

## NCR Advanced Store@Retail

A point-of-service solution that pays off smile after smile

- Enhances customer service
- Simplifies data collection
- Provides access via Internet technology
- Cornerstone of a total Relationship Technology™ solution



NCR is pleased to introduce a new, innovative solution for point-of-service (POS) information management: NCR Advanced Store@Retail. This multi-platform software package is the cornerstone of NCR's total suite of consumer-focused retail products and services, providing a turnkey solution for retail stores, from the shelf to checkout to the back office.

NCR Advanced Store@Retail has been designed to boost the quality of the in-store shopping experience, minimizing checkout time and freeing personnel to assist customers. Web-based technologies

facilitate secure collection and easy management of complete sales transaction data, for better store-based information management, including customer relationship management programs and, ultimately, higher customer retention.

Advanced Store@Retail features a point-of-sale user interface designed to improve operator productivity, reduce training time and enhance customer service. And because store data may be accessed via a web browser, your management team can enjoy greater operational control as well as access to supervisor functions such as price updates and reports.

With NCR Advanced Store@Retail, you'll have the confidence that comes from dealing with a trusted industry leader like NCR. Best of all, you'll have the tools to capture sales and customer data that you can leverage to build stronger customer relationships. The system is integrated with other NCR consumer touch-points to provide the industry's first comprehensive relationship technology solution that includes point of sale, web kiosks, electronic shelf labels, self-checkout and data warehousing.

# NCR Advanced Store@Retail

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## Enhanced Customer Service Begins With Enhanced POS Information Management

NCR Advanced Store@Retail has been carefully designed so cashiers can focus their energies on building customer relationships and providing a more pleasurable shopping experience. For maximum system availability, look-up files reside both on the network and individual terminals. With this multi-level redundancy, checkout can continue even if the server or network goes down.

The system's intuitive design is exceptionally easy to learn, and simple for personnel to operate, thanks to input from the NCR Human Factors Engineering Group. Its straightforward lead-through interface keeps employees on track by allowing only valid options for transaction processing.

How do these innovations pay off for you? With reduced employee training time and increased productivity, the cashier has more time to focus on the customer. Extraneous moves can be eliminated. Cashiers are naturally faster, minimizing a shopper's time spent in checkout and therefore increasing customer satisfaction.

Advanced Store@Retail also leverages the capabilities of other NCR products that have already earned your trust. Used in conjunction with our bi-optic scanners, Dynakey™ operator displays and consumer interactive devices, it's a POS application that can have a positive impact on your organization's bottom line.

## Simplifies and Streamlines Record Keeping

NCR Advanced Store@Retail's impact can reach far beyond the checkout. A data-selection process with filters enables management to evaluate transaction trends, exception reporting and training opportunities easily.

Transactions may be searched for voids, error corrects and returns, or an original receipt reprinted by making a single keystroke. The system may also be programmed to alert management to events like "item not on file" flags or price changes at the POS, so these time-consuming errors can be corrected without delay.

## Provides An Integrated Solution That Can Be Accessed Anytime, Anywhere

NCR Advanced Store@Retail is compatible with popular NCR Web-enabled solutions. NCR consumer-interactive devices expand your e-commerce environment by blending your virtual and physical store. Store management functions, such as price updates and data retrieval, are also simplified and accessed through a Web browser, an increasingly familiar interface.

## The Basis For Stronger Customer Relationships

NCR Advanced Store@Retail is able to support merchandising and marketing programs at all levels. This includes customer loyalty programs with different discount schemes based on specific items or combinations of items, transaction volume or customer identification. Data collection at the checkout is the starting point



for collecting identifiable customer transactions, which, over time, can evolve into a full Customer Relationship Management solution.

### **Euro Ready by NCR**

The flexible design of NCR Advanced Store@Retail readily permits its adaptation to the specific needs of different national markets in Europe, the Middle East, and Africa. The application supports country-specific requirements such as multi-language, fiscal, EFT and up to 40 tender options, including the Euro.

Used in conjunction with NCR Electronic Shelf Labels, the system helps ensure price integrity at the shelf and at checkout, eliminating customer confusion and facilitating unattended customer service. Unit and retail prices can be displayed

simultaneously, and you have the option to present the customer with promotional messages, special offers, frequent shopper items or nutritional information. There's even the option to display multiple currencies – for instance, prices in both the Euro and local currency – helping to reinforce the new currency and erasing customer purchase reluctance.

Advanced Store@Retail is integrated with a complete line of

“Euro Ready” peripherals, such as displays and printers, including fiscal.

### **Protects and Leverages Your Existing Investments**

The foundation of NCR Advanced Store@Retail is the time-tested NCR MTX technology presently installed in over 20 countries in Europe, the Middle East and Africa. The system is based on a modular design, making it cost-effective for virtually all retail formats and store sizes. It supports multiple input and output devices, including keyboards, printers, displays, scanners and scanner/scales for different retail segments from General Merchandise to Food. Your system can grow and change as your business changes. You'll reap the benefits of previous system

installations, and set the stage for seamless technological upgrades.

NCR Advanced Store@Retail is built on industry standards, to offer you a freedom of choice to select the best solution components and to simplify the connectivity to other systems. NCR Advanced Store@Retail uses the Microsoft Windows NT 4.0 operating system for both the Server and the POS Client with a complete suite of 32-bit applications. Advanced Store@Retail fully supports the OPOS peripheral drivers. OPOS drivers allow maximum flexibility of selecting the right peripheral set for the POS and guarantees an increased level of hardware independence.

For seamless migration, Advanced Store@Retail continues to support both DOS and UNIX platforms. The system is designed so that the POS server can support either a DOS 16-bit or Windows 32-bit environment. This allows the retailer to have flexibility and control in the adoption of new technology, with a high level of investment protection in mind.

For POS management, NCR has developed a completely new application that is written in Java. The design uses multi-tier architecture with User Interface, Business Logic and Data Management layers. This architecture allows system enhancements to be made quickly with a higher level of system integrity. In many instances only one layer may need modification. A standard Internet browser, such as Microsoft Internet Explorer 5.0, is used for the User Interface, which is familiar to today's workforce. For the data management, NCR chose the Microsoft SQL Server 7.0 database accessed via the ODBC standard. The use

of ODBC database access allows the retailer the flexibility to implement an alternate database if desired.

Best of all, NCR's unparalleled professional support and consultation services can help you achieve the maximum benefit from your new solution.

## **NCR Advanced Store@Retail Surpasses the Expected**

NCR Advanced Store@Retail is the ultimate software solution to system compatibility problems. The open-system architecture enables computerized POS systems to "speak the same language" and permits data retrieval with Web technology.

The Advanced Store@Retail features a user interface that is ergonomically designed and easy to use, resulting in improved operator productivity, reduced training time and improved customer service.



**NCR**

Transforming Transactions  
into Relationships

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NCR, therefore, reserves the right to change specifications without prior notice.

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