

FIRST FRIDAY PRESENTATION

October 14, 2016

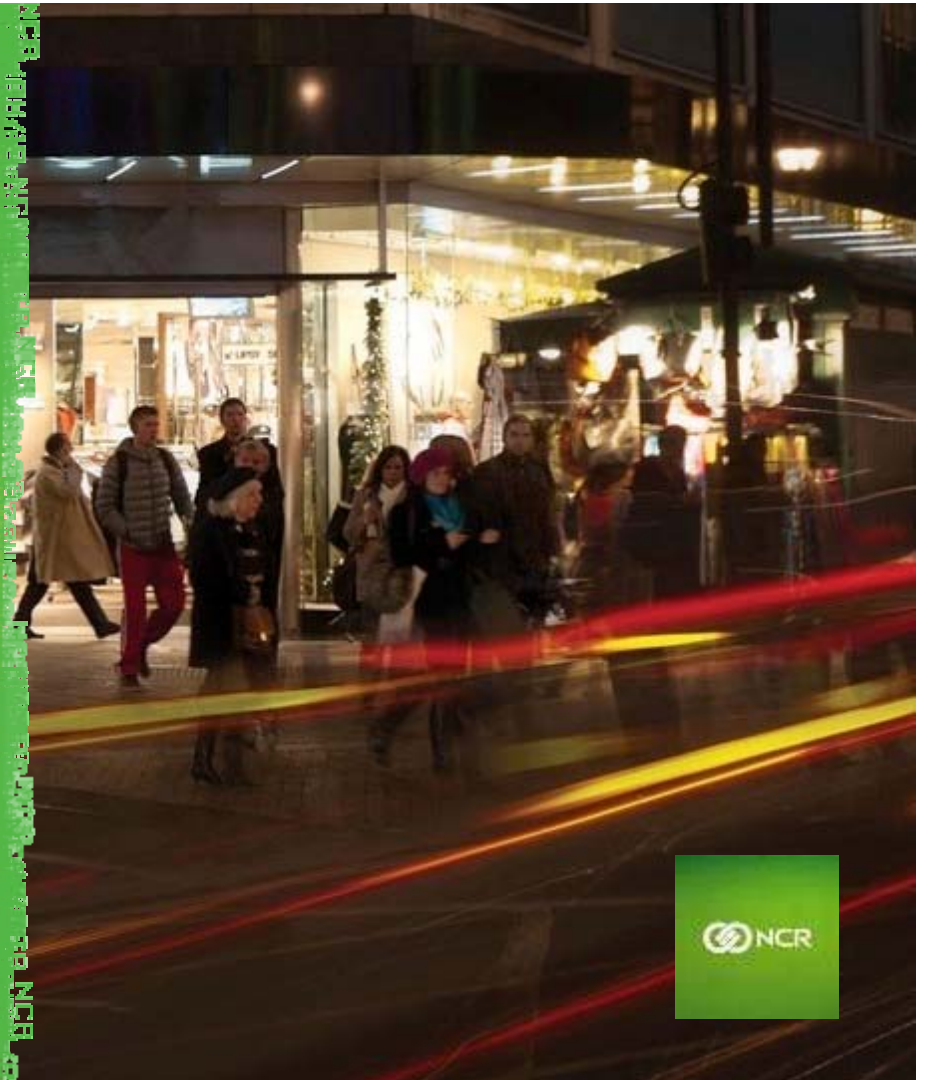
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DEALER CHANNEL SUPPORT

Heather Blarrik
October 14, 2016



Support Agenda

- Support Statistics
- NCR at Your Service for Incident Logging
- Incident Escalation Process
- Defect Escalation Process



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N@YS

NCR AT YOUR SERVICE

N@YS – NCR @ Your Service

- Bypass the call center
- Full issue details
- Enters into queue for product selected quickly
- Support analysts instantaneously begin investigation
- Added follow up tools



Contact Jeff Galing or Heather Blarrik
for Training and Setup

Jeff.Galing@ncr.com
Heather.Blanarik@ncr.com

N@YS – NCR @ Your Service

Support Link Homepage

Hi, Steve Hurst | Tuesday, April 12, 2016

NCR

Feedback | Demo | Glossary

MY SUPPORT LINK

Options

- Incident Management
- Guided Search
- Knowledge Repository
- Drivers & Patches
- Service Bulletins

Welcome to My Support Link - your source for Knowledge, Incident Management and more.

