Data & Analytics Value Proposition

Getting the most of data implies a great transformation

NTT has the right tolos to make it happen

01. Value Proposition

Defines the drivers of the transformation and all the activities that must be carried out

02. Partners

Finding the sweet spot where provider's products and NTT Data capabilities provide a differential value for our clients

03. Assets

Multiply the value we provide our clients and delivers enormous benefits in costs and time-to-market

Dolffia
Unlocking unstructured data with NLP
by NTT DATA

eva
Enterprise Conversational AI
by NTT DATA

04. Delivery Model

We have the capabilities and collaboration models to create new business opportunities and fully scale data product development
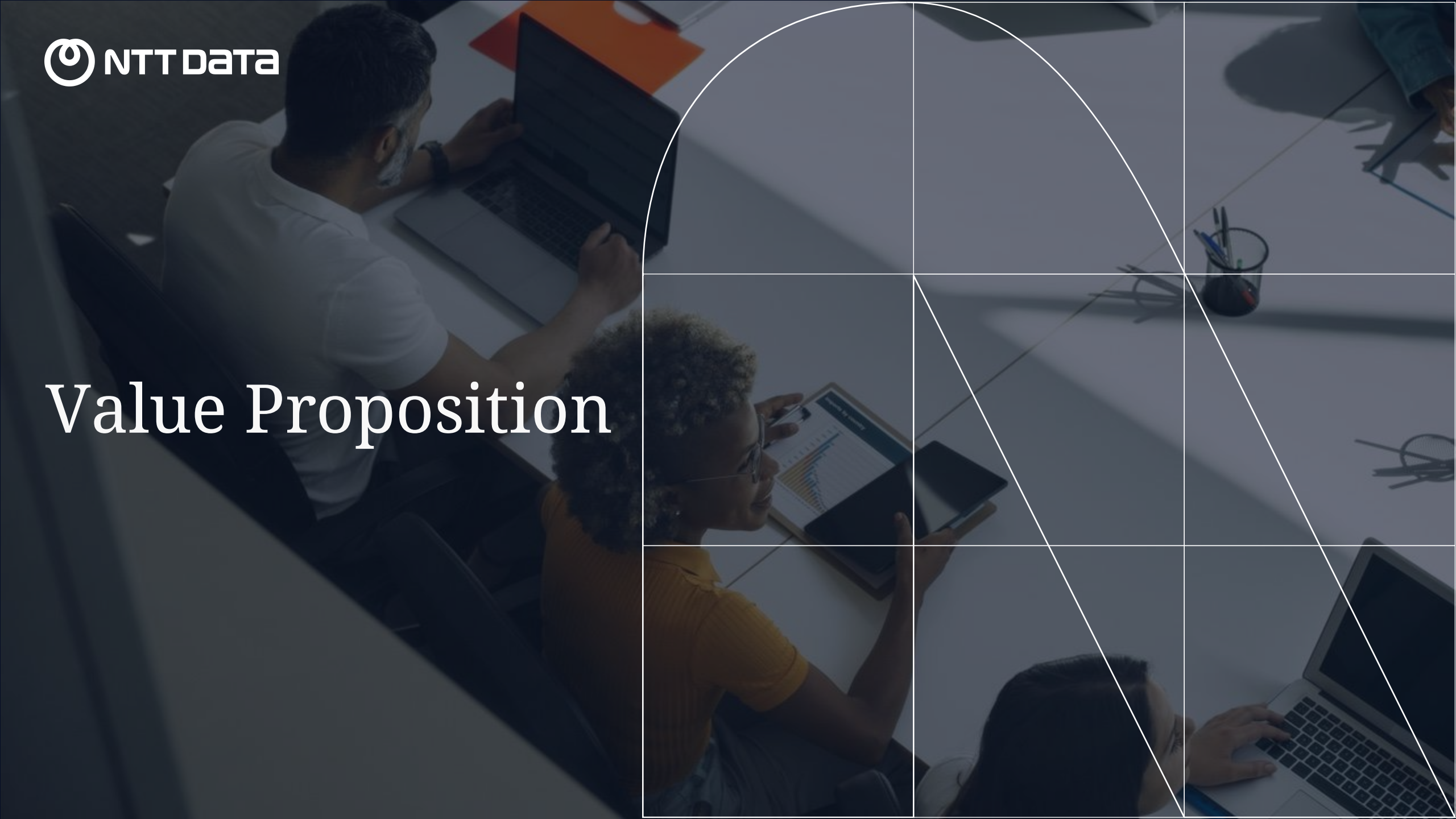
05. References

Our work with clients is our best reference. We work for the largest companies on the market, helping them in an end-to-end transformation.

Value Proposition

NTT DATA, listening to the latest trends and considering the **most advanced data technologies**, has created a complete Value Proposition to **help organizations in their journey towards being data-driven.**

NTT DaTa
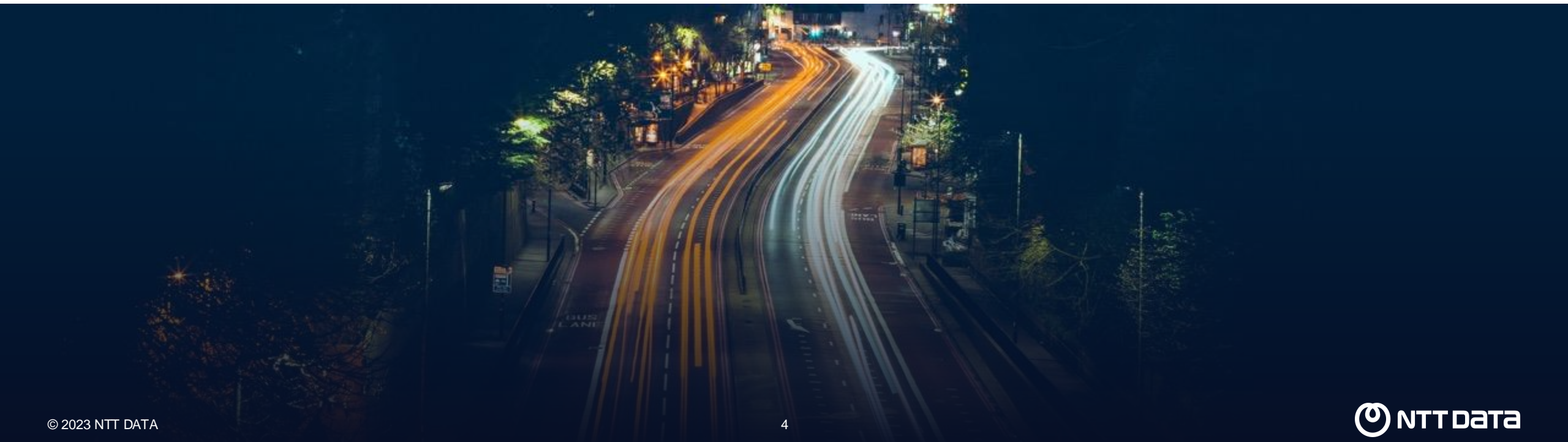
Towards a Data Driven Organization

Trends

01. Trust is the Foundation

Trustworthy data and Responsible AI will include content authenticity, unified governance and metadata practices

02. Talent and How we work

Although workers will routinely use data and AI to complete their tasks, the human factor will remain critical, including diversity with new roles and skills.

03. Being D&A Native

CDAOs (Chief Data & Analytics Officers) must have a business mindset and work together with business areas

Levers

Data Driven Democratization

To expand their capabilities to generate business insights, organizations must democratize analytical capabilities across all areas, **delivering analytical tools enable AI access to end users**

Business Disruption Through AI

To generate new business models supported by data value, organizations must **integrate intelligence across their value chain, thanks to machine learning and artificial intelligence**, in an efficient, ethical and industrialized way:

Data Driven Organization

Think like a Business

Integrates data and intelligence initiatives into the corporate strategy roadmap.

