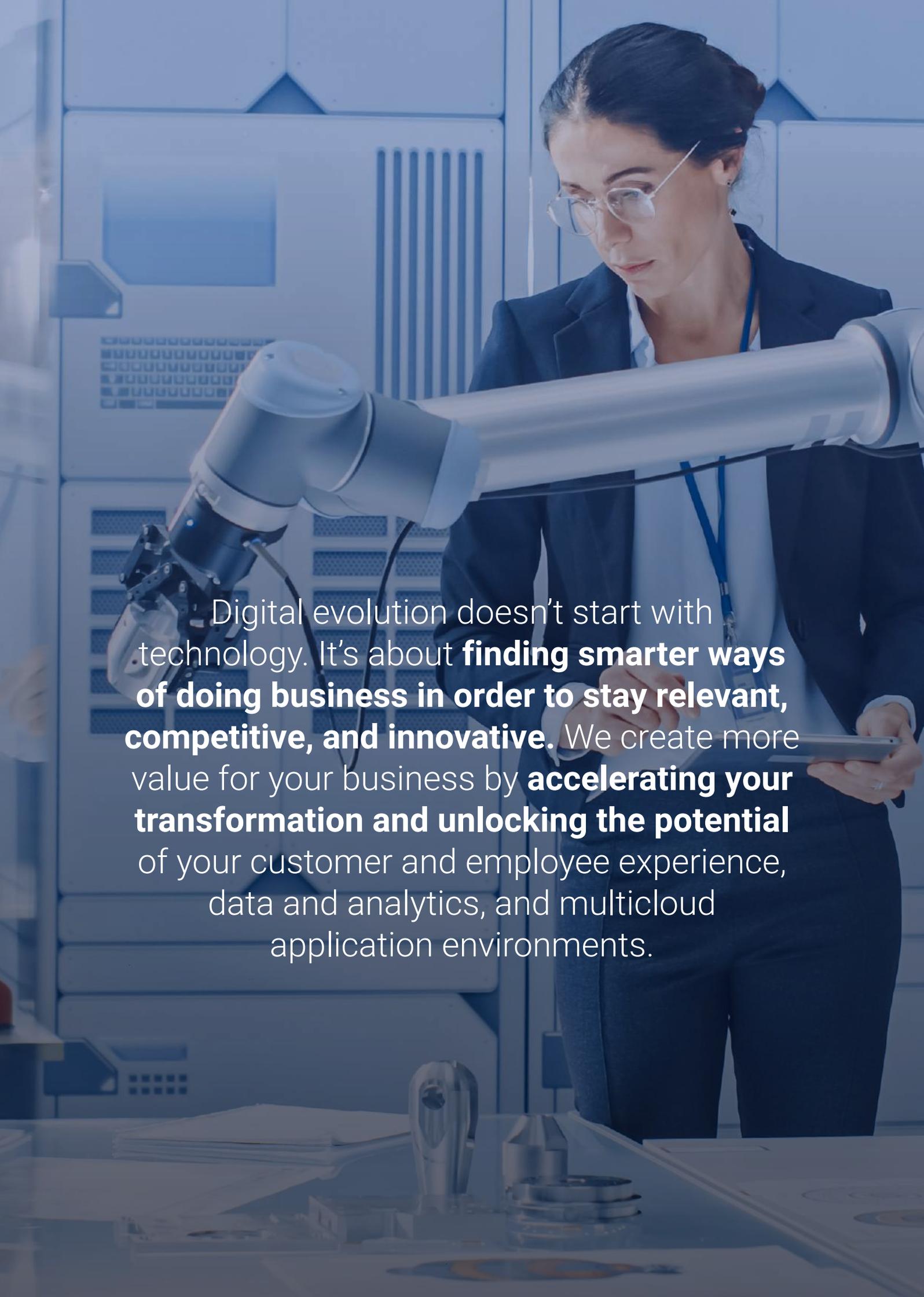




Digital experience

Architect digital experiences to
accelerate innovation

A woman with glasses, wearing a dark business suit and a blue lanyard, is looking down at a tablet she is holding. A white robotic arm is extended towards her, and she appears to be interacting with it. The background is a futuristic, blue-toned environment with various panels and screens. The overall scene conveys a sense of advanced technology and business innovation.

Digital evolution doesn't start with technology. It's about **finding smarter ways of doing business in order to stay relevant, competitive, and innovative.** We create more value for your business by **accelerating your transformation and unlocking the potential** of your customer and employee experience, data and analytics, and multicloud application environments.

Our approach

Digital transformation and experience have changed the way organizations structure and use data in order to gain greater insights and shape their business goals. Seven out of 10 boards of directors are accelerating digital business post COVID-19. And by 2023, 75% of organizations will have comprehensive digital transformation (DX) implementation roadmaps, up from 27% today, resulting in true transformation across all facets of business and society.¹

Digital leaders are looking at data through a new lens. Brands integrating advanced digital technologies and data to build useful, personalized customer experiences, are seeing **net earnings increase two to three times** as fast.

