



NCR acquire edge virtualization provider Zynstra

NCR Corporation, a global enterprise technology company for the retail, hospitality and banking industries, has acquired Zynstra.

NCR and Zynstra have worked together for several years, reflected in the launch of NCR Software Defined Store introduced in January 2019 and in use by companies like Pilot Flying J.

“This acquisition is another demonstration of our strategy to acquire new companies to enhance product capabilities and extend our leadership in the vertical industries we serve,” said NCR President and Chief Executive Officer Michael D. Hayford. “The addition of Zynstra’s virtualization technology to our software stack gives NCR even more solutions to help our customers run their store or restaurant end-to-end.”

NCR Software Defined Store, enabled by Zynstra, offers retailers a new path towards achieving a next-generation store architecture.

[A recent Total Economic Impact study](#) commissioned by NCR and conducted by Forrester Research of NCR Software Defined Store customers found that an average organization with approximately 750 retail stores could see a 164% return on investment through store virtualization.