

# ACCELERATE YOUR PETROLEUM AND CONVENIENCE RETAIL STRATEGY INTO THE FUTURE



# MOVE FORWARD with NCR

With the goal of building a great retail brand, it is essential that retailers have the right technology partner to accelerate and deliver on this promise. With over 20 years focused on delivering high quality, innovative solutions to the petroleum and convenience retail industry, NCR's Petroleum Convenience Retail Solution is well positioned to meet your business objectives today.

At NCR, our continuous innovation, global presence, vast service network and customer-first mindset allow us to provide solutions that help our customers achieve superior operations and an exceptional consumer experience—all in an open, innovative, mobile and secure way. Our proven track record will help ensure that you are able to address the needs of your stores and consumers well into the future.



We look FORWARD to working with you



## OPERATE with SPEED and EFFICIENCY

The Petroleum Convenience Retail Solution has been designed to dramatically decrease transaction times, both inside and outside the store, to optimize customer throughput for a greater level of customer service. With a leading fault tolerant architecture, our solution is designed to meet the demands of a 24x7x365 environment.

Our solution is also integrated with leading loyalty providers to drive a wide variety of marketing initiatives. In addition, we have a number of marketing capabilities that can drive incremental store sales and repeat customers.

Over  
**15,000**  
installations worldwide





# OPERATE

## INTEGRATION MANAGER:

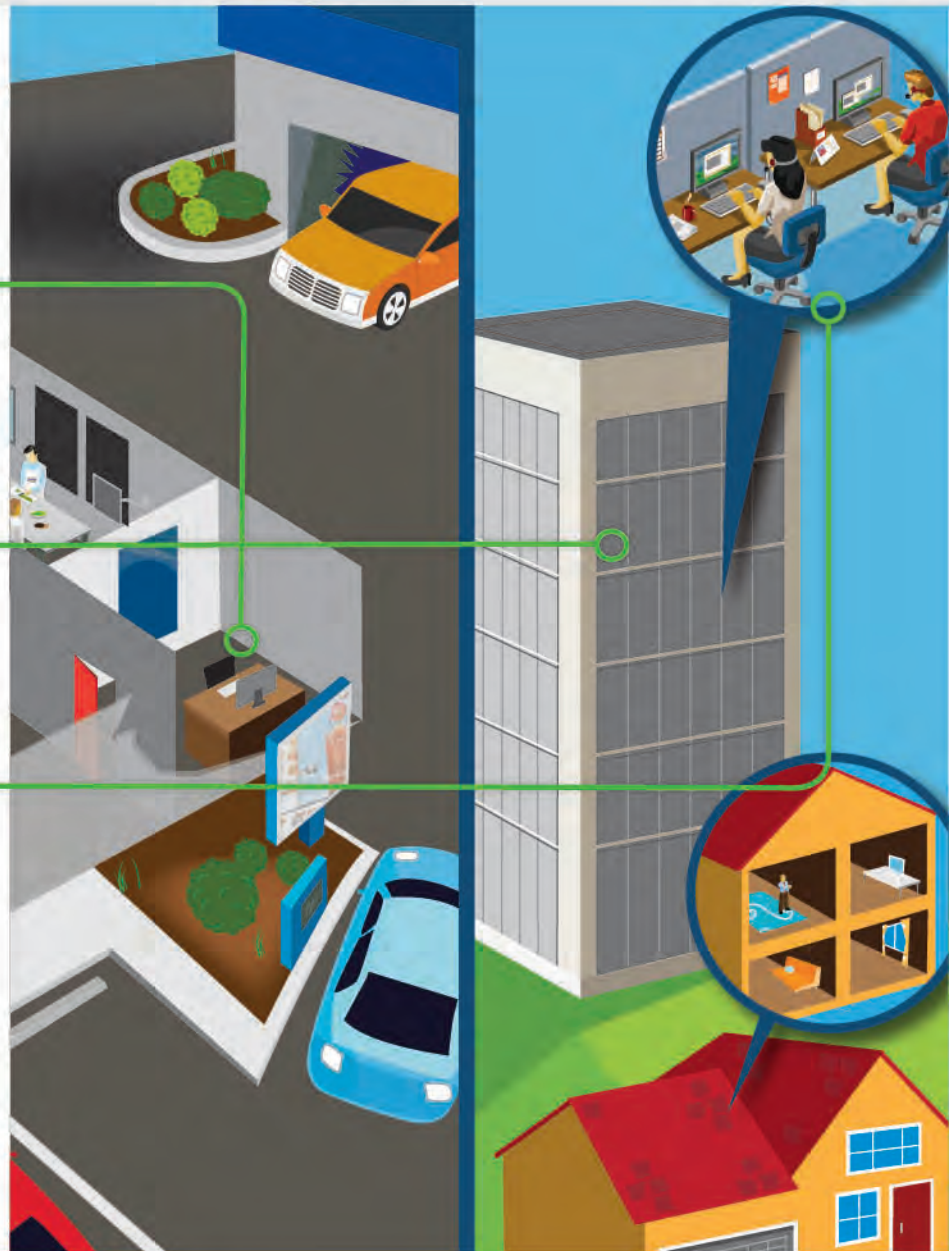
Connects to the major back office systems in the industry, with support for the NAXML POS-BO industry standard. This tool provides sophisticated diagnostics and speedy imports/exports.