From Platforms to Ecosystems

Speeds up and scale AI-driven initiatives, unifying AI development and industrialization.
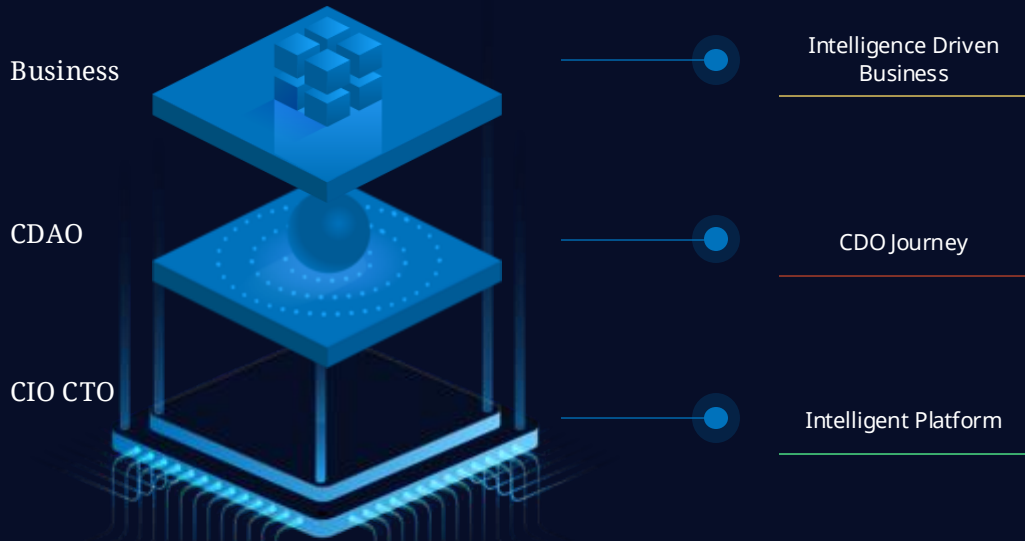
Don't forget the Humans

With the integration of AI in our daily life, new people roles arise, with new ways of interact with systems at work

NTT DATA

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Traditional decision-making roles must evolve to **transformational and business-oriented profiles**

Transformational, tailor-made approaches to help Data Driven Organizations face their challenges

Solid frameworks to provide **transformation performance**

Business

CDAO

CIO CTO

Intelligence Driven Business

CDO Journey

Intelligent Platform

NTT DATA provides business areas with tools and use cases to integrate AI and data value in business models and operational processes.

NTT DATA provides **CDOs** with all the necessary tools to support the development and implementation of a **successful D&I strategy** aligned with business objectives.

NTT DATA provides **CIOs** and **CTOs** with the right **architectural framework** to integrate data value and intelligence in every system and process.

Data Modernization

NTT DATA provides the **management and technical methodologies** to ensure a sound and reliable transformation program, **pure cloud or hybrid**.

Partners

NTT DATA provides deep **technical knowledge**, ready-to-deploy **workforce** and **solution development partnerships** to ensure **leverage of innovation, agility, scalability and security of cloud platforms.**

Assets & Accelerators

Tools to boost implementation projects and ensure proper level of quality, with embedded know-how and best practices.

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NTT DATA

The CDO Journey is the heart of Data Driven transformation program

BUSINESS VALUE

RESPONSIBLE GOVERNANCE

CORE TECH &NEXT GEN OPERATIONS

ECOSYSTEM & INNOVATION

CULTURE & CHANGE MGMT

Articulates the global data driven strategy

Sets the path for cultural change and connection to innovation ecosystems

Aligns business, technological and organizational strategy

Why CDOs need a Journey

Making the most of the use of AI throughout the value chain and processes, designing new business models based on data sharing and, ultimately, turning data into a business asset, implies a transformation at all levels. CDOs need a clear path to carry out this transformation

NTT DATA

Our CDO Journey has a Data & Intelligence framework that provides the keys for this transformation

BUSINESS VALUE

RESPONSIBLE GOVERNANCE

CORE TECH &NEXT GEN OPERATIONS

ECOSYSTEM & INNOVATION

CULTURE & CHANGE MGMT

Business Value
- Ethics Compliance
- Data & AI Use Cases
- Solutions Design

Responsible Governance
- Organizational Model
- Operating Model
- AI Model Governance

Core tech & Next Gen Operations
- Intelligent Platform
- Data Products & Markets
- Cloud Strategy
- Data & MLOps

Ecosystem & Innovation
- D&I Observatory
- Alliances & Partnerships
- Solutions Design

Culture & Change MGMT
- Ethics & Literacy
- Talent Mgmt.
- Green Data Mindset
- Change Mgmt.

One goal, different paths

Our framework allows us to work on the transformation from different perspectives

We **adjust business, technology and organizational strategies** according to the characteristics and maturity of the organization

There **are incremental programs** that start from use cases in areas of innovation and scale through an Enterprise Data & AI Platform

In other contexts, special focus is placed on designing and deploying roles that allow assigning **specific responsibilities around Data and AI partnered with Business Areas**

In many cases the transformation comes from a specific **business area**, such as Marketing, prioritizing Customer & Market Intelligence

Data Management is the foundation for proper data use, providing accuracy, quality, standardization, security and lineage. We help our clients develop these practices in an agile and appropriate way

Each organization requires a **tailored strategy** and at NTT Data we have extensive experience in designing customized Data Driven programs

NTT DATa

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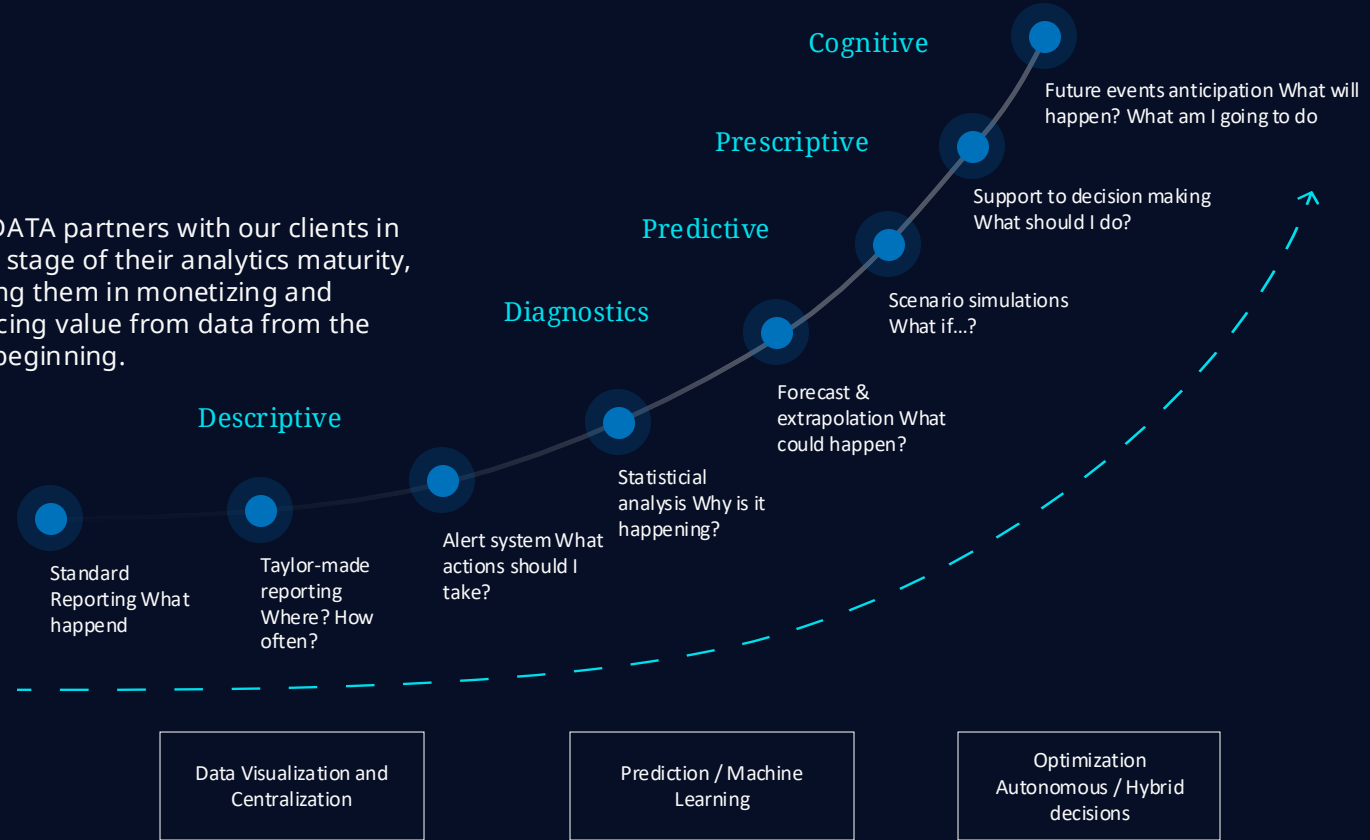
NTT DATA

Intelligence Driven Business is about grasping the opportunities data provides to acquire a competitive advantage in business

The challenges to become a data-driven company are not only technological

Data capture, quality And centralization

Data democratization

Data value & monetization

Culture

Technology

Talent

NTT DATA partners with our clients in every stage of their analytics maturity, helping them in monetizing and extracing value from data from the very beginning.

