

NCR INTERACT GLOBAL PARTNER PROGRAM



World-class channel partner program is purpose-built and designed for partner profitability as the core principle.



NCR INTERACT
GLOBAL PARTNER
PROGRAM

PARTNERING WITH NCR

The NCR Interact Global Partner Program is built to grow your customer wallet share through NCR's expansive solution portfolio and expand your reach with a trusted industry leader. Our world class channel partner program is purpose built and designed for your profitability as the core principle. The program includes sales, financial, business, marketing and support benefits giving you the tools you need to develop and profitably grow your business while you promote NCR products and solutions.

Today you have choices. You have multiple vendors knocking on your door competing for your precious investment dollars. We believe your best bet is to partner with NCR.



Why Partner with NCR:

- Increase revenue by broadening your portfolio and selling industry leading NCR solutions.
- Build your business value with software and service annuity revenue streams.
- Drive new customer acquisition by leveraging NCR Market Development Funds for strategic marketing initiatives.
- Gain competitive advantage with our global program that provides tiered pricing, specialized sales support and marketing resources.
- Lower your operating costs. NCR is easy to do business with: providing powerful tools, 24/7 support, certification training and reward programs.
- Generate revenue quickly by participating in our structured onboarding program

“The sales channel plays a critical role in our growth. NCR has traditionally been a direct-selling company, and the strategy has significantly limited our growth. We can execute better as we embrace the channel and efficiently sell to all tiers in the industries we serve.”

HOW DOES IT WORK?

The NCR Interact Global Partner Program is a tiered marketing, enablement and services program for NCR Solution Providers who sell NCR solutions and services.

The program focuses on 3 areas:

- Providing a framework to make more money
- Rewarding you for the value you provide
- Broadening your portfolio and developing differentiated solutions

Minimum requirements

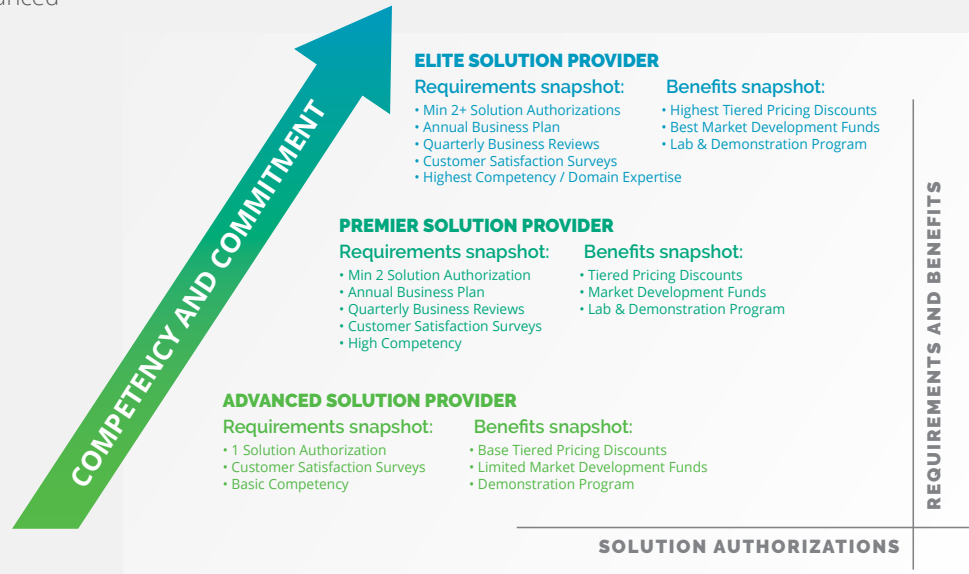
- Signed Interact contract
- Complete On-Boarding Program and Solution Authorization requirements
- Assign NCR Champion Sponsor
- Annual business plan
- Dedicated marketing budget
- Customer list
- Participate in an Interact Service Program
- Provide end-user reporting

**For more details on requirements, please refer to your NCR representative.

Tier Levels

Tier levels allow you to differentiate your value propositions and earn designations based on your expertise and strategic alignment to NCR goals and overall revenue contribution.

- Elite
- Premier
- Advanced



LET'S TALK BENEFITS

NCR Interact Solution Providers receive benefits designed to strengthen capabilities, improve customer service, build connections and reach their full business potential.

Benefits offered to NCR Solution Providers include but are not limited to the following:

Financial Benefits	Sales Support	Marketing & Branding	Tools & Support	Training
<ul style="list-style-type: none">• Tiered pricing• Market Development Funds• Demonstration Program Discounts• Performance Incentives	<ul style="list-style-type: none">• Dedicated Account Manager• Presales Support• SME Product Specialists• Proposal Center• Customer Briefing Center	<ul style="list-style-type: none">• Marketing Support Service• Partner search on NCR.com• Sales Collateral and data sheets available for co-branding• Recognition and awards• Channel Partner program level logos	<ul style="list-style-type: none">• MyNCR Partner Portal<ul style="list-style-type: none">- Sales Asset Manager- Service: NCR@YS- Sales collateral and newsletters- Interact Program Tools	<ul style="list-style-type: none">• Partner forums & training events• Solution Training for Sales, Technicians, Engineers and Developers• 24/7 NCR University

ENJOY OTHER BENEFITS AND REWARDS

Market Development Fund

Designed to encourage Solution Providers to create and implement business development and demand generation activities. Through advanced planning and with prior NCR approval, you are reimbursed for your share of event or marketing activity costs.

Solution Provider Recognition and Awards

The NCR Partner Award Circle provides recognition for NCR Solution Providers for exceeding annual sales objectives, regardless of size or industry. The overall program consists of three award levels—Achievement, Excellence and Distinction.

