



# 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.

## Transfer merchandise

Transfer inventory easily between stocking locations. Make merchandise distribution decisions easily based upon stocking levels or replenishment calculations in our Transfer Advice report.

## Improve Your Bottom Line

Customized reports and item analysis provide accurate, informative information that make you a stronger buyer. Smart inventory decisions and reports can save you money by improving your bottom line.

## Shelf analysis

Maximize your gross margin ROI and make informative pricing, merchandising and purchasing decisions with more than 40 inventory reports.

## Customer success: Parson's Gift Store

Parson's Gift Stores, a high-end gift and collectibles chain based in the Atlanta, Georgia area, uses NCR Counterpoint for their entire store operations. "NCR Counterpoint is the lifeblood of our retail business," says owner Gary Willis. He explains that he uses NCR Counterpoint tools to optimize every aspect of the chain's operations, from receiving and ticketing inventory, to marketing and selling merchandise, to making critical purchasing and operational decisions.

Since the chain offers more than 56,000 items from nearly 500 vendors, having instant access to real-time data is absolutely critical. "I can get a complete picture of the entire company, with NCR Counterpoint tools," states Mr. Willis.

## Key features

- Group, sell and track related items with kit functionality
- Define a stocking unit and up to five alternate units
- Assign and track serial numbers
- Utilize unlimited number of barcodes for each item
- Define apparel and similar items in a grid with three dimensions
- Search and review item information from anywhere in the system
- Check prices and quantities across locations
- Assign different prices to each of your stores
- Add new items with multiple units, SKUs and barcodes on the go
- Record item details with up to 20 user-defined fields
- Complete physical counts

## Customer success: Sam's Italian Deli

Sam's Italian Deli, located in Fresno, California, brings the wines and foods of Southern Italy to the Central Valley of California. Nick Marziliano, the owner, singles out NCR Counterpoint's ability to strengthen inventory control as especially critical to his business.

Sam's Italian Deli stocks more than 4,000 items, and managers track purchasing and sales closely. "We receive automatic alerts if products have increased or decreased since the last order. That allows us to increase our prices automatically to protect our margins," says Mr. Marziliano.

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

All features, functions and operations described herein may not be marketed by NCR in all parts of the world. Consult your NCR representative or NCR office for the latest information.

All brand and product names appearing in this document are trademarks, registered trademarks or service marks of their respective holders.