Incident Management

[VIEW A CALL](#) [OPTIONS PAGE](#) [CREATE A CALL](#)

INCIDENT ESCALATION PROCESS

Support Incident Escalations

- Via Phone or Email
- Provide GEMS Incident #
- Provide Contact Name for Incident



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Support Escalation Process

Support Team Leader

- For ISS45, ScanMaster, & RBO Contact Jeff Galing
- For ACS-IR & ABO Contact Shennel Brunson
- For Connected Payments Contact Steve Wyatt or Michael Howard

Support Manager

- For ISS45, ScanMaster, & RBO Contact Heather Blanarik
- For ACS-IR & ABO Contact Wayne Boulware
- For Connected Payments Contact Debbie Richardson

Support Directors

- For ISS45, ScanMaster, & RBO Contact John Schaffer
- For ACS-IR, ABO and Connected Payments Contact Nadav Akselrad
- For all Products Contact Jeff Zimmerman

Product Manager

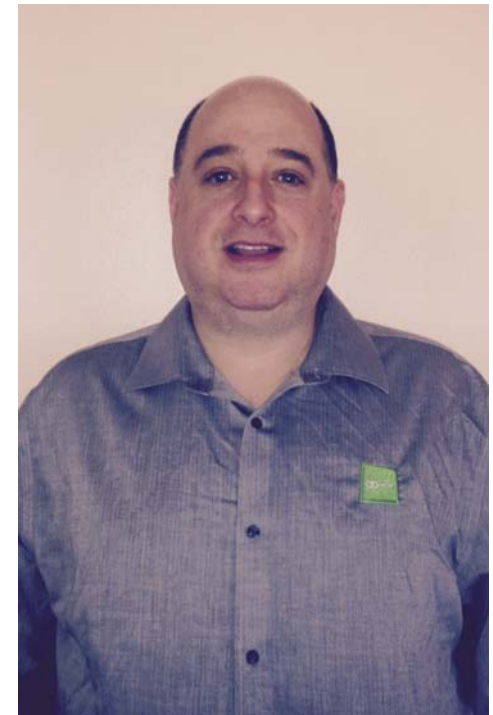
- For ISS45, ScanMaster, ABO, RBO and ACS-IR contact Jim Yantis
- For Connected Payments Contact Rob Orolfo

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Monthly Dealer Calls

Jeff Galing is available for monthly calls with your dealership to review all open ISS45 and ScanMaster incidents.



DEFECT ESCALATION PROCESS

Defect Escalations

- Via Phone or Email
- Provide GEMS Incident #
- Provide Defect #
- Provide Business Case
- Provide Contact Name for Incident



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Defect Escalation Process

Release Manager

- For ISS45, ScanMaster, & RBO Contact Heather Blanarik
- For ABO Contact Scott Colin
- For ACS-IR Contact Wayne Boulware
- For Connected Payments Contact Debbie Richardson

Development Manager

- For ISS45, ScanMaster, ABO & RBO Contact John Schaffer

Product Manager

- For ISS45, ScanMaster, ABO, RBO and ACS-IR Payments Contact Jim Yantis
- For Connected Payments Contact Rob Orolfo

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ENCOR PRICING

Jim Yantis
October 14, 2016



MIGRATION PRICING

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“New Releases” – Migration credit for POS systems sold in 2012 and later

Percentage of original sale eligible to be applied against the purchase of new ENCOR licenses.

- 100% migration credit in 2017
- 100% migration credit in 2018
- 50% migration credit in 2019

For NCR POS systems initially shipped or migrated in 2012 and later. The listed credit percentage applies against the Channel Partner's ISS45, ACS or ScanMaster POS application software initial or migration purchase (subsequent add-ons are not included). The end user must own a valid/verified ACS, ISS45 or ScanMaster license at the site's address, with current SMS/SWM and live on Connected Payments / ServerEPS on January 1, 2017.



