

# I AM NCR POWER MOBILE

## Retail and Distribution Industries



**The consumerization of IT has put mobile devices into everyone's hands. Tablets and smartphones have become pervasive in everyday life, and now, the business world as well.**

NCR Power Mobile brings the power of mobile order management conveniently and vibrantly into the hands of distributors and their customers. Until recently, product ordering was conducted either through printed order guides, or a standard client/server model that was best suited for desktop computers or bulky laptops.

With Power Mobile, distributors and their customers can now experience a feature-rich and media-rich order management system that delivers the capabilities you need on any tablet or smartphone running any mobile operating system, including iOS, Android and Windows.

Your direct sales representatives—or your customers, depending on your preferences—can download the Power Mobile app to any mobile device, tap into your ERP for instant product information, and easily create orders on the fly as they walk through any customer facility.

- Modern mobile solution that simplifies customer visits and enables users to place orders via tablets or smartphones
- Improved visibility through every stage of the ordering process, with real-time status updates on orders from entry through delivery
- Access to critical information anywhere, and enables quick decisions on the go
- Media-rich content including images, videos and website links that help foster consultative selling and larger orders
- Enhanced customer loyalty with social media engagement

For more information,  
visit [ncr.com](http://ncr.com), or email [retail@ncr.com](mailto:retail@ncr.com).



# Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.



## A Powerful CRM Application On The Go.

A mobile-enabled ordering solution, NCR Power Mobile combines the usability of mobile with targeted functionality of the NCR Power Enterprise suite of applications to deliver an intuitive solution that meets the needs of both account executives and customers.

**Ordering**—At its roots, Power Mobile is an ordering application. It features multiple ordering methods, including ordering via guides, lists and previous orders. Its intuitive user interface enhances and simplifies the ordering experience for distributors and their customers.

**Automated Alerts and Messaging**—The solution helps enhance communications between distributors and their customers by enabling automatic alerts and other customized messaging any time an unexpected event occurs to an order.

**Advanced Item Search**—Power Mobile puts all media-rich item data, along with third-party item information, at a user's fingertips in real-time. Distributors can add promotional material, photographs and links to additional content (such as nutritional data) to help drive sales. The app also can utilize a mobile device's camera to support barcode scanning and item lookup.

**Up-Selling & Cross-Selling**—Power Mobile includes many different features for distributors to link item associations and recommendations together to promote cross-selling, up-selling and new sales opportunities. Related products are presented when reviewing an item detail. In addition, a large portion of the Power Mobile Dashboard is dedicated for distributors to display promotional ads from vendors or from their own marketing team.

**Invoices**—Invoice information is easily available to search and review, and includes drill-down capability into items. Invoice payment status, along with associated alerts, is also displayed.

**Social Integration**—Social media continues to help drive business and customer relationships, and with Power Mobile, distributors can add links to their social feeds directly to the app's main dashboard.

**Customer Information**—Distributors can easily search and find customer contact information. Power Mobile also enables one-click options to place a call or send an email to customers, simplifying and enhancing communications.

**Inventory Management**—Power Mobile can help your customers manage inventory through stock counts, creation of PAR lists, financial reports such as COGS and more. Solution provides insight for both distributor and non-distributor items.

## Product Highlights

- Supports multiple devices—tablets and smartphones
- Supports multiple operating systems (iOS, Android, etc.)
- Developed as a hybrid HTML5 solution to adapt dynamically to device being used
- Pulls data directly via web services to/from NCR Power Enterprise or third-party ERP—no local data to sync manually
- Created using Agile development methodology
- Features flexible architecture and deployment—ability to host it yourself or on via a cloud service.
- Enables fast implementation and quick ROI

NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

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