Cloud Connect
- Cashier Analyzer
- Digital Coupons

## KEY FEATURES

- Single global solution that supports multiple languages, currencies, and tax rules all through a central configuration
- Feature-rich parameterized "plug and play" solution, installable right out of the box
- Touchscreen and gesture-based user interface
- Ease of installation and maintenance, featuring the unique functionality you need without migration-limiting customizations
- Digital receipt capabilities with eReceipt Messaging Service, enabling customized email receipt templates and targeted marketing information

## WHY NCR?

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700 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, Ga., 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.

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