Cognitive

Future events anticipation What will happen? What am I going to do

Prescriptive

Support to decision making What should I do?

Predictive

Scenario simulations What if...?

Diagnostics

Forecast & extrapolation What could happen?

Statisticial analysis Why is it happening?

Descriptive

Alert system What actions should I take?

Standard Reporting What happend

Taylor-made reporting Where? How often?

Data Visualization and Centralization

Prediction / Machine Learning

Optimization Autonomous / Hybrid decisions

Data Strategy

Designing transformation strategy for organizations

Two main ways we can help companies to become **data-driven organizations**

Advanced Analytics

Experts in transforming data into knowledge and value through IA and advance analytics

NTT DATA

A reality-checked, complete approach to apply advanced analytics to every aspect of business

Forecasting and Simulation

Thanks to estimation in uncertanty settings, the área provides services to foresee and forecast business changes (demand forecasting, outcome forecasting, treasury, etc.)

AI & Analytic innovation

We are constantly innovating in new analytics developments and permanently optimizing existing ones, working with the most advanced comercial solutions for developing and visualizing analytic models (eg, Python, R, SAS, SPSS, AWS, Azure)

Natural Language Processing (NLP) & Text Analytics

We are able to analyze huge textual colections throuhg Text Mining, capturing concepts and key business topics and detecting changes in client and competition behaviour.

Advanced Process Mining

Using Process Mining tecniques to find the main pain points, bottlenecks and problems of any process, based on facts and not on guesses or intutions.

Data Mining

Using Data Mining to explore big databases and finding repetitive patterns, trends or business rules. This can be applied to client hypersegmentation, cross and up-selling, client churn prevention, marketing mix-models, pricing, compaign optimization, and any big data, complex problema use case.
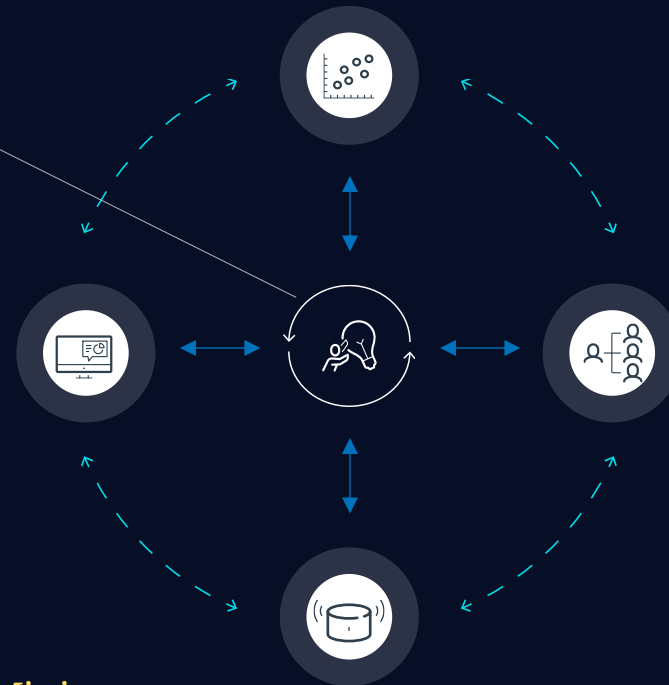
NTT DaTa

Intelligence Driven Business is about applying Artificial Intelligence across the board

NTT Data features **6 key practices** to support our clients define, orchestrate and leverage the Data&AI Organization to generate business value

We deliver Strategy services (AI Governance, AI Ethics & Regulation, AI Driven Organization – Labs & Hubs) and crystalize those into practices that enable intelligent solutions at Scale (AI Service Design & Prototyping Studio, MLOps, Cloud AI / AutoML)
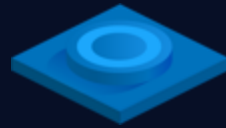
01. Data & AI Governance

Enables identifying the maturity level of any organization on **Data&AI Strategy**, Organization and Lifecycle, to define and orchestrate a consistent Action Plan for **bringing the Business Value of AI at scale**.

02. AI Driven organization & AI LAB / AI HUB

Brings to our clients how **to define** their **organizational model**, whether for experimentation (Lab) and as a Hub, including AI Literacy and Culture.

03. AI Service design & prototyping studio

Brings to our clients a hybrid methodology that merges Strategy, AI Development and Design to **define and industrialize AI Driven services and solutions**, and a series of services for identifying and creating AI prototypes.

04. Data & AI Architectures & MLOPS

Implement data architecture and the definition of **MLOps architectures** leveraged **on Cloud capabilities**, assessing the key gaps across the AI lifecycle for our clients to **accelerate** experimentation, deployment and monitoring of **the AI Driven portfolio**.

05. Data & AI Solutions

Modernization and development of projects on cloud. Also, enables both **AI Democratization through AI Platforms and AI Acceleration** and Optimization by leveraging AI Cloud APIs, Includes our services on Ecosystem benchmark and specialized AutoML surveys.

06. Generative AI

Brings to our client's new ways to **interact with their customer** or to **efficient their business process through** the use of **Generative AI**

NTT DATA

For further information...

Intelligence Driven Business

[Prototyping Large Language Models Applications](#)

[Light-weight Model Technologies to Reduce CO2 Emissions from AI](#)
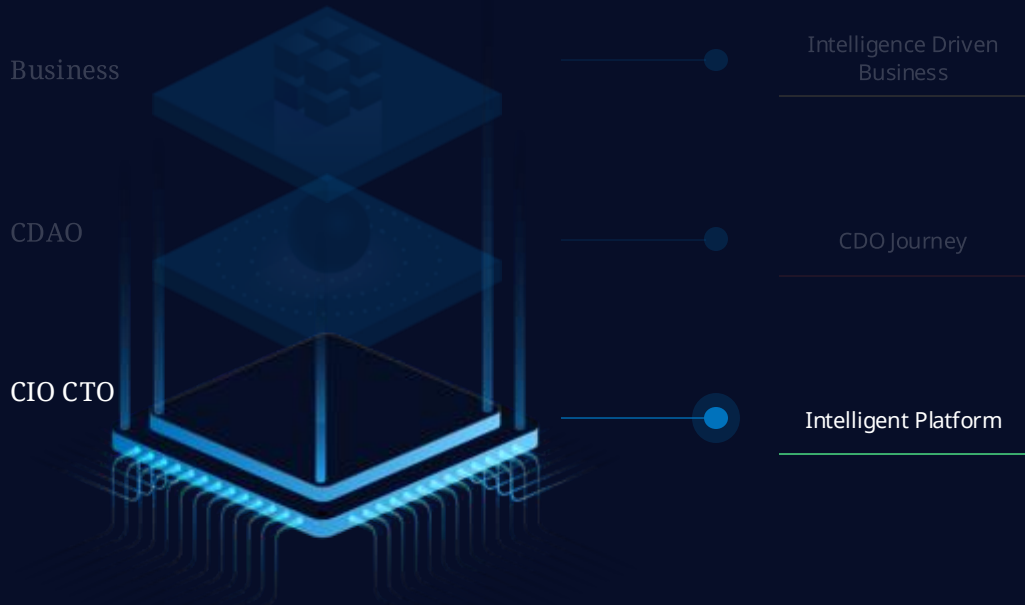
[Ethical considerations of Generative AI](#)

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NTT DATA

Intelligent Plataform:

Beyond monolithic data platforms, towards a data value and intelligence-oriented architecture

Large organizations handle high volumes of data from their different business units and geographies, with different technology platforms and governance models, and facing new challenges:

- Make better and faster **decisions**.
- Improve data consumers **experience** (whether customers or their own business departments).
- Stay ahead of the competition, gaining **efficiency** by reducing cost and reimagining **processes**.
- Advance in the transformation towards a **data driven** organization and prepare for a **future** in which integrations with **AI systems** will explode in the coming years.

There are **new paradigms** that can help us to think differently about these challenges:

| Data democratization |
| Self-service |
| Fast Time to Market |
| Advance Analytics at scale |

And there are **new emerging data technologies** that can enable us to design new solutions:

| Hyperautomation |
| Data Fabric |
| Data Mesh |
| Data Marketplace |
| Virtualization |

NTT Data has designed a new architecture perspective, **The Intelligent Platform**, that integrates all these new trends and puts them to work to tackle all those challenges.

