



# NCR Copient

## Expanding your One-to-One Marketing Ability



- Reduce marketing costs
- Increase customer communication
- Instantly match competitors' offers
- Inexpensively reinforce private brands
- Quickly and easily create custom promotions using a web-based tool

NCR Copient solution is a one-to-one marketing platform designed to help retailers execute their in-store, interactive direct marketing strategies. Located at the point of sale, in aisle, on end-caps or elsewhere in the store, Copient's interactive, touch screen display units can:

- instantaneously survey customers and capture results;
- offer sweepstakes that generate an average response rate of 40 percent or higher;
- target a wide variety of promotions down to the individual display or customer.

This comprehensive direct marketing platform supports POS, point-of-decision and point-of-entry applications, and features:

**Open Interface.** Capable of interfacing to any POS software solution, Copient eliminates the need to replace your existing solution.

**Promotion Flexibility.** Leverage industry-leading promotions without the need for additional software.

**Targeted Offers.** Optimize promotional dollars by targeting specific customer segments.

**Speed.** Accelerate your ability to create, distribute and evaluate promotions instantly.

**Simplify Processes.** Reduce administrative tasks related to promotional data distribution.

**Reduced Competitor Visibility.** Electronic delivery of offers, compared to traditional mass marketing, does not expose an "advertised price" or coupon value for competitors to match.

**Customer Feedback.** Your customers can provide valuable feedback, from the time they enter the store until the checkout, via touch capability.



# NCR Copient

accomplished through a dedicated promotion warehouse that aggregates and propagates salient data to and from in-store promotional servers in configurable increments.

## Software:

Logix is the dynamic, flexible and comprehensive Web-based administrative software application that powers the Copient interactive platform. Logix works in concert with a retailer's existing data mining and item file applications. Logix enables marketing and merchandising professionals to create promotions, target customer groups, select retail locations and zones, define qualification parameters, and define deliverables (e.g. graphic messages, printed messages, group membership and/or discounts).

## Product Support:

NCR offers complete solutions to meet your business challenges. Copient users have access to online help tools, alerts and 24-hour phone and email support, in addition to IT consulting, solutions design, development and integration services, project management, customer education, installation, maintenance and support services. NCR works closely with you to ensure your solution supports your business objectives and delivers the value that you — and your customers — expect.

For more information about NCR Copient and other NCR retail solutions, contact your local NCR representative or visit NCR on the Web at [www.ncr.com](http://www.ncr.com).

Promotions using the Copient solution have almost zero variable costs and consistently produce average response rates in excess of 17% -- while maximizing customer communications and the acquisition of customer data.

## What Customers Are Saying...

"The MyMarsh Interactive Shopping System provides the perfect complement to our Fresh IDEA card program by offering individualized custom discounts to our valuable shoppers. We feel that this one-to-one approach to loyalty marketing is the most effective way to communicate to Marsh shoppers, ensuring them that Marsh is committed to being their supermarket of choice in our trade areas." - Don E. Marsh, Chairman and CEO, Marsh Supermarkets

## Technical Specifications

### Platform:

Copient offers a patented customer-specific marketing platform. Display units feature an active matrix 5" x 7" LCD with integrated touchscreen, Microsoft® Windows® CE operating system, serial printing interface, two-way POS data interface, integrated barcode reader and optional audio and keyboard options.

### Communications:

Customer-specific promotions are broadcast over an 802.11b, 128-bit encrypted wireless network from an in-store promotional server. Chain-wide communications are

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

All features, functions, and operations described herein may not be marketed by NCR in all parts of the world. Consult your NCR representative or NCR office for the latest information.

All brand and product names appearing in this brochure are trademarks, registered trademarks, or service marks of their respective holders.

© 2003 NCR Corporation

Patents Pending

Printed in U.S.A.

EB-2060-0903



[www.ncr.com](http://www.ncr.com)