



Advancing the
State of POS
Agility



NCR ADVANCED STORE



Real World Retail



Retailing 2005!!!



Who will be the leaders, followers, contenders & pretenders? In the dynamic general merchandise industry, it is becoming increasingly evident that *tomorrow's* leading retailers are making some very smart choices *today*, especially in the critical area of upgrading their in-store point-of-sale (POS) applications.

Savvy retailers expect more from their POS solutions. To get an edge in today's highly competitive environment, retailers are turning to *NCR Advanced Store* to enhance operations, drive incremental revenue, expedite return on investment and increase their agility to compete. *NCR Advanced Store* is a high-performance, proven POS solution designed to address your Real World needs.



Store Operations

Making sure employees have the tools they need to efficiently serve your customers is key to keeping your customers happy. **NCR Advanced Store** has an intuitive design that expedites the checkout process, enables managers to respond to operational metrics, and simplifies operation for cashiers by:

- > Increasing customer service through the implementation of queue busting and mobile POS.
- > Focusing employees and management on performance to objectives via the "Store Dashboard" and continuous flash sales reporting.
- > Facilitating consistent and effective returns management solutions, including validating returned merchandise and implementing returns policies.
- > Offering a superior interface capability and multi-language support that can reduce implementation and training time.

NCR REAL WORLD

Drive Incremental Revenue



Increasing comparative same-store sales is critical to growth in the competitive retail market. **NCR Advanced Store** can strengthen your merchandizing, promotions and CRM initiatives to drive incremental revenue by:

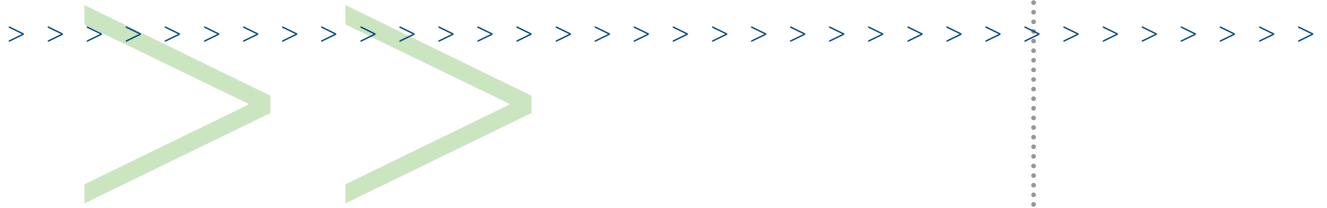
- > Creating a seamless shopping experience for multi-channel shoppers who spend 20% - 36% more than single-channel shoppers.
- > Utilizing the powerful *price determination engine* to deliver unique and targeted promotions.
- > Expanding the role of the POS beyond traditional transactions to promote suggestive selling, extend merchandise selection, automate credit card applications or build brand recognition.

Increase ROI & Lower Cost of Ownership

To succeed retailers must continually look for ways to reduce costs and optimize return on IT investment. **NCR Advanced Store** maximizes the investment associated with your POS application by:

- > Supporting a wide range of store configurations, checkout formats and hardware peripherals.
- > Providing a robust, highly functional application that seamlessly integrates into your unique retail environment via a message-based architecture.
- > Extending the capabilities of an aged system by enabling the integration of select components.

RETAIL SOLUTIONS



Increase Agility

The ability to move quickly and easily is critical in this competitive retail environment. Your POS application must provide the maneuverability necessary to adapt to market changes. **NCR Advanced Store** provides the industry's most flexible POS solution to address the real-world demands of retailing by:

- > Enabling you to strategically adapt your POS system by leveraging the open architecture that easily incorporates new technologies required to address your business needs.
- > Offering breadth of functionality and robust transaction processing capabilities that reflect leading retailers' best practices and can be rapidly integrated into your custom environment.
- > Complementing the use of standard software tools with the Advanced Store Visual POS Designer, which facilitates development within the specialized retail environment.



"NCR's open software architecture and development environment allow internal and external applications to freely communicate, enabling us to deliver outstanding service and support to customers and associates."

- Information Technology Director, upscale department chain



Make NCR Advanced Store Your Choice...



Retailers around the world are already realizing the benefits of *NCR Advanced Store*, and NCR is ready to work with you to quantify the specific business value your company can expect by implementing this strategic solution. Let NCR conduct a business impact analysis for your company, and show you how implementing *NCR Advanced Store* can put you in control.

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