The Intelligent Platform is a cutting-edge, highly customizable data Platform that:

Enables organizations to design, build and deploy solutions that implement these new data paradigms.
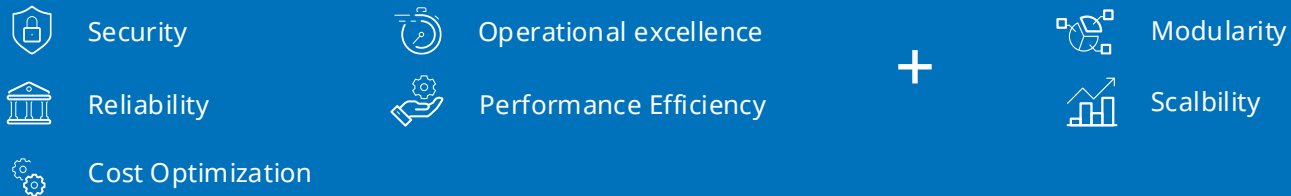
Is **cloud vendor agnostic**.

Integrates all these architectural disciplines.

Is **equipped with the latest AI capabilities**.

NTT DATA

An architecture model with sound principles for organizations seeking to provide the best data platform

Architecture principles

The Well-Architected Framework

- Security
- Reliability
- Cost Optimization
- Operational excellence
- Performance Efficiency

+

- Modularity
- Scalbility

Building blocks

1. Tech platform providers

Hyperscaler capacities with an agnostic approach

2. Infra and arch services

Reference architecture, mapping logical and physical components

3. Domains and data products

Federated governance through standardization and policies

4. Data Applications

End-user, data-value oriented business applications
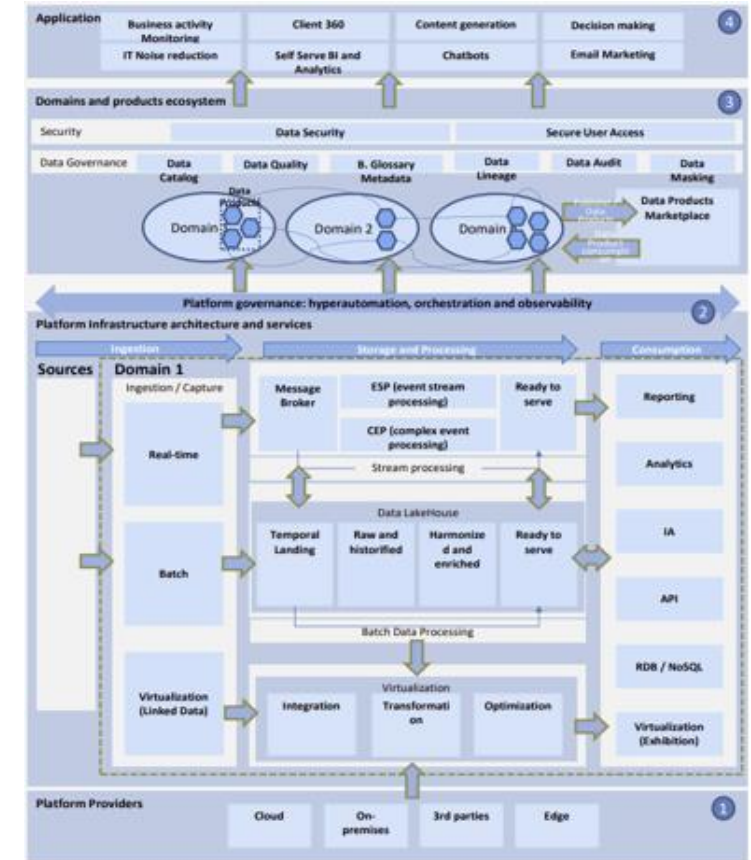
The Intelligent Platform provides an architectural blueprint to design, develop and deploy the next generation Data Platform

NTT DATA

For further information...

Intelligent Platform
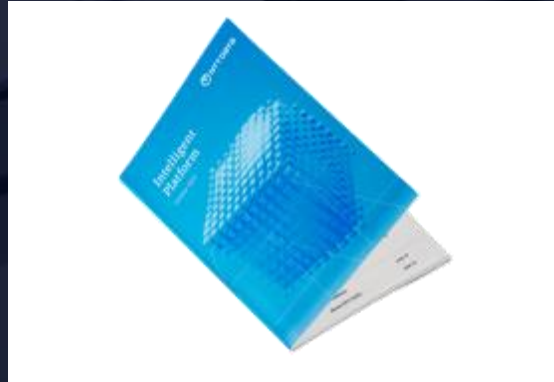
Intelligent Platform

Five action lines to start the journey to the Intelligent Platform

Multi/Hybrid cloud strategy and architecture	Hyperautomation	Data Platform migration	Data Observability Data FinOps	Data Marketplace

The Intelligent Platform offers cloud and on-premises environments, but also offers **hybrid environments** that come to meet critical needs for companies. This hybrid cloud **combines the on-premise environment with the public cloud**, allowing the sharing of data and applications through a direct channel, sharing processes or processing beyond what is defined in local systems.
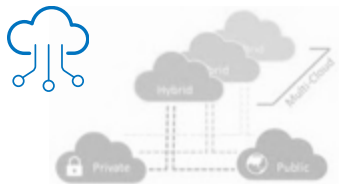
- **CloudOps**: DevOps for cloud solutions.
- **AIOps**: AI for automating IT operations.
- **FinOps**: financial discipline for the cloud.
- **DataOps**: data management across the board.
- **MLOps**: automation ML model lifecycle.
- **DevSecOp**: integrating security into the software development process.

Aligning the corporate Cloud strategy between IT, Business and other stakeholders to **migrate the Data Platform** and **rearchitecting the Applications** on top.

When the right decision is to **re-platform/refactor/re-architect a Data Application**, the participation of the **Architecture team** is key.

Data Observability is the ability to understand data and dataflows health in an organization, at any point in time, to reduce and prevent issues or dowtimes.
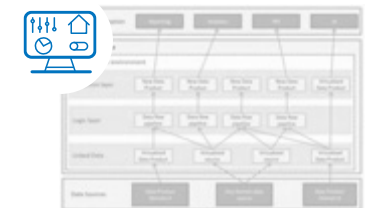
Data FinOps is the part of FinOps discipline devoted to data platform finance management, measuring resource consumption by Data Applications and Data Products.

Data Products sharing within the organization with capacities of **data management and governance**, all data in one simplified view and **data democratization through self-service use cases.**

Data Products can be exchanged between organizations, either for business integration, value providing or data monetization.

NTT DATA

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NTT DATa

Data Modernization:

Hit the ground running in your journey to a data-driven organization

Enterprises facing **data transformation** need to find **ways to accelerate**, enabling them to **start monetizing new digital native services quickly**, while also **cutting the costs, time and risks** involved in change.

The **Data Applications landscape** is an ultimate factor that defines how any organization operates. In turn, to make their **modernization** in an efficient way is a **key factor in a successful transformation of the Data Ecosystem.**

Two drivers must lead the process:

Speed UP

- The use of accelerators to make the process of change as fast, automated and efficient as possible.

- A defined work framework to guide the development and governance of all the phases of the initiative.

Minimize Impact

- A rapid discovery and analysis phase to identify data assets that can be moved to the cloud with minimum engineering or updates.

- Reusing valid processes and data objects will reduce the impact in the interfaces and consumer layers, providing fast and accurate information availability.