MIGRATION PRICING

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“Golden Oldies” – Migration cost for POS systems sold before 2012

Partner net cost for migration to ENCOR

- \$600 per lane for small stores (1-5 lanes)
- \$4000 for 6 – 9 lanes
- \$5000 for 10+ lanes



For NCR POS systems initially shipped or migrated before 2012. Customer must own a valid/verified ACS, ISS45 or ScanMaster license for the site's address, store must be paying SMS/SWM and live on Connected Payments / ServerEPS on January 1, 2017. All Express systems will be treated as "Veteran" sites.



MIGRATION PRICING

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“Back Stage” – Migration credit for current ABO Store or RBO users

Amount of original ABO Store or RBO sale eligible to be applied against the purchase of a new ENCOR license.

- \$1000 in 2017
- \$1000 in 2018
- \$500 in 2019



Migration credit for existing ABO Store or RBO, any configuration. Amount is net to Channel Partner. Store location must be on ABO Store or RBO SWM/SMS rolls with payments current. This credit adds to a site's "Recent System" migration credits only - it does not apply for any other offers.



MIGRATION PRICING

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“VIP” – No charge migration for NCR Fastlane retailers

Special migration discount for stores currently installed with or having already purchased NCR Fastlane

- 100% in 2017
- 100% in 2018
- 100% in 2019



Stores purchasing or already installed with NCR Fastlane (SSCO) will receive the ENCOR migration at no charge. These migrations will use the same terms and conditions as the Veteran System migrations, except the ENCOR migration price will be discounted 100%



NEW LICENSE PRICING

ENCOR EXPRESS LICENSE

- 1 Lane MRP \$3,320
- 2 Lanes MRP \$4,100
- 3 Lanes MRP \$5,280
- 4 Lanes MRP \$6,680
- 5 Lanes MRP \$8,560



Includes Controller, Office and all POS Lane software. Limit 5 lanes.
Upgrade to "standard" available if site grows.

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NEW LICENSE PRICING

ENCOR STANDARD LICENSE

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<u>Product</u>	<u>MRP</u>	<u>Notes</u>
ENCOR Controller	\$4,680	<i>All ENCOR licenses are single controller. No dual controller support.</i>
ENCOR Terminal (1-12)	\$1,060	<i>First 12 lanes and later add-on lanes. No separate LAN charge.</i>
ENCOR Terminal (13+)	\$720	<i>13th+ lanes, sold with new stores only. No separate LAN charge.</i>
ENCOR Workstation	\$600	<i>Controller usable as workstation. All additional Workstations are optional.</i>
Payments Options and Interfaces	\$0	<i>No Charge for these items with Connected Payments.</i>
Miscellaneous Options and Interfaces	[Same]	<i>Offerings and prices same as previous ISS45.</i>
ENCOR Office	[Included]	<i>ENCOR Enterprise (ABO Central) and ENCOR Office components are optional.</i>
ENCOR Office Components	[Same]	<i>Same as current ABO components</i>
SWM per Site (min tier, annual)	\$556	<i>Includes ENCOR POS (all store sizes) and ENCOR OFFICE. Some options (SSCO, Fuel, Loyalty etc.) have separate fees.</i>



ENCOR STANDARD LICENSE PRICING

NEW LICENSE PRICING

ADVANCED PURCHASE OFFER

- Purchase ENCOR license starting Jan 2017 and install ISS45, ScanMaster or ACS-IR with ABO Store.

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Must deploy ENCOR by 1-Jul-2018. ENCOR SMS/SWM applies starting the following quarter.



