

Looking for a single solution to deliver
personalized marketing campaigns across
multiple channels, including your ATMs?

YES



NCR APTRA™ eMarketing
For Financial



Experience a new world of interaction

Across all channels and to all customers. Only NCR APTRA eMarketing does it all.

NCR has developed a suite of tools to help you effectively communicate with your prospects and customers. Marketers can no longer push information to consumers as one-way communications. Business-to-business (B2B) and Business-to-consumer (B2C) marketing models are fading, and now consumers are in the driver's seat, engaging your business much further along in the buying cycle. Today, marketing is consumer-to-business (C2B) and marketers need sophisticated tools to keep up.

Personalized messages that serve the needs of the consumer go a long way in selling your product, building your brand, and strengthening the relationship. Do this well, and consumers will know exactly why they should choose your brand; do it poorly, and watch your consumers be gobbled up by the competition.

Seamless cross-channel marketing

The NCR APTRA eMarketing solution empowers you to orchestrate the delivery of personalized messages across multiple channels including email, mobile, social, online, call center, and self-service (ATM and kiosk) in the manner that your consumers want to receive the information.

Whether you want to send targeted marketing messages, transactional messages, triggered campaigns, or other rules-based campaigns, NCR addresses the challenges of cross-channel by providing a solution that allows you to drive incremental revenue through a variety of message options.

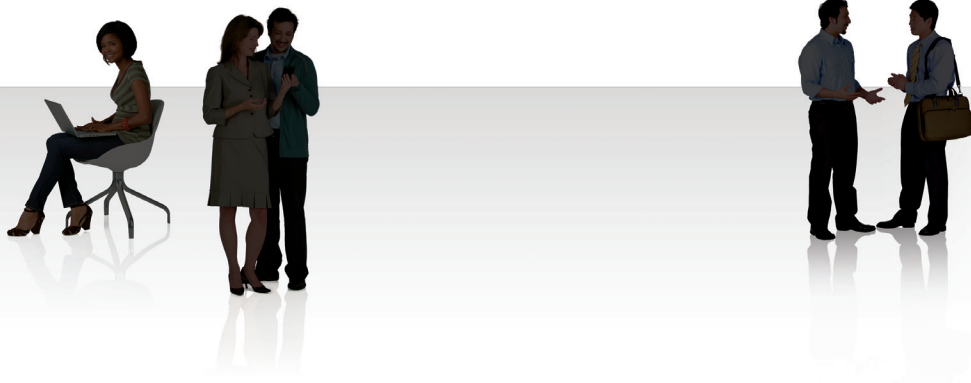
Contiguous marketing capabilities

NCR APTRA eMarketing serves as the link for consumers to start communicating in one channel and complete the transaction on another. For example, you can personalize a loan offer on the ATM and a consumer can complete the loan application process through the call center. Digital signage in your bank can provide information on mortgage and loan offers. ATMs can capture customer preferences and, if requested, can send receipts and other transactional information straight to a consumer's email inbox.

Rich data that produces rich results through personalization and dynamic content

What do you really know about the people who interact with you? Do you have a clear picture of them, or is the data you need for analysis spread out across the enterprise, locked inside disparate systems like:

- Customer relationship management
- Marketing automation
- Sales force automation
- Point of sale
- Accounting software
- Data warehouse
- Other legacy systems



NCR APTRA eMarketing integrates data from disparate systems. This lets you transform your valuable consumer data into personalized, relevant and timely communications, reducing and, in many cases, eliminating the need for the IT department to source data on a campaign-by-campaign basis.

Today's consumer-to-business marketing model has rendered a one-size-fits-all approach completely ineffective. NCR APTRA eMarketing lets you harness the power of segmentation to target specific groups collectively and orchestrate campaigns through multiple channels, thereby optimizing the results for each campaign.

