

# I AM NCR RETAIL ONLINE

## Integrated eCommerce for NCR Counterpoint



### **NCR Retail Online puts powerful, integrated eCommerce capabilities in your hands.**

Grow your business with robust eCommerce tools. Whether you are just beginning to sell online or you want to streamline your eCommerce operation, NCR Retail Online provides the latest and greatest in eCommerce functionality and seamless integration to your NCR Counterpoint point-of-sale system. Having an integrated eCommerce system allows you to:

#### **Make changes just once**

Catalog information, such as items, prices and quantities, for your website is imported directly from NCR Counterpoint. Add merchandise or update a price or an item description in NCR Counterpoint, and your website will be automatically updated.

#### **Maintain a centralized inventory**

Sales made at your store reduce the quantity of goods offered online. You don't need to maintain inventory in two locations, and you won't disappoint your customers by offering out-of-stock items.

#### **Import orders automatically**

Decrease staff labor and data entry errors. Orders placed online are imported into NCR Counterpoint automatically.

#### **Keep customer data up-to-date**

When a customer updates his or her address on your website, NCR Counterpoint receives the changes automatically.

For more information, visit [www.counterpointpos.com](http://www.counterpointpos.com) or call 800.852.5852.



# 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 300 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

## Key Features

- Built-in homepage slide show
- Multiple ship-to addresses
- Rich visuals, including image zooms
- Search suggestions
- Layered navigation
- SEO-friendly URLs
- Category landing pages
- Ratings and reviews
- Email alerts and order status update emails
- Wish lists and product comparison capabilities
- Cart widget dropdown and streamlined checkout

### Customer Success: Margaritaville

Robbie Tomlinson, of Jimmy Buffett's Margaritaville stores in Key West, New Orleans and Charleston, says NCR Retail Online is easy to use, and the advanced filtering capabilities allow shoppers to quickly and easily find and buy products.

Tomlinson finds NCR Retail Online's ability to keep track of inventory a crucial differentiator. "Because NCR Retail Online is integrated with our in-store NCR Counterpoint software system and those systems update each other all day long, I don't have to worry about a customer getting a confirmation on an online order for an item I no longer have in stock," said Tomlinson. "For instance, if I sell the last of a specific t-shirt from the store, that item won't appear online until I restock."



### Customer success: Cos Bar

Cos Bar, a pioneer in the beauty boutique business, uses NCR Retail Online to run its active online presence. "NCR Retail Online is at the cutting edge of web technology. It's optimized for mobile and should be a solution that will be great for the fast changing foreseeable future of eCommerce," says Oliver Garfield, Owner.

### Customer success: Sam's Italian Deli

Sam's Italian Deli uses NCR Retail Online to manage a site for its wine business and another for its food and catering business. Previously, staff had to explain all products and pricing to call-in customers. Now, they just direct customers to the website. "NCR Retail Online has dramatically improved staff productivity for our catering business. Catering calls used to take 20 or 30 minutes; now all of that is handled online. Our customers can review options and process orders themselves," says Nick Marziliano, Owner.

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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