

NCR and Intel Rewrite the Rules for POS Systems

Advanced Point-of-Sale Systems Based on Intel® vPro™ Processor Technology Lower Costs with Enhanced Remote Manageability

For any retailer, managing information technology (IT) costs is fundamental. Successful retailing is increasingly dependent on technology-driven innovation, but that does not change the fact that resources are limited. Funding those innovations requires getting the most out of the infrastructure, including point-of-sale (POS) systems. At the same time, more and more is being expected of POS systems as in-store retail strategies continually become more sophisticated. Leading retailers need both highly capable, expandable POS systems and lower overall POS costs.

The NCR RealPOS™ 80xRT workstation with Intel® vPro™ processor technology was developed to deliver the advanced capabilities required for customer-centric retailing while dramatically reducing POS operating and management costs. Drawing on a history of successful collaboration by NCR and Intel, the NCR RealPOS 80xRT is a significant breakthrough and an outstanding example of new technology that solves problems, reduces costs, and makes enhanced customer experiences possible. Its advanced Intel vPro processor technology is truly revolutionary:

- Enhanced manageability utilizing Intel® Active Management Technology† (Intel® AMT) lowers support costs and downtime.
- Remarkable energy-efficient performance meets the increasing demands at the point of service.
- Next-generation capabilities extend the impact of POS systems across the retail enterprise.
- An open-standards foundation and excellent scalability minimize integration costs and protect the retailer's investment.

By lowering operating costs, the NCR RealPOS 80xRT is a key ingredient in an IT infrastructure that delivers better customer experiences and strengthens customer relationships.

Enhanced Manageability Reduces Costs and Downtime

Because it is based on Intel vPro processor technology – which includes Intel AMT – the NCR RealPOS 80xRT has powerful hardware-based remote management capabilities that allow systems to be diagnosed and in many cases repaired remotely from a central management console, *even if the system is powered off or the operating system is not functioning*. This reduces support costs by significantly driving down the need for expensive field service visits. At the same time, it improves customer service by accelerating problem resolution and reducing total system downtime.

The NCR RealPOS 80xRT has two types of communication channels (as shown on the next page in Figure 1): the normal communications channel that operates through the operating system (OS) and a hardware-based “out-of-band” communications channel that operates “underneath” the OS. If the OS is up and running, remote diagnosis and repair is done through the OS. If the POS system is powered off, the out-of-band



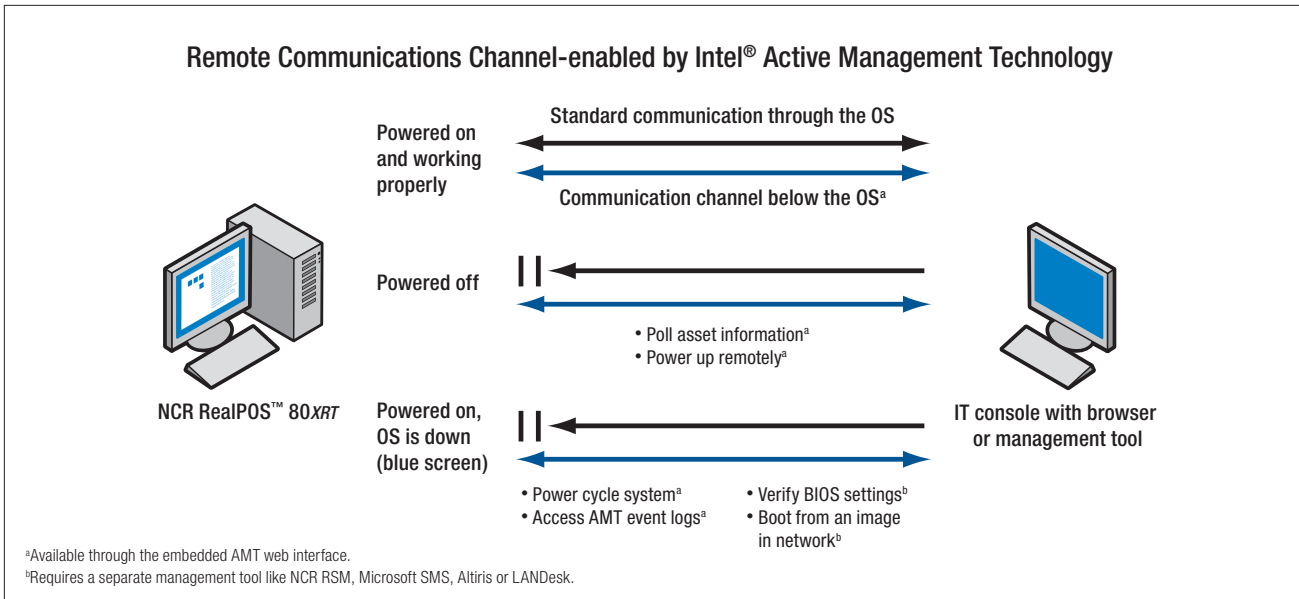


Figure 1: Remote management even if the OS is down. Secure out-of-band remote management capabilities help reduce support costs and improve system availability.