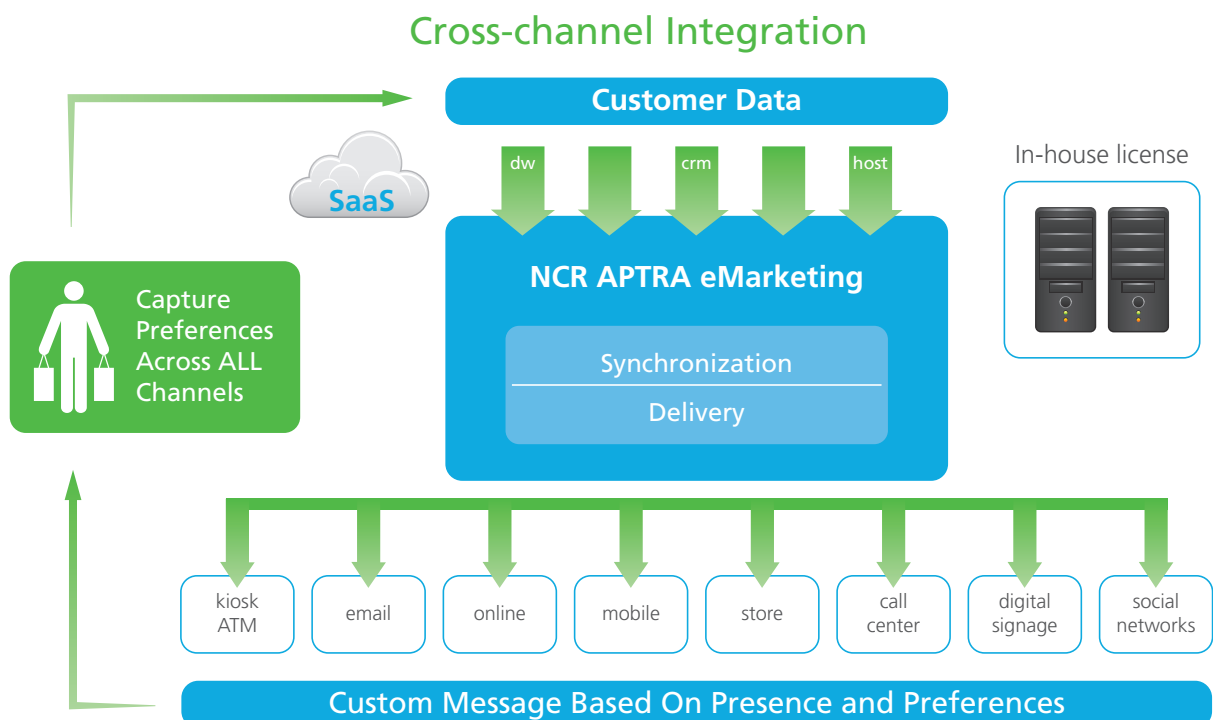
Using the personalization and dynamic content capabilities of NCR APTRA eMarketing, you can present highly targeted offers that produce a much higher return on investment (ROI). When a consumer contacts your call center, inserts an ATM card, or logs onto an online banking portal, you can present a set of offers specifically tailored to them based on their consumer profile, including prior transaction history.

The more customer intelligence you have at your fingertips, the better you can determine what marketing channels deserve your time, effort and investment. When you group consumers by common characteristics such as demographics, transaction history, prior campaign exposure, brand interaction and channel, you unlock the power of data segmentation and use personalization and dynamic content to generate demand in an efficient, effective and predictable way.

Deliverability optimization

Are you using the latest technology to monitor your email deliverability?

With the click of a button, NCR can show you which Internet Service Provider (ISP) delivered your email and which one filtered your message to the junk folder. Our Delivery Assurance experts watch over your campaigns and work directly with the ISPs on your behalf to resolve deliverability issues.



When you partner with NCR for eMarketing, our experts help you build a solid email infrastructure to maximize deliverability. We work with you to set up your account according to industry best practices for deliverability and list hygiene—these rules run seamlessly in the background while your campaigns thrive.

Did you know that your email sender reputation is a major determinant in whether your email reaches the inbox? NCR can help you understand the most important factors that can affect your delivery rates, so that you can achieve the highest possible sender score.

