

NCR Netkey

Would you like to transform your customer's experience with compelling self-service applications and vibrant digital signage?

YES

NCR Netkey: A powerful, unified management platform for true enterprise-class kiosk and digital signage networks

NCR Netkey enables rapid, secure, reliable and cost-effective deployment and operation of sales, marketing, customer service and human resource applications on interactive kiosks, digital signage and employee terminals. NCR Netkey is comprised of a highly scalable suite of applications designed to leverage your existing infrastructure and e-commerce assets, while delivering best-of-breed functionality to manage all of these touchpoints.

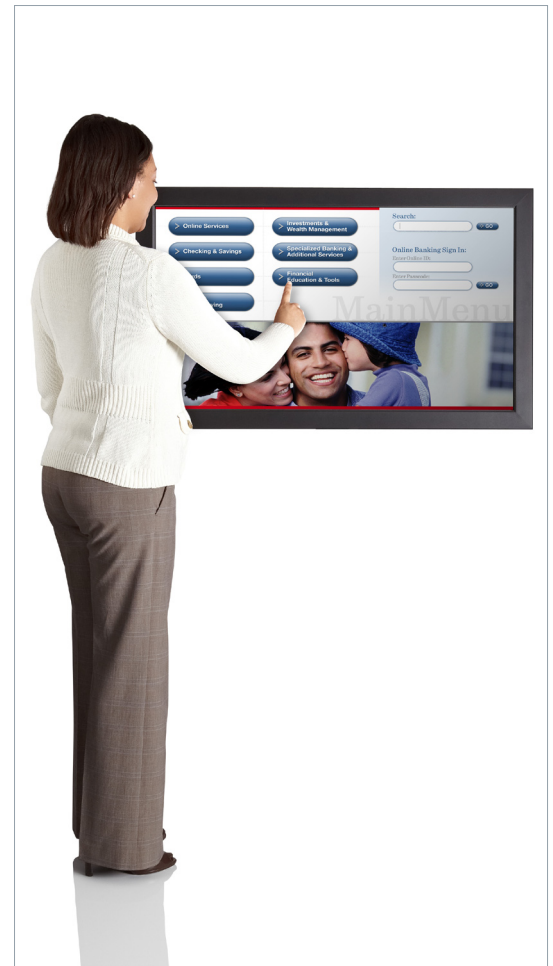
- **Enhance the customer experience**

Connect with your customers throughout their shopping experience by deploying kiosk applications and digital signage that provide customers the information they need where and when it has the biggest impact—at the point-of-decision. Research has shown that consumers believe self-service is faster, more convenient and easier** than assisted service. NCR Netkey provides the flexibility today's businesses demand in delivering self-service to improve the customer experience.

**Source: The Self-Service Revolution is Real—NCR 2008 Buzzback Survey

- **Realize new opportunities to increase revenue**

NCR Netkey enables you to rapidly deploy self-service applications that can extend your inventory selection, offer advanced product information such as guided selling, and create new opportunities for cross-selling and upselling products and services. NCR Netkey digital signage further enables new revenue-generating opportunities by providing an entirely new channel for you and your marketing partners to reach customers. You can use digital signage as a platform to sell supplier-sponsored advertising and merchandising, deliver promotions, reinforce your brand, and drive traffic to other areas of your store, bank or property.



For more information, visit www.ncr.com/netkey, or email retail@ncr.com.

- **Deliver cost-effective promotional messages at the point-of-decision**

NCR Netkey digital signage is a powerful way to engage your customers using compelling high-definition graphics and video, with best-of-class targeting capabilities that ensure you deliver the right message, at the right time, in the right place. NCR's comprehensive solution provides flexible, centralized management and publishing of digital media across networked channels including kiosks, allowing you to leverage your existing IP infrastructure and creative assets across all of your customer-facing digital touchpoints.

- **Leverage your e-commerce investment**

Take the risk out of converting complex portal, e-commerce or web content into intuitive self-service applications that drive new sales. NCR Netkey offers patented features that deliver unique abilities to "lock down" the kiosk application environment from unwanted activity, providing a brand-centric graphical interface, device stability and reliability, and secure transaction enablement to ensure a consistent, high-quality user experience.

- **Improve efficiency with cost-effective systems management**

The NCR Netkey Manager component centrally controls the timely distribution of location-specific content including attract loops, rich media assets, software patches and application pages across thousands of devices, and both tracks and measures its use and effectiveness. It also provides for remote monitoring of the health and status of all applications and devices on the network from a single administrative desktop console. The system provides constant feedback to the administrative console and issues appropriate alerts to enable centralized control and remediation of potential device or application failures, eliminating the need to burden local staff.

- **Get faster time-to-market with rapid application configuration and development**

The NCR Netkey Designer component is an integrated development environment built to address the unique challenges found in creating and managing self-service applications. The NCR Netkey Designer component lets you leverage existing skills, resources, media and content to significantly reduce development time, as compared to generic software tools. Applications built with the Designer component integrate seamlessly with the NCR Netkey Manager component, enabling you to create an end-to-end solution with remote monitoring of self-service devices, remote update and scheduling capability, and detailed reporting of performance and usage.

Key Features

- Self-service applications that generate return-on-investment: gift registry, endless aisle, guided selling and more
- Rapid application configuration and customization, and simplified integration of peripherals
- Secure remote monitoring and centralized administration
- Facilitates display of external content from databases, websites, content feeds, etc.
- External access to digital signage scheduling, enabling marketing partners to update and schedule content
- Available as enterprise software license or Software as a Service (SaaS)

Why NCR?

With over 125 years of retail experience, NCR is a leading global provider of assisted- and self-service solutions. We help our clients around the world improve their customer interactions, implement change quickly and proactively, and transform their businesses to become leaders and change agents. We can help you, too.