communication channel can be used to power up the system for diagnosis and repair. If the OS is non-functional, the out-of-band communication channel can:

- Power cycle the system (both up and down) remotely.
- Verify or change BIOS settings.
- Access Intel AMT event logs and view system asset information and status.
- Reload the OS and a clean image from any device in network.

These extensive capabilities enable faster problem resolution and greatly reduce the need for costly in-store service calls.

Matched to a Powerful Management Console

The advanced features of Intel vPro processor technology also integrate easily into leading management console solutions including the NCR Retail Systems Manager (RSM) remote monitoring and management software solution. RSM combined with Intel AMT remotely manages NCR terminals and peripherals to enable:

- Proactive notification of developing problems to prevent downtime.
- Detection of OS lock-ups.
- Accurate diagnosis of issues to speed resolution.
- A simple, easy-to-use Help Desk interface.

- Out-of-the box business logic for NCR equipment and complete Intel AMT support.
- Remote restart/shutdown, even with no OS running.

In those cases where field service is still necessary, RSM can give the service technician a better idea of what the problem is and what replacement parts may be needed, improving the efficiency of the service visit.

Easier Integration and Future Readiness

The NCR RealPOS 80XRT with Intel vPro processor technology combines performance and flexibility to ease integration and lower adoption costs today while also providing the headroom required for tomorrow's applications. The result is outstanding longevity and increased return on investment.

OS and application headroom for the future. As competitive pressures grow and technology change accelerates, it is increasingly difficult for retailers to know what their technology requirements will be over a five- or ten-year period. Open OSs (such as Microsoft Windows XP*, XPe*, WePOS*, Vista* and Linux*), while greatly increasing flexibility and lowering costs, generally mean more frequent OS revisions that tend to increase the demands on hardware resources such as processors, memory and hard disks. The NCR RealPOS 80XRT has the computing headroom to meet the demands of new OS environments. In addition, the NCR RealPOS 80XRT's open-standards technology eases the transition from legacy operating systems to new OSs.

At the same time, the long-standing trend towards more demanding applications is certain to continue. Greater integration of customer relationship management (CRM) tools, enhanced promotional and customer relationship initiatives and the adoption of Global Trade Item Number (GTIN) and radio frequency identification (RFID) are all examples of application advances that will require additional processing power. The Intel vPro processor technology of the NCR RealPOS 80xRT helps protect your POS investment and your competitiveness by supplying the additional performance needed to adopt new applications.

More Savings to Stretch Your IT Budget and Build Your Competitive Advantage

According to Gartner, *only 9 percent* of the average enterprise's IT budget goes towards innovation, while 91 percent is consumed by maintaining existing IT hardware and software infrastructure.² With its advanced capabilities, the NCR RealPOS 80xRT can handle more functions with greater efficiency, thus reducing hardware, software, and support costs and freeing up resources for the innovative initiatives that can drive a competitive advantage.

Cost-efficient checkout. Efficiency is king in many retail segments and speed improvements can have a significant impact on profitability. One 200-store regional grocer reports that for every one second improvement to the checkout process, they add \$475,000 to the bottom line.³ Some larger national retailers have estimated the impact at millions of dollars per second. The NCR RealPOS 80xRT enables faster checkout through faster processing, faster interaction with store servers, better access to product and inventory data, and better associate tools. Faster checkouts increase the number of customers served per hour and lower the labor cost per checkout.

Improved lifecycle management. The NCR RealPOS 80xRT supports long-term availability and consistency to protect a retailer's investment over time. Longer component availability and software support extend the system's lifespan, while fewer models in the infrastructure simplify maintenance and lower support costs.

Higher Performance Improves Existing Functions and Enables New Revenue

It is clear that advanced POS systems will increasingly manage or contribute to more store functions and that in fact the POS system is becoming a store operations platform. But to fulfill this mission, the POS system must be powerful and flexible. The NCR RealPOS 80xRT with Intel vPro processor technology has the performance and capabilities to meet these growing demands.

