

NCR Retail Online

Integrated eCommerce for NCR Counterpoint

Do you want to make the most of a 24/7
online retail sales presence?

YES

NCR Retail Online puts powerful, integrated eCommerce capabilities in the hands of specialty retailers.

Grow your business with robust eCommerce tools. Whether you are just beginning to sell online or seeking 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 within a half hour.

- **Import orders automatically**

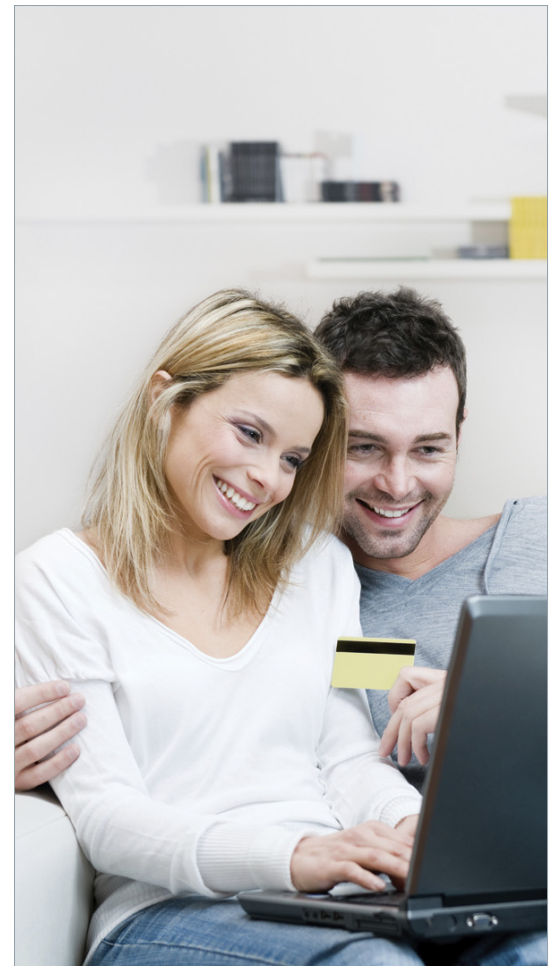
Decrease staff labor and data entry errors. Customer orders placed online are imported into NCR Counterpoint automatically every 15 minutes.

- **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.

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

Customer information is shared between NCR Retail Online and NCR Counterpoint. When a customer updates his or her address on your website, NCR Counterpoint receives the changes automatically.



For more information, visit www.counterpointpos.com
or call 800-852-5852.

- **Customer success: Messina Hof Winery & Resort**

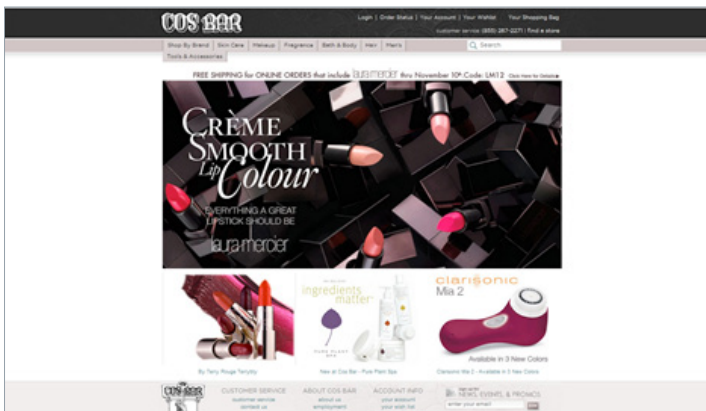
Messina Hof Winery & Resort worked with NCR to set up its ecommerce operation – and couldn't be more pleased. "We experienced a huge boost when we implemented NCR Retail Online," says Paul Bonarrigo, Co-Owner and Manager. "We achieved a 40% gain in sales, due to the fact that we could manage our site more easily and the customer experience was so much better."

- **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.

- **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.



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

Please visit our marketing site for more content at www.ncrretailonline.com and our demo store at <https://demo.nrostores.com>.

Why NCR?

With over 125 years of retail experience, NCR is a leading provider of retail management solutions for retailers of all sizes. We want to help you add to your bottom line by increasing sales and reducing costs. It is our mission to help retailers run their business, connect with customers and sell anywhere.