NCR R10 Enterprise

The innovative next generation retail platform for consistent and personalized shopping experience

Retail has matured a great deal and has consequently become highly competitive. At the same time, the entire retail industry has been witnessing a shift of power from suppliers to shoppers. Today's shoppers are knowledgeable, well-connected and increasingly demanding. They use multiple sales channels—such as the Web, social networks and mobile apps—effortlessly, all while demanding a seamlessly consistent, unified and personalized shopping experience across all retail touch points and sales channels. Retail chains face additional challenges, with economic uncertainty and fierce competition impacting prices, total sales volumes, margins and market share. Retailers are consequently under increasing pressure to generate stronger brand differentiation, reduce TCO and enhance IT agility as a means of delivering new business capabilities with fast time-to-market.

NCR's R10 Enterprise has been designed from the ground up to specifically address these rising challenges. Leveraging a single, integrated and uniquely powerful software engine and consolidated data and business logic, R10 Enterprise unifies and streamlines deployment and ongoing management of in store, mobile and online storefront systems.
These include POS stations, self-checkout, self-scanning, information and other interaction kiosks, mobile commerce and e-commerce, and a range of store and chain management applications, as well as targeted promotions and loyalty programs, delivered consistently across all possible channels and touch points.

Superior, consistent shopper experience, seamlessly delivered across all sales channels and touch points

High operational efficiency and reduced TCO through consolidated data and business login

Strong brand differentiation through a comprehensive range of state of the art retail applications

Easy central management made possible via unified, automated store operations

High flexibility and scalability with modular deployment options

Versatile and agile retail systems architecture

NCR's R10 Enterprise platform is a groundbreaking next generation retail platform that assures high operational efficiency and a superior, consistent and personalized shopper experience across all customer touch points and sales channels. The solution helps achieve increased retailer profitability, high customer satisfaction and long-term shopper retention. R10 Enterprise's robust architecture enables retailers to break away from the tradition of integrating disparate information and functionality "silos," and migrate to a unified, single engine platform for the highest flexibility, the fastest possible time-to market and outstanding centralized management, monitoring and control capabilities.

The platform features the key architecture layers:

- **Unified Data Layer**—provides the foundation necessary to maintain and share common information used by all R10 Enterprise applications, including item, customer, sales transaction and inventory data.

- **Business Layer**—contains the unified retail objects, services and business process rules and logic required to maintain all store operations.

- **Client Presentation Layer**—provides each customer touch point with its own personalized and customizable user experience, adapted to the specific client technology being used

R10 Enterprise's architecture opens up a new world of retailer versatility and significantly reduced TCO by accommodating a variety of deployment options.
It enables retailers to freely choose whether to mix and match select R10 Enterprise platform components in "thin store" or "thin POS" scenarios, while retaining existing investments, or carry out comprehensive implementations with in-store R10 Enterprise servers and full cloud retail readiness.

A groundbreaking next generation retail platform that assures efficiency and consistency

Even better, R10 Enterprise allows retailers to start small, then grow and migrate to more complex and powerful deployment models, with existing and new investments seamlessly integrated side-by-side.

The following deployment models are supported:

- **"Thick Store"**—each retail touch point and POS is completely self-contained, comprising everything required to perform sales on any device (POS, self-checkout, etc.).

- **"Thin Store"/"Thin Office"**—applications reside on a central R10 Enterprise server (or in the cloud), with "thin clients" accessing that server to complete sales transactions. "Thin office" deployments feature a mix of self-contained points of sale and "thin office" systems that access R10 Enterprise servers to complete transactions.

- **"Thin POS" with in-store NCR's R10 Enterprise servers**—reduces the need for bulky and costly hardware and software installations at each and every store location, minimizes infrastructure complexity and costs, and simplifies system maintenance and upgrades.

R10 Enterprise is no mere POS offering. It is the first enterprise-grade retail platform of its kind. One that ultimately addresses the most pressing retailer challenges and ensures readiness for future market transformation and growth across the retail chain.

An unparalleled, comprehensive range of customer touch points and applications

NCR R10 Enterprise applications and customer touch points:

R10 Enterprise POS
A next-generation point-of-sale comprising of comprehensive, hardware-independent POS functionality that can be deployed over a uniquely broad range of POS hardware platforms and peripherals and is pre-integrated with all retail touch points, as well as with store and inventory management applications.

R10 Enterprise Self-Checkout (NCR FastLane)
A user-friendly self-service application enabling shoppers to scan any item barcode, or select products from graphical, touchscreen-based item group listings. Items are then bagged and weighed, as applicable, and paid for via a range of secure payment options.

R10 Enterprise Self-Scan
Empowers shoppers with the ability to scan in items on their own, check prices, access promotions and review running totals of their spending, all to expedite checkout processes.

R10 Enterprise Customer Scale
Enables customers to weigh non-barcoded items before proceeding to checkout; features advanced search and capabilities; and is designed to shorten both checkout and self-checkout queues.

R10 Enterprise Store Manager
Delivers centralized management of core store functions, and of all content required to operate stores, touch points and item catalogs. It also provides data configuration, comprehensive, secure cash and inventory management, and sophisticated analytics and reporting tools.

R10 Enterprise Mobile Shopper
A smartphone or tablet-based application providing mobile access to a rich set of customer touch point functions, including smart, connected shopping lists, dynamic targeted promotions, personalized shopper guidance, self-scanning and mobile payment.

R10 Enterprise Mobile POS
Places full, on-the-go functionality—including secure associate login, detailed item lookup, price checks, promotions, clientellng, payment method selection and on-the-fly sales cart checkout—at store associates' fingertips.

R10 Enterprise Fuel
Retail-integrated management and control of a broad spectrum of forecourt devices, including brand name dispensers and pay-at-pump terminals, debit, RFID and car wash systems, tank gauges, price signs, mix and- match pump types and more.

R10 Enterprise Price Checker
Allows shoppers to scan and check item prices independently, prior to arriving at the POS, with accurate promotion presentation; runs on any device or operating system; and can also be delivered as interactive information kiosk functionality.

NCR R10 Enterprise highlights

Innovative, agile architecture
R10 Enterprise features unique architecture that integrates all major customer-centric retail functions—customer touch points, store management, targeted promotions and loyalty—within a single platform, enabling rapid delivery of new business capabilities.

Flexible deployment models
In response to retailers' increasing demand for fast implementation, high business agility and reduced TCO, NCR next-generation solutions provide "thin/thick client" deployment flexibility. R10 Enterprise supports installation of either self-contained in- store retail solutions, or retail applications hosted on remote headquarter servers, and accessed by users via standard web browser interfaces or via light software clients. High scalability allows retailers to start small, and then grow as they go.

State-of-the-art retail touch points and applications
R10 Enterprise comprises comprehensive POS functionality that is compatible with a broad range of POS hardware platforms and peripherals, and integrates closely with all customer touch points, as well as with store and inventory management applications, all of which leverage NCR's unmatched experience in the retail industry.

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 485 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.

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