Bringing Intel® Active Management Technology to POS Workstations

The Intel® vPro™ processor technology in the NCR RealPOS™ 80xRT workstation includes Intel® Active Management Technology (Intel® AMT) which provides POS terminal management capabilities previously available only in server platforms. When combined with a leading terminal management tool such as NCR Retail Systems Manager, this remarkable technology allows retailers to reduce POS management costs and increase uptime:

- **Remote diagnosis and repair** reduces costly and time-consuming in-store visits by resolving problems and repairing them quickly from the console – even if the POS is powered off or the OS is down.
- **Automated proactive alerts** identify issues before they become problems or require costly repairs. These include alerts about missing or disabled software, memory usage, hard drive health, fans, and power supplies.
- **Secure remote power up and power cycling** allow retailers to perform scheduled maintenance, backups, and monitoring after hours.
- **Encrypted, remote security updates** ensure that security patches are up to date and speed the deployment of critical patches, even to systems that are powered off or have a hung OS!
- **Remote asset tracking** eliminates time-consuming manual inventories of hardware and software with remote inventory management, even if the system is powered off!

Run multiple store and enterprise applications at once. The NCR RealPOS 80xRT provides an open standards-based platform with the power to run CRM, workforce management and inventory applications – in addition to traditional point-of-service functions – without degradation. Intel vPro technology gives the NCR RealPOS 80xRT the fundamental capabilities needed to handle store platform-level workloads. As a result, retailers are less likely to place demands on their POS systems that the systems cannot handle.

Drive new revenue. Beyond improving existing functions, the power of the NCR RealPOS 80XRT enables new capabilities that help generate new revenue:

- *Collection of customer information.* More extensive and more accurate customer information from POS interactions allows better targeting of promotions.
- *Cross-selling and up-selling.* Follow-on offers can be based on products purchased, inventory status, known customer preferences, or general promotional campaigns. These can be delivered on printed sales receipts or through loyalty programs.
- *Targeted promotions to loyal customers.* For known customers in a loyalty program, cross-selling and promotions become even more focused with the ability to leverage product preferences, purchase frequency and loyalty point programs.
- *Building interactive customer relationships.* As the store is able to leverage customer preferences and behavior data, retailers can build an interactive customer relationship that values customers and delivers what they want.
- *Cross-channel selling and service.* Associates at the POS can monitor inventory, check order status, process advanced payments, and manage returns – all efficiently and quickly.

Advanced POS That Lowers Costs and Supports Tomorrow's Strategies

There has never been a more exciting – or challenging – time in the retail sector. Meeting the challenges will require the optimization of resources across the retail enterprise. That optimization will, in turn, require advanced tools like the NCR RealPOS 80XRT workstation with Intel vPro processor technology – tools that combine improved cost effectiveness with breakthrough capabilities, backed by trusted industry leaders.

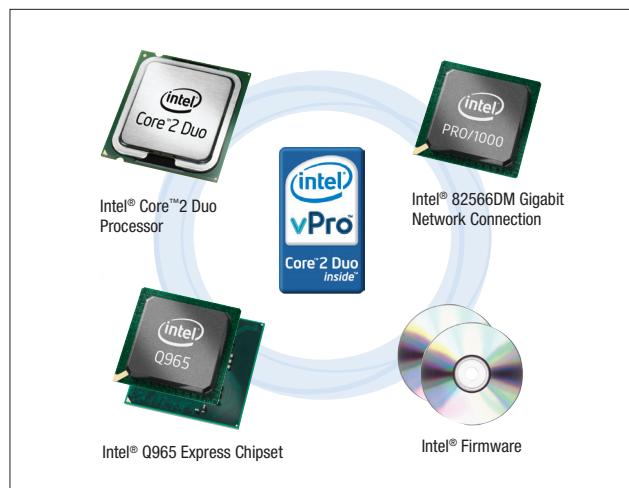


Figure 2: Intel® vPro™ processor technology is more than a brand name – it's a set of specific ingredients that brings unprecedented management capabilities to the most advanced POS: the NCR RealPOS™ 80XRT workstation.

To learn more about how the NCR RealPOS 80XRT workstation can enable business growth, contact your NCR representative or visit the NCR Web site at www.ncr.com.

To learn more about the advantages of Intel vPro processor technology, visit the Intel Web site at www.intel.com/vpro.



¹Source Intel 2006 whitepaper *Improving Asset Inventories and Reducing IT Costs with Intel® vPro™ Technology* at www.intel.com/vpro.

²Gartner, *IT Spending and Staffing Survey*, November 2005.

³RIS News and IHL Consulting Group, *Store Systems Study 2007*.

⁴Intel® Active Management Technology requires the platform to have an Intel® AMT-enabled chipset, network hardware and software, as well as connection with a power source and a corporate network connection. With regard to notebooks, Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating or powered off. For more information, see www.intel.com/technology/platform-technology/intel-amt/.

*Other names and brands may be claimed as the property of others.

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