The Total Economic Impact™ Of NCR Software Defined Store Enabled By Zynstra

Through two customer interviews and data aggregation, Forrester concluded that NCR Software Defined Store enabled by Zynstra has the following three-year financial impact.

SUMMARY OF BENEFITS
Three-year risk-adjusted

- **$6.4M** Improved store efficiency
- **$2.7M** Avoided revenue loss
- **$5.4M** Hardware cost savings
- **$1.5M** Software cost savings

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Amount</th>
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**ROI** 164%

**NPV** $9.9M

**PAYBACK** 6 months

SOFTWARE DEFINED STORE BY THE NUMBERS

- **57%** Annual hardware cost savings per store
- **50%** Downtime avoided
- **50%** Reduction in break-fix and software upgrade costs
- **10%** Improvement in point-of-sale speed

VOICE OF THE CUSTOMER

“With everything being virtualized, I'm able to leverage Software Defined Store to look at the entire environment and help me troubleshoot or fix a problem much quicker than I have in the past.”

“Software Defined Store enables faster rollout of applications, which can be time-consuming, especially when there are multiple stores across the country.”

Senior director, retail technology

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This document is an abridged version of a case study commissioned by NCR and Zynstra titled: The Total Economic Impact Of NCR Software Defined Store Enabled By Zynstra, November 2019.

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