NCR RETAIL

ENCOR Marketing Overview
Solution Marketing: FDMM Channel

Stacy Burnsed
Solution Marketing Manager
October 14, 2016



FINANCIAL



RETAIL



HOSPITALITY



TRAVEL



TELECOM AND
TECHNOLOGY



AGENDA



- Objectives
- Key Messages
- Program Plan Overview with Highlights
- Sneak Peak: NGA Launch Event

OBJECTIVES 2017

GOALS

- Migrate current ISS45, ScanMaster, ACS-IR customers to ENCOR
- Gain market share through net-new customer acquisition (NCR SW Tiers 3-6)

TASKS

- Market the product launch through our channel partners (GTM)
- Market the product launch directly (outside of partner efforts) through awareness, lead-gen and experiential campaigns to targeted audiences and industry/market influencers

RESOURCES

- Support channel partner marketing campaigns that best achieve goals
- Leverage internal NCR teams; marketing, partner enablement, media and public relations resources to execute integrated, strategic campaigns

EVALUATION

- Build programs that are measurable/trackable
- Reevaluate increase/decrease tactics per quarter

KEY MESSAGES FOR OBJECTIVES

Net New Messages

- Purpose-built for the fast-moving consumer goods market to help independent retailers **transform their business** and enhance the consumer experience.
- Help retailers **stay relevant** and meet today's demands...as well as tomorrow's by **preparing for the IoT**
- Assist retailers to **grow topline sales** profitably by providing a solution that helps to **increase productivity** and reallocate labor resources

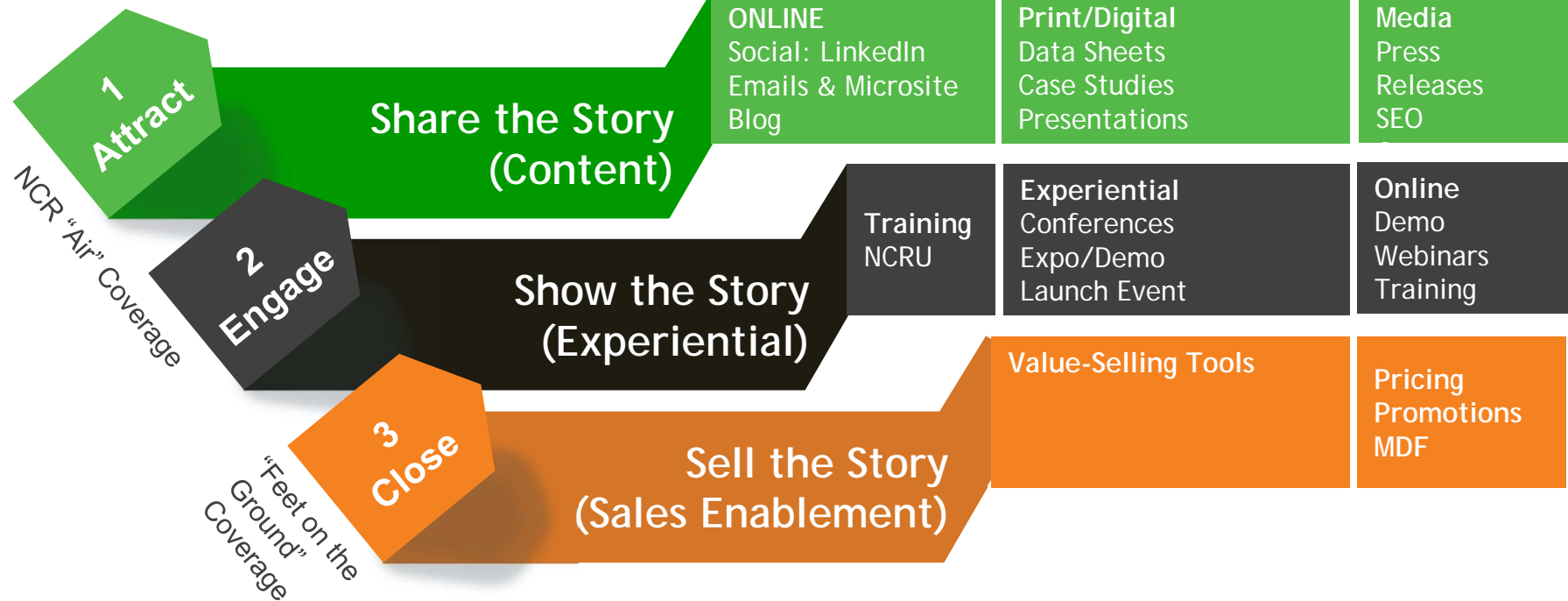
Migration Messages

- Same as above PLUS...
- All the **functionality and reliability of ISS45** with additional features that enable retailers to streamline operations and **Future Proof** their business with/through connectivity to **Retail ONE**

