

IMPORTANT ANNOUNCEMENT

Dear Partners,

NCR has received several inquiries within the past weeks about partner selection criteria for representing the next-generation R10 solutions, which include the upcoming R10 "Side-by-Side" migration offering. While it is still early in the launch process we do want to offer some insight into the key guiding principles of the go-to-market (GTM) model for R10 as it relates to our partner community.

- **Coverage:** We will continue to work very closely with our indirect channel partners to reach specific geographic and customer segments. Our commitment to growing market share via the channel partner community will continue.
- **Competency:** Critical to our success is ensuring we have partners well trained, experienced and supported to sell, deploy, integrate and maintain NCR solutions. As we approach launch date we will outline specific training and competency requirements following the framework of the NCR Interact Partner Program.
- **Commitment:** With deep dependency comes a requirement for trust, commitment and focus on joint success. As we commit and invest to build enablement and support infrastructure we expect mutual commitment and concentrated focus on the success of NCR in the market space served by R10.

The NCR Channel Leadership Team is currently in the process of finalizing the coverage model and the new program structure for 2014, which will include R10. This structure will allow for a consistent approach to our GTM model and allow partners to identify opportunities to participate. Once defined, we will build our partner coverage around those partners committed to our software solutions today. We expect very few exceptions to the program structure.

PARTNER SERVICES MODEL...SERVICE WHAT YOU SELL.

Partners who locate, sell and support business opportunities are critical to the success of the NCR channel business. NCR supports this model with our "Service What You Sell" philosophy that rewards partners who service the products that they purchase from NCR and resell to end customers. Partners who are authorized to provide support – and who originally sold the POS software and hardware to an end customer – are entitled to the "Affinity" Shared Maintenance terms for such items. The "Non-Affinity" Shared Maintenance terms apply to situations where partners did not originally sell the software and hardware to the end customer.

Below are the details of the "Affinity" and "Non Affinity" terms for NCR software and hardware maintenance and support. Beginning October 1, 2013 NCR will review all service and support engagements and implement these policies accordingly. Non-Affinity fees will apply for two years.

Product Type	Affinity* Terms		Non-Affinity Terms	
	Equipment Declaration Required	Per-Unit Shared Maintenance Fee	Equipment Declaration Required	Per-Unit Shared Maintenance Fee
POS Hardware (Terminals)	No	\$0	Yes	\$50

Product Type	Affinity* Terms		Non-Affinity Terms	
	Current Support Pricing		\$500 Per Site	
ACS-IR Software Maintenance	Current Support Pricing		\$500 Per Site	
ISS45, ScanMaster	Current Support Pricing		"Support-Only" Pricing	

*Affinity terms apply to partners for software and hardware originally sold by the partner to the end customer

We will continue to keep our partner community updated and appreciate your ongoing support.

Best regards,

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