NTT DaTa

Our Data Modernization framework guides you step-by-step all through your journey

Managing how data **applications go live** on new technological ecosystems is a **key factor** in delivering **fast and efficient Cloud transformation**. To execute a successful Data Modernization activity, you need to apply a **data application oriented framework** that covers the entire process life cycle.
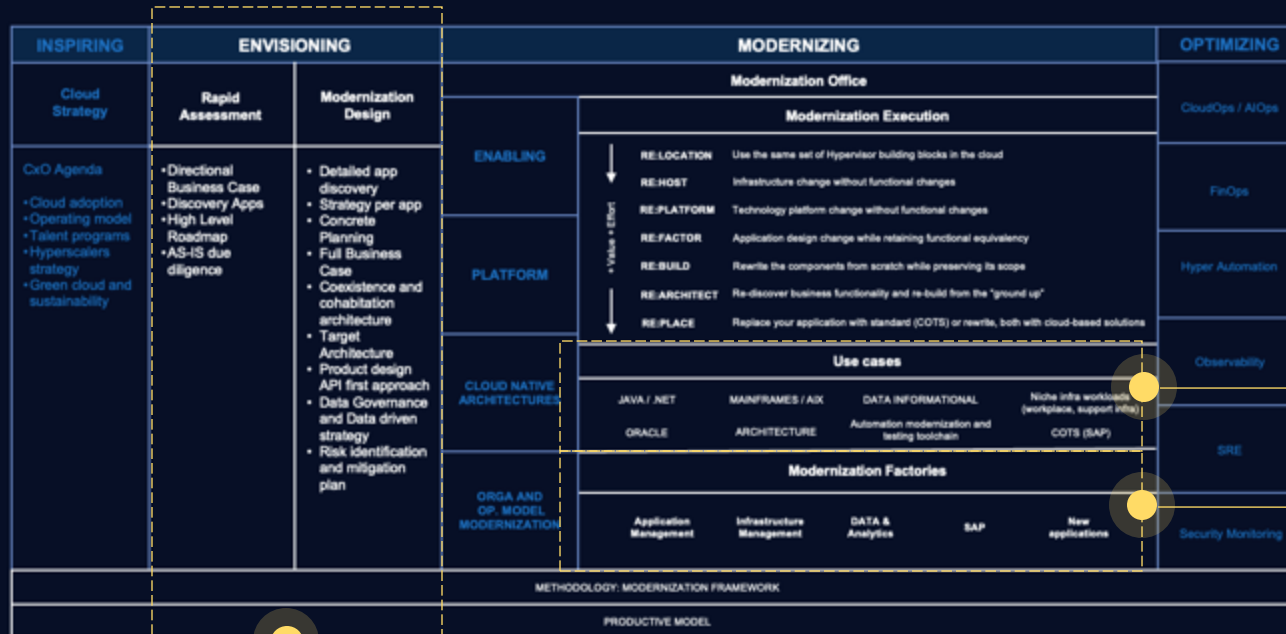
Focused transformation activity is required at three Data Application levels:

- **Data Platform**
- **Data Processes**
- **Data Consumption**

Assets & Accelerators based on:

- Hyperscalers´ components.
- NTT Data developments using AI capabilities

- **Predefined Fast Assesment** to identify the modernization strategy and data assets to relocate
- **Definition of Preparation Phase** to optimize migrations

NTT DATA

Partners

Partnerships:

The best companions for the transformation journey of our clients

Partnership Management

- Partnership rank & qualifications
- Partnership governance
- Incentives and benefits
- Events and Communications

Commercial & Operations

- Joint commercial plans
- Joint bidding and deal-shaping
- Opportunity management
- Project collaboration

Finding the *sweet spot* where **partner's products** and **NTT Data capabilities** provide a **differential value for our clients**

Assets

- Methodologies
- Reusable components
- Frameworks and approaches
- Innovation

Community

- Talent management
- Training & Certifications
- Joint initiatives
- Innovation

NTT DaTa

Partnerships: Microsoft Azure

NTT DATA and Microsoft are global partners for digital solutions, especially in data services on Azure

Partnership Management

NTT DATA and Microsoft have a multi-year strategic collaboration to enable new digital solutions

Microsoft Partner — 2020 Partner of the Year Winner, Spain — Microsoft

FY21 PARTNER OF THE YEAR AWARDS

- NTT DATA LATAM: App Modernisation
- NTT DATA Peru
- NTT DATA Spain: App Modernisation
- NTT Data Japan: Manufacturing Industry

FY20

- Partner of the Year in Spain

FY19

- Partner of the Year in Spain in AI (Knowler)

Commercial & Operations

Active commercial plan with Azure services across sectors and geographies

Experiences

stix Nicor Gas

ascot ABInBev

Foreign, Commonwealth & Development Office UN VOLUNTEERS

BEES VISION

Assets

Azure Architecture & Best Practices

GOSEN – GOverned Sandbox Environment

Activity Audit (Governed Power BI with Audit Logs)

Document Processing Use Case solution using LLMs and GPT

IMITO – Intelligent Migration Tool

Community

NTT DATA has built an *Azure Center of Excellence "Cloud Enablers"* to boost internal capabilities and drive the company's most differential projects.

COE Team Certifications:

11 Microsoft Azure Architect Technologies
11 Microsoft Azure Architect Design
25 Developing Microsoft Azure Solutions
13 Architecting Microsoft Azure Solutions
12 Microsoft Azure Administrator
26 Implementing Microsoft Azure Infrastructure Solutions

MVP Microsoft Most Valuable Professional

NTT DATA

Partnerships: Amazon Web Service

NTT DATA provides end-to-end data lifecycle solutions in AWS, from planning and design to development, migration, production and optimization

Partnership Management	Commercial & Operations	Assets	Community

AWS-NTT Data

Strategic Collaboration Agreement

- Signed in Dec 2020, with four years of duration.
- Applicable in all NTT DATA EMEAL geographies.
- Next Generation Managed Service Provider Offering
- Intellectual Property on AWS.
- Joint Go To Market approach
- Special programs for customers
- Privileged access to AWS Engineering

Sakur4

The smart data plataform accelerating digital transformation

With SAKUR4, our customers can quickly access the foundational elements of a data and MLOps plataform, reducing cost, risk and accelerating the development of intelligent products.

Characteristics

- LakeHoyse Architecture
- Technical lineage
- Glossary of terms
- Technical solution for data protection
- Transformation and uploading framework
- Infraestructure as Code
- CI, CT & CD templates
- Dicover Environment

1000

Certified

Professionals

- AWS Certified Foundational 530
- AWS Certified Associate 342
- AWS Certified Professional 128

Partnerships: Google Cloud Platform

Google and NTT Data are the best partners for cutting-edge data platform technologies and AI/ML frameworks

Partnership Management

SELL
Premier Partner
Google Cloud

SPECIALIZATION
Infrastructure
Google Cloud

SPECIALIZATION
Machine Learning
Google Cloud

NTT Data is Premier partner of Google, and has achieved Specialization grade in Infrastructure and Machine Learning.

Commercial & Operations

Joint Commercial Plan

Projects

BBVA **PRISA** **vodafone**

IBERDROLA **CaixaBank**

INDITEX

Joint Vertical Approaches

E.g.: Fashion AI Booklet

Assets

Intelligent Platform Accelerator

Live architecture of the Intelligent Platform based on Google Data Cloud.

WIP

AI Lab Accelerator

Joint GCP-NTT AI Lab as innovation initiative for organizations.

WIP

Community

NTT Data fosters a living community of GCP data specialized professionals.

In Data & Analytics practice:

x5

x17

x3

x3

x5

NTT DaTa

Partnerships: Informatica

NTT DATA is Enterprise Platinum partner, provides end-to-end services for data governance and data management.

Partnership Management	Commercial & Operations	Assets	Community

Partnership Management

Platinum Partner — DELIVERY

Platinum Partner — ENTERPRISE

NTT DATA is Informatica Enterprise Platinum Partner since feb'23.

NTT DATA project delivery excellence has been recognized by **INFORMATICA** with the award **Channel Delivery Partner Award 2022**

Partnership with an EMEAL approach.

Commercial & Operations

Defined plans for comercial, delivery & training

Relevant opps & customers

Cadent — Your Gas Network

EUROPEAN MEDICINES AGENCY — SCIENCE · MEDICINES · HEALTH

Generalitat de Catalunya

bankinter.

ICO — Instituto de Crédito Oficial

BilbaoTIK

Assets

NTT DATA accelerators & utils:

- Load Business Glossary & Data Catalog templates
- Data Quality Rules catalog (Customer, Contract)
- Installation PlayBooks
- Learning Paths
- Demo products

Community

400+ Professionals Trained in Informatica

250+ Professionals certified in Informatica

50+ Informatica projects

9,500+ Hours of Training annually

Partnerships: Snowflake

Best-in-class data warehouse & analytics platform empowered by accredited and experienced consultants supported by bespoke NTT DATA accelerators

Partnership Management | Commercial & Operations	Assets	Community

Partnership Management | Commercial & Operations

This certification is earnt through the consistent demonstration of **high-quality Snowflake data projects**, and **large investments both in the training and development** of our Snowflake professionals, and our own unique **Snowflake Accelerator** technologies.