However, our Customer Experience Benchmark Research found only 13.5% of respondents indicate their analytics are optimized and only slightly more (15.3%) believe their existing analytics would meet future needs. Despite recognizing the value of data-driven solutions, many organizations are still reliant on conventional analytics methods and metrics, and taking a technology-first approach.

As organizations increase the number of channels they use to engage customers and employees, the number of data siloes also increases. Many data sets are not structured for analysis. However, unstructured data such as social comments, images and videos are valuable sources of information, particularly if they can be processed in real time. Organizations can monitor market sentiment and brand engagement to measure effectiveness of a marketing campaign. They can also innovate around and improve their product design by analyzing social comments. Thus, more complete, timely and various data is analyzed with advanced analytics.

Successful transformation requires organisations to redesign their core business processes around the customer experience and then reorganize the enterprise to align with these digital processes.

In order to get a 360-degree view of their customers in a timely manner, first identify the root causes of success or failure in business operations. Then, to control as much future uncertainty as possible, organizations need a comprehensive data and advanced analytics strategy that helps to solve business problems.

In this digital age, an organization's ability to compete will increasingly depend on how well it can leverage its data. Are you ready to unlock the potential of your data-driven customer and employee experience?

'Today's global manufacturers are rapidly innovating their production processes. We urgently needed to digitalize our production using Internet of Things (IoT) technologies and big data to effectively compete in the market.'

Hideki Matsuo, Member of the Board, Senior Managing Executive Officer, Center Executive, Production & Technology Center, Mitsui Chemicals Inc

Services overview

We help you identify opportunities for positive change, develop a roadmap to grow your core business and put digitalization plans into action at any stage of your digital transformation:

- **Enable innovative digital experiences:** Architect digital experiences for customers, partners and employees.
- **Evolve to be a data centric organization:** Leverage NTT's data platforms and data value management services to move from data engineering into data science.
- **Optimize enterprise operations:** Improve agility and efficiency through automation analytics and cloud migration.
- **Secure digital experience:** Ensure your digital initiatives are secure by design.
- **Optimize hybrid cloud:** Simplify management and transformation for hybrid cloud.

¹ Gartner Digital Transformation as a result of COVID-19 Crisis, November 2020; IDC FutureScape: Worldwide Digital Transformation (DX) 2021 Predictions, October 2020

‘Thanks to NTT’s data management expertise, we no longer need to prepare data in advance of testing, **saving operational costs and enabling us to apply AI more widely.**

Hideki Matsuo, Member of the Board, Senior Managing Executive Officer, Center Executive, Production & Technology Center, Mitsui Chemicals Inc

Challenges and solutions

Challenge	How our solutions address it
Deliver great experiences	We can help you accelerate business outcomes with analytics, AI and machine learning that offer predictive customer analytics and product targeting performance.
Reduce operational costs	Our data and analytics strategies enable you to leverage insight from data about how internal operations are managed and identify opportunities to cut unnecessary costs and wastage.
Optimize enterprise operations	We can fully manage your hybrid cloud environment to get the most from your apps and make life easier for you.
Reliance on conventional analytics methods and metrics	We help you move beyond traditional analytics approaches to accelerate your business transformation by building an organizational culture driven by data and focused on delivering better business outcomes.
Make connections between data types	Working together we analyze your structured, unstructured and external data to yield strategic and actionable insights. We develop unique metrics and apply quantitative methods, harnessing technologies such as artificial intelligence, machine learning and IoT, to help future-proof your organization.

The NTT advantage

We help you put digitalization plans into action through a complete spectrum of services we deliver. Whether it’s:

- Moving and managing your enterprise applications into a multicloud environment.
- Building, integrating and running new and innovative products and services.
- Delivering value enhancing IoT solutions.
- Implementing solutions to digitalize all your business processes.

You have one strategic partner for your entire digital journey.

Why NTT?



Global partnerships

We’re the only company in the world to hold top-level global partnerships with public clouds and SAP. We are a certified SAP HANA, Cloud, and Hosting Partner. Using the most advanced in-memory platform, SAP HANA, our services can be deployed in the cloud, on-premises or both.



Specialized skills

Market-leading enterprise applications delivered through CoE. Our SAP Basis Competency Center houses teams of experts with hundreds of years of combined SAP expertise.



Depth of skill

We have 22,000 professionals in our global services organization, including 5,800 professional services people, and more than 250 cross-domain consultants. On-shore, near-shore or off-shore, we manage data on our client’s premises, or hosted in one of our over 140 data centers (DC) around the globe, or in the public cloud.



Award winning

As an ‘SAP on Azure advanced specialization partner,’ we have proven competence at the very highest levels. Currently, we manage ERP systems for over seventy global enterprises.



Together we do great things