

**CX ASIA 2018**

# **NCR INTERACT WRAP UP**

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CX ASIA 2018

**NCR  
INDUSTRY  
SOLUTIONS  
GROUP**



**PRODUCT  
MANAGEMENT**



**PRODUCT  
MARKETING**



**MARKETING**

# Our Journey Forward

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## YESTERDAY

## MOVING FORWARD



**WORLD-CLASS SOLUTIONS**

Hardware-Focused  
Direct vs. Channel



Product Lifecycle Management  
Solution Ecosystems With Integration Testing  
More Focus on Training and Documentation



**GO TO MARKET**

No Offers  
Hardware Focused



Targeted Channel-Ready Offers  
More Software to Sell  
Managed Services



**MARKETING**

Disconnected Demand Creation



Connected Demand Creation

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**THANK  
YOU**



- ✓ Putting our customers first
- ✓ Working to expand beyond ATMs into payment and monitoring software
- ✓ First customer deploying Aloha 12.3

# Partner Lucky Draw

Collection points by:



Session  
Survey



Solution Fair Station and  
Sponsor Visits

**WIN<sup>★</sup>**  
**Apple AirPods!**



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**Thank You!**

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