MARKETING PROGRAM PLANNING

Primary Objective

Tactics



OPTIONS FOR ATTRACTING INTEREST

NCR CONFIDENTIAL - INTERNAL USE ONLY - NOT FOR DISTRIBUTION - NCR CONFIDENTIAL - INTERNAL USE ONLY - NOT FOR DISTRIBUTION

1245000	Attract: Content Tactics	
	⊕ Web Banner Ad Package - multi sizes	Nov (2016)
	⊕ Microsite (Landing page for multiple functions)	Nov (2016)
	Solution Data Sheet	Nov (2016)
	Solution Marketing Video	Jan
	Press Release	Feb
	NCR.com site	Feb
20000	⊖ Email Campaigns - Progressive Grocer (5,000 Names per Deploy)	Jan
5000	Lead Up (NGA) Campaign - Email #1 (sent twice)	Jan
5000	Onsite (NGA) Campaign - Email #2 (sent twice)	Feb
5000	Follow Up (NGA) Campaign - Email #3 (sent twice)	May
5000	Follow Up (NGA) Campaign - Email #4 (sent twice)	June
312000	Weekly eNewsletters Retail Leader - 8 weeks - Leaderboard Banner Ad	Jan - Feb
63000	⊖ Print Campaign - Progressive Grocer & Retail Leader	
37000	NGA Distribution - Progressive Grocer	Feb
26000	Retail Leader Major Trade/Assoc Issue or focus on Grocery, Tech, Operations	TBD
850000	⊖ Social Media Campaign	
	⊕ LinkedIn Campaign on Main Corporate Page (170k Followers) /Twitter Integration	Feb- June
1	Case Study - Migration	June
1	Case Study - Net New	Aug

