



# Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 550 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 Counterpoint is the specialty retail management system that brings the front and back offices into harmony, enabling you to grow your best business. Our comprehensive and flexible solution will manage your business' details so you can focus on what truly matters: your customers. We build the stage that allows you to perform.

## Redefine the sales experience

Turn your cashiers into retail sales consultants, providing targeted assistance when and where customers need it. Accelerate the checkout process by taking transactions directly to customers, reducing long lines at checkout and improving the shopping experience.



### Customer success: Hawthorne Country Store

Hawthorne Country Store is a family owned and operated business with two locations in Southern California. They often attend local farmers markets and use NCR Counterpoint Mobile to sell their products. At past farmers markets, Heather Hawthorne, store manager, would use hand written tickets, post it notes for inventory tracking. NCR Counterpoint saves her time and helps with organization as she explains, "the real-time integration to my store saves her hours of back end work after the market is over." NCR Counterpoint Mobile's sleek design also brings people by their booth at the market. Heather says, "Every time we bring out NCR Counterpoint Mobile, I get comments on how neat and quick it is. It draws attention to our booth just having it in my hands".

## Key features

- Sell anywhere with mobile POS capabilities and accept credit card, cash, A/R or check payments
- Scan barcodes and swipe credit cards with NCR's high quality hardware
- Conduct physical counts
- Integrates with NCR Counterpoint to process payments and inventory updates in real-time
- View recent customer purchases
- Share devices across stores
- Offer secure, fast payment processing wherever customers are
- Check inventory counts and prices on the spot
- Build a customer database for email marketing
- Leverage flexible subscription pricing to meet seasonal sales demand
- Enter inventory adjustments
- Receive inventory
- Enable your mobile sales team to enter orders from anywhere, even from the road

### Customer success: Hobby Superstore

Hobby Superstore has used NCR Counterpoint Mobile to eliminate lines and congestion at the POS stations and capture important customer information at the time of sale. "For years, I've wanted to find a way to take our products into the field and sell at local air shows and racing tracks," says Emily Mitchell, store manager. Now with NCR Counterpoint Mobile, I'm able to step away from the store and confidently and conveniently process transactions and interact with customers at outdoor locations where our hobby enthusiasts gather.

NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

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