

Written by Administrator  
Thursday, 14 October 2010 11:06 -

---

DULUTH, Ga., Oct 14, 2010 (BUSINESS WIRE) -- NCR Corporation

[/quotes/comstock/13\\*!ncr/quotes/nls/ncr](#) ( [NCR](#) **14.21**, -0.09, -0.59%) today announced that Parx Casino(R) has selected the hosted NCR APTRA eMarketing solution to enable synchronized customer communications across multiple channels. Parx Casino(R), a division of Greenwood Gaming and Entertainment, Inc., operates the largest gaming facility in Pennsylvania with table games, slots, fine dining and entertainment options.

Parx Casino(R) is using the hosted NCR software to provide highly personalized customer communications across multiple marketing channels, such as mobile and e-mail, based on the customer's preferences. This ability allows Parx Casino(R) to engage each patron in an individualized fashion, delivering timely, relevant and rich content in the way patrons prefer to receive information.

Parx uses the hosted NCR software to deliver personalized cross-selling marketing promotions for its restaurants, sent via text message or e-mail to VIP Club Player members, and can also send information regarding special events and provide incentives for Club Members to attend, such as vouchers for free slot play.

"We have partnered with NCR for the long term, selecting NCR's hosted software because of its flexibility, reliability and the value-added direct marketing consultancy services provided. NCR's software and services have enabled our marketers to improve our customer contact strategy and improve the overall effectiveness of our cross-channel marketing programs," said John Dixon, CIO of Parx Casino(R). "This partnership allows us to engage our customers based on how they want to receive information. Their integration capabilities with our Analytic and Core systems and their tracking and reporting capabilities help us determine how to increase the value of our messaging and keep the customer

Written by Administrator

Thursday, 14 October 2010 11:06 -

---

engaged."

Using the e-mail marketing and mobile modules within the hosted NCR APTRA eMarketing application, Parx Casino(R) has established a centralized and secure means of storing and analyzing customer data, updating customer preferences, communicating with customers and benchmarking the success of marketing offers.

NCR APTRA eMarketing enables businesses to run cross-channel marketing programs through a wide range of consumer points of service, including e-mail, Internet, mobile, kiosk, ATM, call center and print. NCR's APTRA eMarketing Preference Center works in conjunction with various CRM software and customer databases to run multichannel campaigns according to the customer's preferences for communications and their location across points of interaction. NCR also provides social media consulting services that help businesses create connections with their customers through CRM and social media.

Sundeep Kapur, director, strategic marketing for NCR Corporation said, "Gaming and Hospitality companies such as Parx Casino(R) face a common challenge to engage their customers and acquire new customers to drive revenue and differentiate themselves from their competitors. We are delighted that the largest casino in Pennsylvania has made this multi-year commitment to us. Our focus is always on helping our customers deliver the most dynamic and relevant experience to their patrons."

NCR APTRA eMarketing is hosted and delivered through the NCR Managed Services Secure Data Center, which ensures high levels of security and application availability and can help companies realize significant cost savings by reducing the need for IT administration and infrastructure investments.

### About Parx Casino(R)

Parx Casino(R), the largest and most impressive gaming facility in Pennsylvania, is owned and operated by Greenwood Gaming and Entertainment, Inc. Conveniently located 20 minutes north of center city Philadelphia, I-95 exit 37 or Pa. Turnpike exit 351 onto Street Road in Bensalem, the 260,000 square foot casino features over 120,000 square feet

Written by Administrator  
Thursday, 14 October 2010 11:06 -

---

of gaming; 3,500 slot machines; 81 live table games; parxgrill, an upscale signature steakhouse; foodies food court; Chickie's & Pete's, 360 bar and nightclub; jax sports bar, private event space for up to 150 guests and parking for over 5,000 cars. For more information on Parx Casino(R) visit [www.parxcasino.com](http://www.parxcasino.com).

## About NCR Corporation

NCR Corporation /quotes/comstock/13\*!ncr/quotes/nls/ncr ( [NCR](#) 14.21, -0.09

0.59%

) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming and public sector organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Duluth, Georgia.

NCR is a trademark of NCR Corporation in the United States and other countries.

SOURCE: NCR Corporation

NCR Corporation News Media Contact Cameron Smith, 770-623-7998  
cameron.smith@ncr.com

Copyright Business Wire 2010

[Powered by WizardRSS](#) | [aioWebmaster.com](http://aioWebmaster.com)

**Source:** <http://news.google.com/news/url?sa=t&fd=R&usg=AFQjCNF8IXAZc3LhNnFv2hYRu7KGNZiw&url=http://www.marketwatch.com/story/parx-casino-signs-multi-year-r>

Written by Administrator

Thursday, 14 October 2010 11:06 -

---

[enewal-for-hosted-marketing-software-with-ncr-corporation-2010-10-14?reflink=MW\\_news\\_st  
mp](#)