Retail Leader
eNewsletter
Banner Ads

Targeted
Email
Campaign

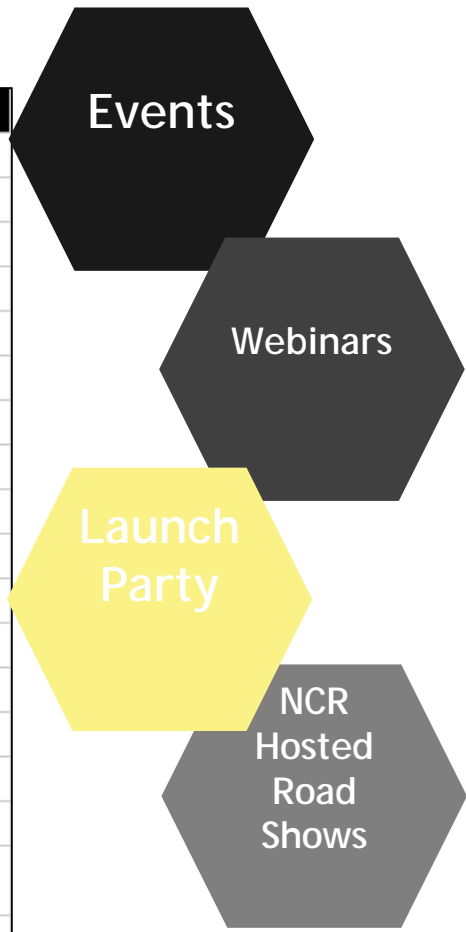
Full-Page
Print Ads

Impressions
1.25 Mil

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ENGAGEMENT OPTIONS

5781	Engage: Experiential Tactics	
5631	Demonstrations and Expo Activations	Ongoing
	Wholesaler Trade Shows	May - Aug
	Distributor Trade Shows	Oct - Nov
	Partner Trade Shows & Events	Sept - June
	Association Trade Shows & Events	Oct - Feb
3500	NGA Conference & EXPO	Feb
	Email Campaign	Feb
100	Booth Elements and Traffic Incentives	Feb
200	Onsite Launch Event Party (150 - 200 ppl)	Feb
30	TBD Promotional Onsite Campaign	Feb
	NCR Hosted Events	Feb - Aug
60	NCR Hosted Regional Lunch & Learns (SCCO & ENCOR)	
1	General Conference Promotional Give-Away (600)	
150	INTERACT (NAMER)	March
200	SYNERGY 2017	August
	Webinars	
50	Webinar 1: Customer Migration from ISS45, ScanMaster and ACS IR (recorded in parts)	Nov (2016)
50	Webinar 2: Customer Presentation Net New (Recorded)	Dec (2016)
50	Webinar 3: Case Study Webinar: ENCOR - Results from the Field (Recorded)	Aug



SELL

- Sell: Sales/Partner Enablement Tools		
1	Partner Portal	Oct 2016
	- Slide Deck Presentations	Oct 2017
1	Sales Presentation - Partner Facing	Oct 2016
1	Sales Presentation - Customer Facing	Oct 2016
3	+ Webinars	Nov-Aug
6	- Sales Kit	
1	Logo Package with ENCOR Authorized and Brand Guidelines	Oct 2016
1	Banner Ad Package (6)	Oct 2016
1	HTML Email Templates	Feb - June
1	Microsite Usage (Link)	Nov
1	Print Ad	Feb - TBD
1	Customer Presentation	Oct 2016
	Data Sheet	Nov 2016
1	+ SSCO/ENCOR Lunch and Learn Invite Template (email)	Oct 2016
2	- Videos	Oct 2016
	ENCOR Animated Logo Reveal	Oct 2017
	ENCOR Introduction Video	Oct 2018
3	- Trade show-to-go	Nov 2016
	TS2G Usage Guidelines	Nov 2016
1	Trade Show Demo Signage Template	Nov 2017
1	ENCOR Specific Pop Up Banner Artwork (Co-branding avail)	Nov 2018



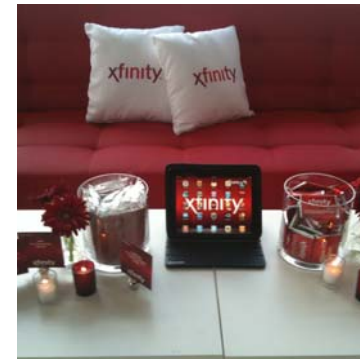
NGA ENCOR LAUNCH EVENT ENVIRONMENT POSSIBILITIES

- Lighted Elements
- NCR Green Room
- Clean Lines
- Modern
- Updated
- Energized

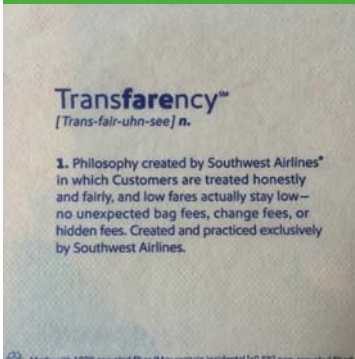


- Messaging (*not just branding*) throughout event
- Beverage napkins, Table tents, Screens/Monitors, and Mobile Brand Ambassadors

- ENCOR /NCR Branding
- Staff Branded Attire
- Lighted Ice Cubes
- Branded Give Aways



- Lighted and Branded Lanyards (Doubles as Entry Ticket)
- Lead Generation by Scanning of Badge to Enter party and contest



NGA ENCOR LAUNCH EVENT ENGAGEMENT OPPORTUNITIES

- Rock Inspired Dueling Pianos
- Singer/Songwriter
- Lighted Instruments



- Photo Opportunities
- Custom “Virtual Reality” photo filters ie; Concert Background



- Live Polling and Song Request
 - ENCOR Song Request
 - NCR and ENCOR Trivia
 - Grand Prize Winner “Most Engaged Guest”

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THANK YOU

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FDMM Channel

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