NCR Hospitality Solutions

NCR

Real World Retail

Real World Retail.

T he real world of hospitality is both exciting and challenging. A strengthening economy, coupled with a dining population eager for more choices, presents an opportunity for real and sustained growth. The restaurant business, however, remains harsh and unforgiving. Difficulty finding, training, and retaining good associates; growing competition; rapid and extensive shifts in technology; and the need to strengthen customer loyalty make running a quick-service or table-service restaurant increasingly challenging. **To meet today's challenges, and tomorrow's, you need a technology partner with the hospitality expertise, vision and solutions to help you succeed.**

No one has more experience designing and deploying hospitality solutions in the real world than NCR. A leader in point-of-sale software and hardware, self-service solutions, data warehousing and global consulting and support services, NCR offers both independent restaurateurs and global chains the industry's broadest line of field-proven, best-in-class technologies. From cutting-edge, customer-operated solutions to next-generation technologies like biometrics and RFID, NCR is uniquely qualified to help you drive performance by maximizing restaurant productivity, minimizing costs and enhancing the customer experience.

Many. Driven by everything from nutrition to speed to convenience, customers are raising the bar among restaurant operators eager to retain their loyalty. **Table-service operators find it increasingly difficult to compete with the convenience afforded by the more popular quick-service environment, and quick-service operators find their competition has grown beyond hospitality to grocery and convenience-store operations.**

Consolidation and co-branding are morphing the landscape once occupied by table-service and quick-service operators, as are new technologies that increase payment options and allow customers to serve themselves. Driving all of these changes is the need to continually enhance and measure customer satisfaction.

NCR is helping forward-thinking chains and franchisees to navigate these challenges by providing proven solutions that minimize total cost of ownership now while maximizing the ability to adapt to future business needs.
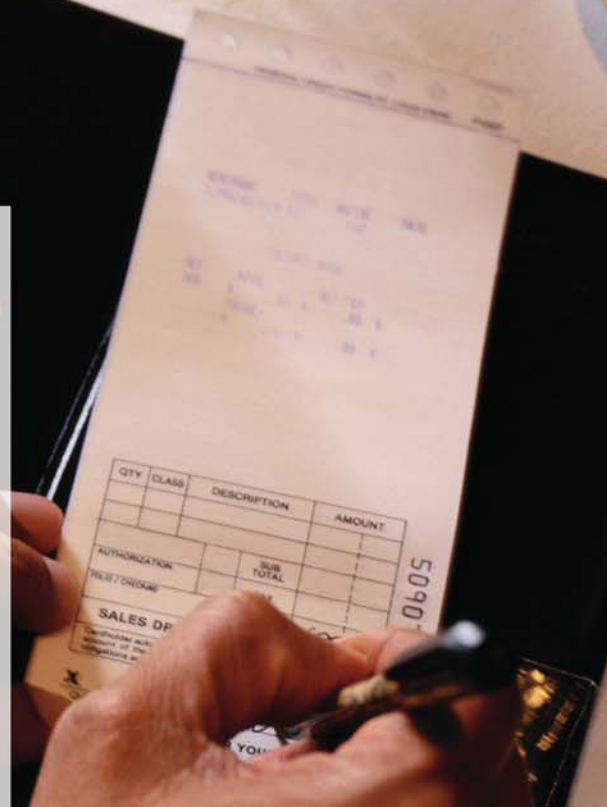
Speed, accuracy, reliability, and consistency...all contribute to providing customers with a convenient, pleasant dining experience as well as increasing the likelihood they'll return. **Self-service solutions such as order-and-pay kiosks are quickly becoming a must have for food-service operators eager to minimize wait time while maximizing operational efficiency.**

> " In today's impatient environment, shorter lines equate to fewer walk-aways, and the NCR EasyPoint™ Xpress is a complete system combining efficiency, reliability, and service. "
>
> Kiosk Magazine

So is the concept of deploying hospitality-hardened assisted-service solutions. NCR RealPOS™ workstations are designed to withstand the heat, spills and other rigors of the food-service environment, reducing your total cost of ownership and extending the life of your system. Simple to service, NCR RealPOS can also reduce downtime, enhancing your ability to provide quick, efficient customer service. Coupled with Compris - a flexible, open, end-to-end solution that adapts to your business operations, increases order accuracy and reduces customer wait time - a total solution from NCR is designed to improve operations throughout your chain.

NCR Real World Retail solutions are strategic investments in your company's future. NCR can help you protect and optimize those investments using a complete portfolio of consulting, development, deployment, maintenance and managed services.

Operational Store Consulting: Powered by NCR human factors engineers, this suite of consulting services helps restaurant operators analyze and improve the effectiveness of business processes, operations and technology strategy.

Development and Integration: Including planning, design and development as well as proving and integration - these services assist restaurants in creating new functionality for custom-developed or packaged applications.

Deployment: NCR provides staging, site survey, site preparation, power protection, cabling, installation, education and training to ensure smooth and seamless deployment without straining your internal resources.

Maintenance and Support: Tailored to give you the right level of support, NCR's global team of support professionals can help preserve the investment in your restaurant solution while providing maximum system uptime.

Managed Services: Leveraging NCR best practices, economies of scale and accumulated hospitality experience and knowledge, NCR managed services delivers continuous improvements, operational efficiency and cost reductions through help desk, e-business infrastructure and project management.

>NCR – your one-stop shop

We invite you to explore our complete portfolio of hospitality solutions and see the many ways that NCR is helping quick-service and table-service restaurant operators increase operational efficiency, protect technology investments, maximize ROI and enhance customer relationships. To schedule a visit to our Executive Briefing Center, please contact your NCR representative or call 866-431-7879.

>>

NCR Corporation
2651 Satellite Blvd.
Duluth, GA 30096
Tel: 866.431.7879
www.ncr.com
Email: retail.contactus@ncr.com