Partner Forums and Conferences

NCR Partner Conferences offer Solution Providers an opportunity to meet and build relationships with delegates from around the world and gain education from NCR as well as our participating Sponsors about complementary products and services.

Join today and you could be our next winner!

- Solution Provider of the Year Award recognizes the top Solution Providers who have planned for and taken the needed steps to significantly grow their total business over the previous year.
- Service Partner Award recognizes Solution Providers who have demonstrated their superiority at working cooperatively and collectively with NCR to provide service excellence to their Customers.
- Innovation Award recognizes a select set of Solution Providers that have taken extraordinary steps to successfully close new sales opportunities.

WHAT ARE YOUR SERVICE OPTIONS?

NCR offers its comprehensive portfolio of services to Solution Providers to extend to customers and meet business needs.

Contract Referral

Solution Providers market and sell select NCR maintenance and support services to customers. This option requires minimal investment from the Solution Provider.

Shared Service

The opportunity to deliver comprehensive Solution Provider-branded service while leveraging proven NCR portfolio and resources. This option enables the Solution Provider to generate revenue by setting the pricing for total solution support delivered to its customers.

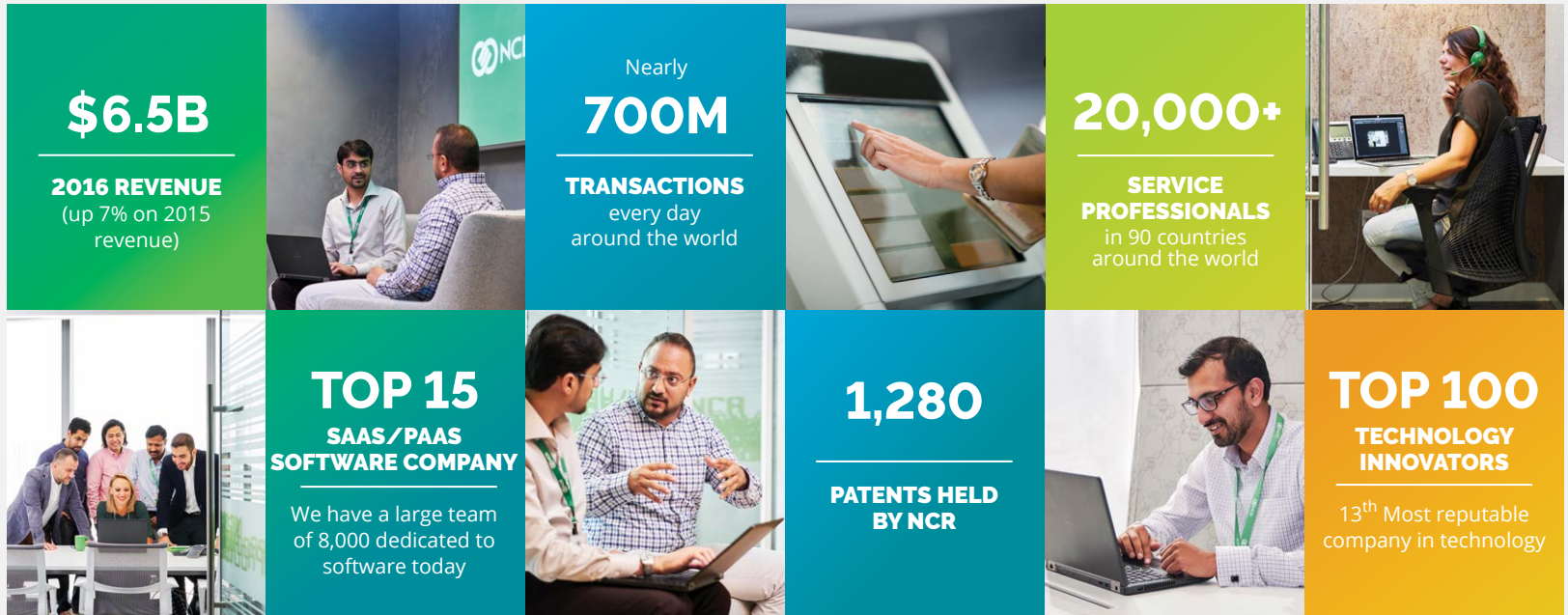
Partner Delivered Service (or PDS)

Solution Providers provide their own branded, quality service to their customers for the products/services they are contracted, trained and certified to service and support.

	Contract Referral	Shared Service	Partner Delivered Service (PDS)
World Class Service Delivery	✓	✓	
Enablement via NCR Global Services Organization			✓
NCR Services Trained, Skilled and Experienced Employees Deliver Service (most countries)	✓	✓	
Referral Commission for Selling NCR Services	✓		
Level II Hardware Support Provided by NCR	✓	✓	✓
Solution Provider Enabled to Set Prices and develop Annuity model for Services Being Delivered		✓	✓
Solution Provider is Customer Point of Contact		✓	✓
Licensed NCR Service Diagnostics			✓
Discounts on NCR Certified Parts with Advanced Exchange option for reworkable parts			✓
Remote Technical Support Available from NCR			✓
Field Retrofit Orders (FRO) Labor and Parts Reimbursement			✓
Access to Technical Bulletins, Drivers, Operation System Releases			✓
Access to Currency Template Maintenance			✓

JOIN THE NCR INTERACT GLOBAL PARTNER PROGRAM TODAY

Our goal is to enable and empower our Solution Providers with the right skill sets and tools, while providing the right incentives and opportunities to meet NCR's sales performance, customer satisfaction and growth targets on a global basis.



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 Atlanta, 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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