400+
Snowflake projects

$ 100M+
Business with Snowflake

#1
Snowflake content partner globally

8,550
Data & Analytics specialist

33
Tech & Business Dimensions Reviewed

1,000
Professionals Trained in Snowflake

500
Hours of Analysis & Benchmarking

250+
Professionals certified in Snowflake

Assets

Bespoke NTT DATA accelerator technology, built to maximise Snowflake's capabilities across 4 key areas:

1. Migration Accelerator
2. Cost Optimiser
3. Security Model Exemplar
4. Data Quality Automation

Our Snowflake utilities:

- Inspector
- Data Profiler
- Healthcheck
- Estimator
- Cloudy SQL & Cloudy Warehouses
- SnowDQ & SnowCAT
- Snowsight Dashboard

Community

NTT DATA has established a **world-wide delivery model** that allows us to flex **on/near/offshore resource to develop and deliver Snowflake** where required

We work with every relevant player in the industry

denodo

Denodo is a leading data virtualization software company that provides a unified view of data from disparate sources in real-time. NTTDATA and Denodo empower organizations to accelerate data integration projects, simplify data management, and drive digital transformation by leveraging the power of data.

databricks

Built on Apache Spark, Databricks provides a powerful and scalable environment for data engineering, data science, and machine learning tasks.
NTT DATA and Databricks help organizations to process, analyze and collaborate on large-scale data sets.

Qlik

NTT DATA leverages Qlik's user-friendly tools to help our clients to explore, analyze, and make data-driven decisions to drive growth and achieve a competitive edge.

Specialized providers play a key role in data platforms to integrate best-of-breed components

mongoDB
Ready Partner

CONFLUENT
CONSULTING & SI PARTNER
PREMIER
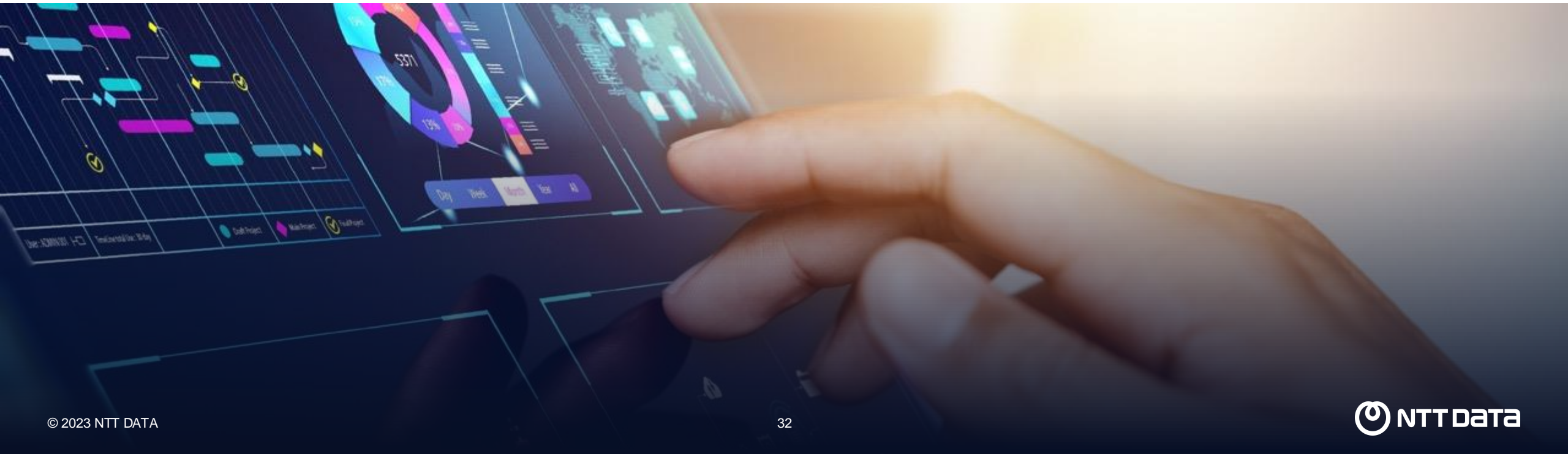
redis

elastic

NTT DATA

Assets

NTT DATA provides a complete range of assets to **boost services in Data and Analytics projects**.

These assets multiply the value we provide our clients and **delivers enormous benefits in costs** and time-to-market, thanks to our combination of business **consulting services, technological assets and business strengths.**

Value Assets

A complete range of assets ready to accelerate execution and ensure quality in the delivery of all Key Offerings

	Intelligence Driven Business	Intelligent Platform	CDO Journey	Data Modernization	Partners
eva The conversational AI platform	✓				Provider agnostic
Coding Automated code creation	✓	✓			Provider agnostic
Dolffia AI-based document processing platform	✓				Provider agnostic
Kaizen Quality data tool		✓	✓		Provider agnostic
Sakur4 Smart Data Platform		✓			aws
Governance FAST Assessment D&I governance maturity assessment			✓		All partners
Platform FAST Assessment Data architecture maturity assessment		✓		✓	All partners
Migration Tools Data migration boosters				✓	All partners
Activity Log PowerBI use tracker		✓		✓	

NTT DATA

eva
Enterprise Conversational AI
by NTT DATA

References

- L´Oreal
- Santander
- Iberia
- Banco Votorantim
- Renfe
- Unilever
- Carpeta Ciudadana
- Transbank
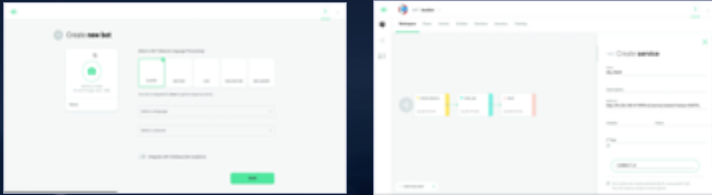
The conversational AI platform that creates and manages virtual agents on any channe

Improves customer support in any language and at any time, reducing operating costs and creation time

Value proposition

eva is an business conversational AI platform for creating and managing virtual assistants, which uses artificial intelligence with **Generative AI capable of understanding** and offering hyper-personalised responses to users.

eva can be deployed in a wide **variety of digital channels**: WhatsApp, Instagram, call centre, web, mobile, chatbots, teams and more.

eva combines **capabilities with different LLM engines** (GPT-3, GPT-4, Google Bard...) to create the best conversational experience.

Solution

- **It uses conversational AI** to understand written and spoken dialogue accurately and on a large scale, thereby improving the user experience and reducing the cost of customer service and business support operations.
- **It makes it easy for users to create conversation flows** thanks to an intuitive, non-code Dialogue Manager that uses visual programming. It includes its own cognitive engine.
- **Finally, you can track KPIs, better understand user paths**, and get suggestions for improving conversational design.

Differentiation

eva is designed to meet the stringent demands of companies competing in today's digital economy. It is an enterprise solution that allows you to quickly create robust virtual agents that can be deployed at scale to efficiently **manage thousands of users, in multiple languages** and in different business areas.

It **reduces the operational costs of customer service by 10%.**

It increases customer satisfaction by 30% and eliminates waiting times.

Benefits

- Scalable.
- It continuously analyses and improves the user experience through cognitive learning.
- It reduces costs.
- It increases sales
- Cloud and *On Premises*.

Characteristics

- Omnichannel.
- Cloud-based service.
- eva uses data encryption and masking to protect personally identifiable information, thus ensuring that communications remain private and data protection laws are respected.
- Multilanguage.
- It improves the user experience by being available 24x7 on any channel.

Use cases

| Virtual assistant platform |
| Cognitive Contact Centre |
| Conversational commerce |
| Digital workstation |

↑ Return to Value Assets

NTT DATA

Coding

References
- BBVA
- Iberdrola

Partners & Software

Revolutionise your journey with coding by automating the code creation process

It leverages the power of AI to transform the way we create custom code and modernise legacy applications for the software development process, achieving high levels of automation and efficiency.

Value proposition

Coding is a powerful platform that combines Azure OpenAI technology and unique features to offer developers a complete set of tools. Developers can tackle complicated projects and deliver custom code that meets customer requirements with high levels of automation.

It revolutionises software development and the modernisation of obsolete systems using a combination of automated and manual methods. A hybrid approach that helps us work more effectively, with optimal results and less time and effort.

Solution

Coding delivers exceptional automation rates and accelerates expert professional services. The requirements and analysis phases are managed by human experts and the AI model is trained to produce custom code based on the client's architecture, frameworks, libraries, compliance requirements and business logic.

