

Are you looking for a single solution to deliver targeted marketing campaigns across multiple channels?

YES



NCR APTRA™ eMarketing
For Retail



Experience a new world of interaction

C-Tailing™ Imperative

Marketers can no longer push information to consumers as one-way communications. Traditional business-to-business (B2B) and business-to-consumer (B2C) marketing methods are falling out of favor with consumers who are time starved, digitally enabled, and demanding control over their shopping experience. The transition is underway to a new consumer-to-business (C2B) model that enables the retailer to engage the consumer across channels, enhance the shopping experience by acknowledging their preferences, and enjoy a more personalized relationship with their customers. This new model of consumer connection requires that marketers employ a new suite of tools to communicate seamlessly and interactively throughout the buying cycle.

We call this the “converged retailing,” or c-tailing, model. It forms the basis of innovation and investment for NCR solutions, reflecting the challenge and opportunity for connecting with the empowered consumer.

Seamless cross-channel marketing

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.

The NCR APTRA eMarketing solution empowers you to orchestrate the delivery of personalized messages across multiple channels, including email, mobile, social, online and call center. NCR APTRA eMarketing seamlessly integrates with other NCR retail solutions so you can market to your point of sale, self-checkout, digital signage and kiosks.

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.

For example, you can personalize a coupon based on current and prior transactions, or offer a targeted promotion online that can be downloaded to a loyalty card and redeemed in-store. Self-service kiosks can deliver receipts and other transactional information straight to a consumer’s email inbox, which they now access through both fixed and mobile devices.

Rich data that produces rich results through dynamic content

What do you really know about the people who interact with your brand? 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 targeted, 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 C2B environment has rendered a one-size-fits-all approach ineffective. With NCR APTRA eMarketing, you can provide consumers with offers in which they are truly interested. The preferences of your consumers are stored in its database, along with the input you can receive from the NCR Enterprise Preference Manager, a consumer portal for consumer preference capture. In addition, NCR APTRA eMarketing integrates and complements the CRM segmentation assets that many retailers rely on today, amplifying traditional segmentation with insights from consumers themselves. As marketers seek to move from targeting specific groups to using an interactive 1:1 marketing model, they are able orchestrate campaigns through multiple channels that truly engage the consumer according to their preferences.

Using the APTRA eMarketing dynamic content capabilities, you can present offers that are tailored to both individuals and groups, depending on the structure of the campaign and the needs of your merchants in both online and physical stores, resulting in higher returns on investment. Whether a consumer contacts your call center, swipes a loyalty card, visits a kiosk, or logs into an online portal, you can present a set of offers specifically tailored to them based both on their consumer preferences as well as on traditional, historical segmentation profiles.

Deliverability optimization

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 your 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, 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 APTRA eMarketing focus on the 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.

The NCR 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 multichannel marketing campaigns—the reporting possibilities are endless.

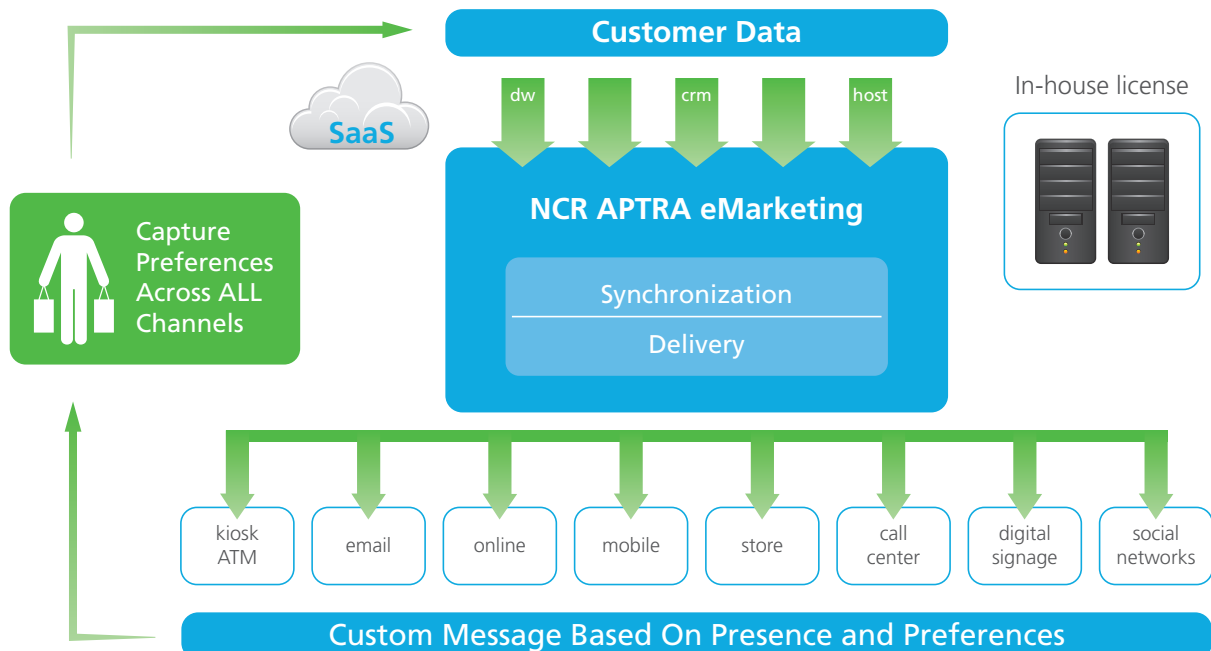
Seasoned marketers dedicated to your campaigns

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 day-to-day customer support to campaign ideation, our team is 100 percent focused on the performance, deliverability and analytics that lead to measurable ROI for you. You can fully outsource your creative to us, work collaboratively with us, 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.

Cross-channel Integration



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 to 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 / SAS 70 Level 2 certified 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 of these layers provide a secure, 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. We extrapolate the experience of our proven 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 experience and knowledge, NCR is the leading global provider of payments, assisted- and self-service solutions. NCR has been the global number one manufacturer of ATMs for more than 22 consecutive years. 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.



NCR Corporation

3097 Satellite Boulevard
Duluth, Georgia 30096
USA

www.ncr.com
EB10441-1211



Experience a new world of interaction