



PRESS RELEASE

NCR and Clear Demand partner to integrate NCR's Power HQ omni-commerce merchandising platform with Clear Demand's demand management platform

NCR retail customers can optimize pricing and promotion strategy with Clear Demand

DULUTH, Ga., May 17, 2016 – NCR Corporation (NYSE: NCR), the global leader in consumer transaction technologies, and Clear Demand today announced an agreement to integrate NCR Power HQ with Clear Demand's price and promotion optimization solutions. This combination of these capabilities will make it easier for retailers to optimize retail pricing strategies, to plan promotions that drive traffic without eroding margins, and to compete more effectively and profitably.

This agreement is part of NCR's ongoing expansion of its partner eco-system and functionality with a commitment to providing best practice capabilities for its retail customers. NCR customers can now leverage Clear Demand's capabilities to analyze pricing and promotion data and generate optimal price and promotion recommendations across online, mobile and in-store channels.

"With this integration, our customers can know in advance how shoppers will respond to different pricing and promotional strategies before they are ever implemented. We're excited to provide our NCR Power HQ retailers with the ability to better serve their customers while maintaining profitability and achieving their sales targets," said Todd P. Michaud, Global Vice President and General Manager of NCR Retail's Global Enterprise, Merchandising and Supply Chain (GEMS) business unit.

"Retail has changed with online transparency, corresponding shifts in shopper behavior and increased competitive diversity, making it more difficult for retailers to compete effectively," said James A. Sills, Ph.D., president and CEO of Clear Demand, Inc. "These market shifts require innovations that ensure more precision and accuracy with price, promotion and forecasting – innovations which we're pleased to now deliver inside NCR's platform."

NCR Power HQ is a powerful merchandising solution that helps retailers simplify item data management, maintain pricing across multiple zones and stores, and manage multiple vendor authorizations and item costs. The solution integrates with store and online systems to provide a single version of the truth for any customer touchpoint. The integration with Clear Demand's omnichannel demand management platform expands the inherent pricing functionality of NCR Power HQ to allow retailers to select and manage the best pricing strategy to drive both revenue and profit. Together, these solutions help retailers increase the productivity of merchandising teams and buyers; ensure prices are aligned with shopper demand; automates pricing compliance; and reduces overall manual data workloads.



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About NCR Corporation

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.

About Clear Demand

Clear Demand serves global retailers with software and services for omnichannel, online and brick & mortar retail operations. Clear Demand's omnichannel demand management solutions are designed to support an integrated strategy for product, pricing and channel decisions. The company's retail pricing and merchandising solutions are architected on Big Data and delivered as a SaaS solution for enhanced speed, flexibility and ease-of-use. Retail clients enjoy improved profitability, superior pricing strategy, price optimization and price management with an adaptive platform that can be modified to retailers' business processes. *Clear Demand's mission is to help retailers compete more effectively.*

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