With a minimum of human presence, the platform produces code that requires minimal adjustments by developers and quality control teams in software development and legacy projects.

Differentiation

Although language models offer high-value, out-of-the-box functionalities, their application in complex legacy application modernisation processes is not immediate. We must provide additional layers of value that allow teams to pre-process the source code and facilitate their task in matters such as limiting the size of the input that you can provide to AI or prompt engineering (request in natural language to the language model), to achieve high levels of productivity that ensure the ROI of the project.

Benefits

- Minimises investments.
- No major operational changes.
- Mitigates technological obsolescence.
- Applicable to many use cases and almost all technical stacks.
- Knowledge base of specific use cases already successfully implemented in different sectors.

↑ Return to Value Assets

Characteristics

Disruptive: It uses advanced solutions of generative AI in combination with its own functionalities to generate code following client-specific architectures and frameworks.

It supports multiple technologies and use cases: it can generate/ understand/ transform/ migrate/ correct/ improve/ describe code in (almost) any programming language.

Easy integration: does not require significant changes to the existing service delivery operating model or customer platforms and tools.

Use cases

Modernisation of legacy code

Legacy/reverse engineering application documentation

Custom code development

NTT DaTa

Dolffia
Unlocking unstructured data with NLP
by NTT DATA

References

- Iberdrola
- FCC
- Almirall
- NTT DATE BPO (Banco Sabadell)
- NTT DATA MIP Client
- NTT DATA BIG deals team

AI-based document processing platform that transforms and automates document management

it also extracts the data and relevant information that is required.

Value proposition

Dolffia is an artificial intelligence solution that automatically processes documents and texts of any type, and can even extract the most relevant fields, and answer questions about all the information they contain.

It also combines artificial intelligence with other technologies such as Machine Learning, NLP, OCR, LLMs, etc.

Dolffia is capable of treating all types of texts or documents that contain text, images and even chat conversations.

Solution

Dolffia uses the latest technology available to help companies become more efficient in document processing and thus help them become smarter companies.

By automating information management in any type of document, Dolffia optimises back-office processes and allows teams to dedicate their time and effort to more valuable tasks.

Differentiation

Organisations increasingly need to manage a larger volume of data and of varied types and on many media nature, which means that documents are disperse, making them more complex and time-consuming to process and manage, to which is added the cost of the probability of committing human errors.

These process errors and inefficiencies can lead to losses of 20% in the companies' revenues.

It reduces processing times by 65% and operational costs by over 30%.

Benefits

- Easy to use.
- Scalable in the cloud.
- Reduced response times
- Flexible.
- SaaS and on premises model.
- Over 50 pre-trained models.

Characteristics

- Multilanguage.
- Dolffia has a very fast return on investment: it turns a profit after one year.
- GPT3 (any Azure Open AI APIs).
- Other *Large Language Models*.

Use cases

Automated transformation of documents

Optimisation of unstructured information from multiple sources

Comprehension of documents

Answers to questionson documentation

Semantic retrieval for document search and information retrieval

↑ Return to Value Assets

NTT DATA

Kaizen

References

• NTT DATA Internal project "DTO Office"

Quality data for sound decisions. Optimised análisis of corporate information

Data quality accelerator to evaluate and improve information that helps clients make decisions about their business based on quality data.

Value proposition

A tool for evaluating the Quality of a company's information. It facilitates the analysis and monitoring of the results through a dashboard that contains the main Quality KPIs.

KAIZEN can be deployed in different architectures.

It includes a dashboard in Power BI for analysing and monitoring the status of the rules and the evolution of the quality KPIs.

Solution

Companies are reluctant to have their information analysed because they are unaware that they are working with inconsistent, invalid and probably incomplete data.

KAIZEN can validate data quality at any point in its lifecycle and has a quality dashboard that displays both the aggregate view of OKRs and the detail of errors at the tuple level.

Differentiation

Business rule development and implementation: It noteworthy for its quality catalogue with pre-set rules for a specific data domain: People Data.

Reporting: It differs by including an easily customised Scorecard with different visions of quality results at an aggregated and detailed level. This can monitor results to ascertain the weak points of the client data and define remedial plans for them.

Benefits

• Customisable.
• Parametrisable.
• Savings on human costs means we can invest time in more valuable tasks.
• Positive results for the organisation thanks to the data quality.
• Adaptability of connection with any architecture.

Characteristics

• End2end solution for an early high-quality measurement of data available to a company.
• Short time to market.
• Agnostic development to the customer data model and adaptable to any environment.
• Validations focused on a functional domain.
• Catalogue of rules that allows agile parametrisation.
• Quality Dashboard.
• Data profiling.

Use cases

Analysis of the corporate information

Data quality and validation

↑ Return to Value Assets

NTT DATA

Sakur4

The Smart data platform accelerating digital transformation

It accelerates the design and initiation of the data value chain within the organisation starting from an initial intelligent platform.

Value proposition

SAKUR4 is an intelligent data platform solution for clients who are facing their digital transformation, their journey to the cloud or their modernisation roadmap.

With SAKUR4, our customers can quickly access the foundational elements of a data and MLOps platform, reducing cost, risk and accelerating the development of intelligent products.

Solution

- It enables the core architecture of an intelligent platform
- It contains the basic elements to respond to data products and smart products.
- It allows the development of different use cases on a scalable architecture from the outset.

Differentiation

- SAKUR4 reduces time and resources by 60% in the initial development of an intelligent platform.
- It allows architects and developers to focus on developing smart products and not on the basic foundational elements.
- SAKUR4 enables you to reduce the time2market of new projects and monetise the value of data from MVP and PoC more quickly.

Benefits

- A common architecture for developing intelligent products.
- Open solution that allows iteration and its iterative development.
- It provides a Lake House architecture with an embedded MLOps framework.
- Within days it deploys a secure, scalable and cost-efficient solution.

Characteristics

- LakeHouse Architecture
- Technical lineage
- Glossary of Terms
- Technical solution for data protection
- Transformation and uploading framework
- Infraestructure as Code
- CI, CT & CD templates
- Discover Environment

Use cases

Data analysis

Rapid development and prototyping

Real-time upload processes

MLOps environment for analytical model development and productivity

Return to Value Assets

NTT DATA

Governance FAST Assesment

Understanding the Data & Intelligence maturity stand of an organization

The Governance FAST assessment enables organizations to identify key areas of improvement and compare themselves with their competitors

Value proposition

All organizations are facing the need to measure and analyze their business performance. The bigger the organization, the bigger the problem, as it may involve different operating subsidiaries, business units and teams all having their own priorities and ways of doing things. This challenge also extends to how they handle their data and intelligence capabilities to achieve greater maturity and market success.

All this makes it essential to have an end-2-end tool in place to understand the current positioning and maturity D&I-Driven organizations.

Solution

• Identify the maturity level of the client through a series of standard and guided dynamics within a few sessions.

• Generate recommendations and next steps tailored to the client´s needs.

• Deliver an in-depth document with the results to the client in an intuitive and visual format.

• Create an action plan with prioritized D&I initiatives.

Differentiation

With the experience acquired in the development of D&I assessment projects, as well as leveraging on the knowledge gained from conducting benchmarking studies analyzing Gartner*, Oracle, IBM, or Kalido, at NTT DATA, we have determined that the best way to standardize the response levels and collect the best insights from the organizations is through establishing.

Benefits

• Understand your organization's current maturity level in governance

• Achieve greater business awareness, benchmarking it with your sector competitors

• Shorten the learning curve

• Reduce costs

Characteristics

• 5 axis of discovery:

• Business Value

• Responsible Governance

• Core Tech & Next Gen Operations

• Ecosystem & Innovation

• Talent & Change Management

• 17 Services

• 53 Dimensions

• 5 Maturity Levels per Dimensions, with detailed Evaluation Criteria

Use cases

Executive Assessment

Detailed Assessment

↑ Return to Value Assets

NTT DATA

Platform FAST Assessment

Applying massive experience in Data and Intelligence projects to gauge architectural maturity in corporate data platforms

The Platform FAST assessment approaches digital transformation following a maturity paradigm, providing a robust framework to detect, define and execute data platform evolution initiatives.

Value proposition

The NTT DATA Intelligent Platform is a cutting-edge, highly customizable data Platform that is cloud vendor agnostic and equipped with the latest AI capabilities

Thanks to our years of experience and market expertise, our proposal for Intelligent Platform is the result of a four-stage incremental maturity framework.

