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Inmar Working with NCR to Enable Retailers to Capitalize on Digital Offers

Integrated solution makes it easier to rapidly, cost effectively deploy digital coupons

Winston-Salem, NC, October 28, 2013 – Inmar announced today that it has entered into a strategic relationship with NCR Corporation, the global leader in consumer transaction technologies, that will give retailers increased control over their digital promotions and help them capitalize on the growing demand for digitally delivered offers. Through this relationship, retailers using NCR marketing software and point-of-sale (POS) solutions will now be able to instantly “turn on” digital promotions and seamlessly integrate them into their marketing efforts.

This new offering will integrate Inmar's cloud-based digital coupon solutions with NCR's marketing and POS applications, enabling retailers to quickly and easily implement digital coupon campaigns and provide paperless coupons to their customers via multiple consumer touch points. The solution accommodates the needs of the entire digital coupon value chain from the manufacturer and retailer to the end consumer – facilitating offer distribution, acquisition, redemption and settlement.

“Inmar’s engagement with NCR is going to equip retailers using their marketing software and technology solutions to effectively leverage the increasing popularity of digital coupons for better sales and profitability,” says David Mounts, CEO, Inmar. “Because our real-time commerce solutions complement NCR’s innovative marketing software and point-of-sale solutions so effectively, retailers that ‘opt in’ will be able to introduce digital promotions into their marketing efforts with remarkable speed – and at a minimal cost.”

Redemption of paperless, digital coupons continues to grow exponentially, with Inmar reporting a 234 percent increase in redemption volume in H1 2013 versus the same period last year. In just the first six months of 2013 Inmar settled, and observed settlement of, more paperless digital coupons (28.5 million) than in all of 2012 (27.5 million).

“We are seeing increased demand from retailers to use detailed analytics to target preferred customers with offers that optimize the retailer’s marketing spend across all channels to increase profits,” said Scott Kingsfield, senior vice president and general manager, NCR Retail. “Through this relationship with Inmar, retailers will now have a comprehensive view of their customer to more effectively execute and capitalize on end-to-end marketing initiatives.”

ABOUT INMAR

Inmar is a technology company that operates intelligent commerce networks. Our platforms connect offline and online transactions in real time for leading retailers, manufacturers and trading partners across multiple industries that rely on Inmar to securely manage billions of dollars in transactions. Our Promotions, Supply Chain and Healthcare platforms enable commerce, generate meaningful data and offer growth-minded leaders actionable analytics and execution with real-time visibility. Founded in 1980, Inmar is headquartered in Winston-Salem, North Carolina with locations throughout the United States, Mexico and Canada. For more information about Inmar’s products and services, please call 866-440-6917 or visit www.inmar.com.

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