## CONFIGURATION MANAGER:

Centrally controls POS configuration settings ranging from tax setup to POS buttons to security settings. Set up ICR scripts and view them how they would appear on the actual ICR screen before sending to the site.

## COMMAND CENTER:

Support tool that manages the enterprise's technical installation, providing real-time monitoring and proactive alerts to resolve issues before they impact operations.

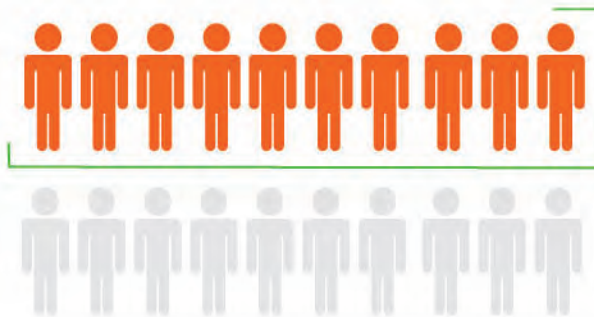




## Grow and **EXPAND** your level of service

With the traditional c-store categories under constant margin pressure, the industry is looking for new profit centers within the store. NCR has invested heavily in a comprehensive, industry-leading food service solution to drive higher profits and great customer service for our customers.

Utilized by industry leading food retailers, our integrated POS, self-service kiosks and kitchen systems offer complete order accuracy and ensure food is queued, prepared and delivered to your customers fresh and fast—just as they like it. Meanwhile, our digital menu boards and displays engage consumers through timely and relevant promotional messaging.



**10** of the top 20 U.S. Petroleum and Convenience company operated chains are NCR customers

# EXPAND

## CUSTOMER SELF-SERVICE:

The industry's only complete self-service solution developed for c-store retailers with made-to-order food and beverage operations. The solution integrates with the POS to truly unify your food operations with the rest of the store.

## KITCHEN DISPLAY AND PRODUCTION:

The highly-configurable system provides advanced routing options as well as many other robust capabilities enabling faster order fulfillment and accuracy.

## DRIVE-THRU POS:

Enhance sales reach by providing a sophisticated and integrated drive-thru solution.

## DIGITAL MENU BOARDS:

Leverage your brand while engaging your customers. A robust, centralized content management system enables optimization of this marketing medium.

## CAR WASH PAYMENTS INTEGRATION:

Provide your customers with the ability to purchase car washes at the tunnel with the same electronic payments that are supported in your store. Increase customer satisfaction and car wash sales, reduce transaction fees and more easily reconcile your car wash business. (Integration Road Map - 2012)





# ENGAGE YOUR CUSTOMERS and build your brand

To keep pace with today's quickly evolving and technology savvy consumer, you need a partner that not only provides a strong foundation for your day-to-day business operations, but can also elevate your business into the future with innovative customer-centric technologies.

With smart phones enabling you to have the world in the palm of your hand, consumer expectations are continuously increasing. Our soon to be released mobile ordering application allows you to keep pace with these demands. We are also releasing a smart phone application that allows you to stay on top of your business no matter where you are.



A customer-first mind set allows us to provide solutions that help our customers achieve superior operations and an exceptional consumer experience





# ENGAGE

## NCR CONVENIENCE GO:

A mobile application that puts the power of the transaction in the hands of the customer. Through a smart phone or device, the consumer can authorize the dispenser and then shop for additional merchandise—all on one transaction.

## TABLET POS:

Use new tablet PC platform to serve as line-busters both inside and outside the store.

## SELF-CHECKOUT:

The NCR SelfServ™ Checkout solution is a flexible, efficient way to improve operations and enhance the shopping experience. (Integration Road Map - 2012)

## ONLINE ORDERING:

Enabled straight from the web or a mobile device customers can order, pay online and later pick up their meal or products at the nearest store. The solution is utilized by leading QSR and fast casual providers. (Integration Road Map - 2012)



# ENGAGE

## NCR ADVANCED MARKETING SOLUTION:

NCR Advanced Marketing Solution (AMS) is an industry-leading offer management and targeted marketing platform. Retailers can design, create, deploy and execute targeted offers that are executed across all channels—Point-of-Sale (POS), web, kiosk, fuel and mobile devices. (Integration Road Map - 2012)

## PULSE:

Placing the power of real-time data on mobile devices, the Pulse dashboard provides personnel from across the organization the right information at the right time to make great decisions.





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For more information on NCR, please visit: [www.ncr.com/retail](http://www.ncr.com/retail)