Spam compliance is a big factor in email deliverability—you can inadvertently use a word or a phrase that filters your email straight to the junk folder. NCR APTRA eMarketing allows you to test your email against a variety of spam filters, assigning you a spam compliance rating so you can fix any issues prior to sending. In addition, NCR APTRA eMarketing will show you how your email renders in various ISP and email programs, so you can optimize the content to achieve a consistent look and feel in multiple inbox environments.

These are just a few of the ways NCR APTRA eMarketing empowers you to reach the coveted inbox and defends your email reputation. Together we can make every email count!

The power of real-time reporting at your fingertips

The real-time reporting options of NCR APTRA eMarketing focus on performance, deliverability and analytics that lead to a strong and measurable return on investment.

Standard reports allow you to accurately track your campaign activity from open rate to click-through rate—and you can easily enhance your email metrics with sales data to provide true conversion rates.

NCR's Advanced Reporting Wizard module allows you to generate custom reports on any combination of the following criteria:

- Channel
- Campaign
- Segment
- Customer

Multiple export options allow you to share and measure campaign results with the push of a button or have reports pushed to you on an automated, predefined basis.

NCR APTRA eMarketing lets you track click-through rates from your landing pages, email open and bounce rates for email and SMS alerts, and conversion rates for multi-channel marketing campaigns—the reporting possibilities are endless.





Seasoned marketers dedicated to your campaigns

Most marketers are short staffed and many seek out vendors who can become true partners over time in the hope that they can shift some of the workload off their plate.

NCR has invested in a solid team of marketing experts to provide you the industry knowledge, best practices, and consulting advice you need to engage your customers in a cost-effective and meaningful way.

From the day-to-day customer support to campaign ideation, our team is 100% focused on the performance, deliverability and analytics that lead to measureable ROI for you. You can fully outsource your creative to us, work collaboratively, or use the tool completely independent of our creative assistance—NCR's eMarketing consultants are with you every step of the way, whichever way you need us.

Leverage the security experience of a global leader

Revenue from spam, scams and malicious attacks is estimated at more than \$500 million for 2011. Make no mistake, spammers want your email data—they want everyone's email data—and they will continue inventing ways to get it.

So how do you stay five steps ahead of hackers and protect your valuable data? Partner with a company dedicated to providing best-in-class, high-availability solutions to their customers. The NCR APTRA eMarketing platform is a secure solution hosted in our own Tier IV / SSAE 16 SOC 1 Type 2 data center. Our environmental controls, generators, maintenance programs, and redundant configurations provide for best-in-class reliability.

The safety of your data is our number one concern, that's why we have multiple layers of security built into our data center:

- Only authorized personnel can enter the data center with our card-access system requiring a card swipe and PIN; access to the computer room requires a card swipe and a biometric palm scan.
- Seismic sensors installed in the computer room's surrounding walls and ceiling help protect against any intrusion.
- Network security is also in place through the implementation of our Checkpoint Firewall-1 solution.
- Secure Socket Layer (SSL) protocol is used to protect information over the Internet.

Combined, all these layers provide a very secure and robust data and application hosting environment.

Customization to meet your unique needs

How many products fit your needs out of the box? On an enterprise-wide level, we're guessing not many. The NCR APTRA eMarketing solution is architected in a way that promotes easy customization and integration.

We are the industry leader in providing custom solutions. Whatever you dream, we can implement it; and chances are we've already built something similar for one of our current customers. We extrapolate the experience of our tenured professional services and engineering staff to fit you with a solution that not only meets your needs but also keeps you in line with industry best practices to maximize your investment.

Multiple deployment options

NCR APTRA eMarketing can be deployed as a SaaS, licensed or hybrid solution.

Why NCR?

With over 125 years of global experience and knowledge, 13,000 NCR-badged consultants and technical support experts and a network of customer care centers, NCR provides best-in-class services across multiple industries. 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.

Contact your NCR representative, or visit www.ncr.com and find out how NCR APTRA eMarketing can help you reach all customers via all your channels.



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