This framework provides the tools to draw a transformational roadmap towards a a robust, governed and scalable Platform without structural, technological and organizational gaps.

Solution

• Assess the current architectural maturity

  • Comparing the data platform with the Intelligent Platform blueprint.

  • Identifying areas to improve and transform applying the maturity framework.

• Define a roadmap of integrated activities to exploit the whole potential of your data platform.

Differentiation

• The Intelligent Platform is a new value proposition that addresses the challenges of aligning the business value with the data ecosystem Platforms already deployed and ensuring the organizational and cultural adoption toward an Intelligent Driven Organization.

• Performing a Platform FAST assessment on the organization data platform provides a timely and accurate way of detecting areas for improvement and transformational opportunities.

Benefits

• Understand your organization's current maturity level in data architecture
• Make explicit the link between business impact and architectural decisions.
• Identify architectural trade-offs, gaps and pitfalls.
• Define a transformation roadmap to achieve a proper intelligent platform.

Characteristics

• 4 levels of architectural maturity:

Use cases

New Data Center

Digital and Business Capabilities

Intelligent Driven Organization

↑ Return to Value Assets

NTT DaTa

Delivering faster
Data Application Modernization

A range of accelerators at every stage of Data Modernization to speed up processes, allowing businesses to migrate faster and monetize sooner

Value proposition

Large organizations have already decided that their future lies in the Cloud.

On the one hand, they see it as essential for the evolution of their business due to its potential to reduce fixed costs, while streamlining business models.

On the other hand, the big prices appear when they use Cloud to become, not just more operationally efficient, but also to unlock value from new services, offers and propositions.

NTT DATA migration tools are a set of accelerators available in our framework that help our customer to efficiently systematize the Data Modernization process.

Solution

Based on the stages of Data Modernization, it brings together the capabilities of NTT DATA migration accelerators:

- Data processes rapid assessment
- Migration preparation phase
- Code Language migration accelerators
- Testing accelerators
- Data consumption accelerators

Differentiation

- Data Application focused working framework defined to execute a successful Modernization activity, covering the entire process life cycle.
- Data Modernization strategy based on assets oriented to accelerate the process, enabling automatizations and the reuse/repurpose of valid data components.

Benefits

- Standardization and efficiency in the Data Modernization process
- Faster data application go-live in new data ecosystems
- Data application cost reduction
- Impact on end consumers minimization

Characteristics

- Holistic accelerator suite for Data Modernization
- Capacity for customization, instantiating it to the customer technological reality
- AI capabilities usage for accelerate development, pattern discovery and actions automation,

Use cases

Definition of Data application modernzation strategy

Technological standardization as an accelerator

Code reuse in target data platform

Translation between code languages

Data legacy decommissioning / modernization

↑ Return to Value Assets

NTT DATA

Activity Log

Keeping track of Power BI use to fulfil governance and regulatory requirements

Value proposition

Monitoring and Auditing are essential in any Power BI Governance plan, allowing the Power BI Platform team to:

- Detect patterns and react to them
- Anticipate future needs
- Get insights and avoid issues
- Enforce guidelines and use of best practices

Solution

By using a Python script in an Azure Function, PBI Activity Log reads the logs and persists them in Azure Storage. With Azure Data Factory Data Flows, data is loaded from Storage into an Azure SQL DB, or ad-hoc database schema, following a dimensional model. On top of this schema, a semantic model is created in either Analysis Services or a Power BI XMLA Endpoint, which serves the Power BI reports.

Differentiation

Power BI logs every activity performed inside a tenant into log files, which can be read by means of the Power BI Admin REST APIs.

Every item (workspaces, capacities, reports, dataflows, ...), as well as every action (Activity) performed on them, and every user who performs these actions, are recorded in these log files.

Benefits

- Any customer that wishes to govern their Power BI platform would benefit from this solution, and we can use it to strengthen our offering and stand out in a crowded market.
- With some effort, this solution can also be tailored to specific client needs, as not every possible attribute or metric is represented in the existing reports.

Characteristics

- Python development deployed in Azure Functions.
- Azure Building Blocks:
- Azure Key Vault
- Azure Function App
- Azure Storage Container
- Azure Data Factory
- Azure SQL Database
- Azure Analysis Services or Power BI Premium XMLA Endpoint

Use cases

Data governance enforcement

Audits

Regulatory requirements

DataOps (use of PowerBI)

[↑ Return to Value Assets]

NTT DaTa
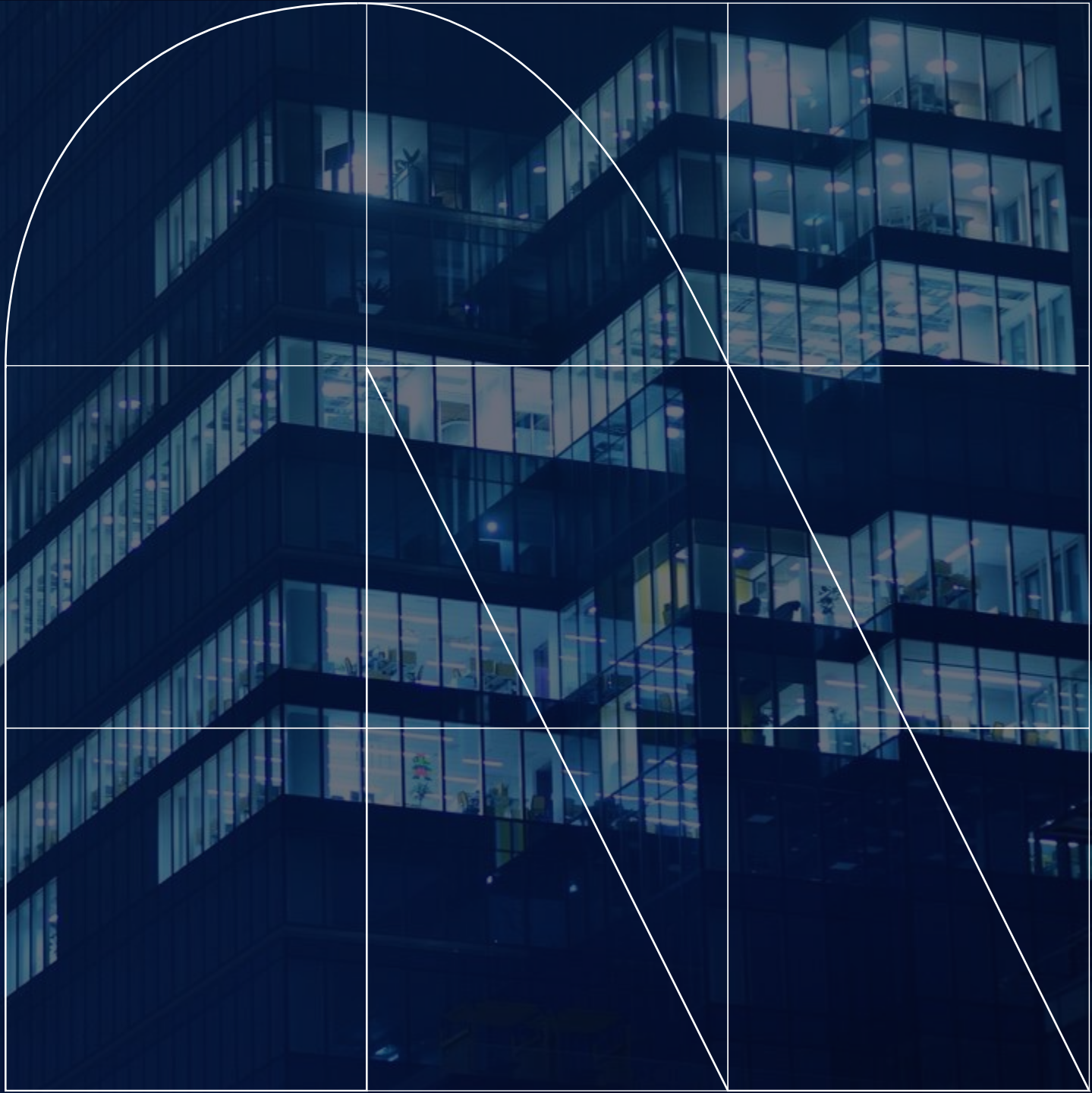
Delivery Model

NTT DATA organization and talent management provide **the best delivery and collaboration model** that every client and initiative needs.

Depending on the evolution stage, **NTT DATA** is able to provide the right collaboration model, **from innovation, to growth**, and eventually industrialization.
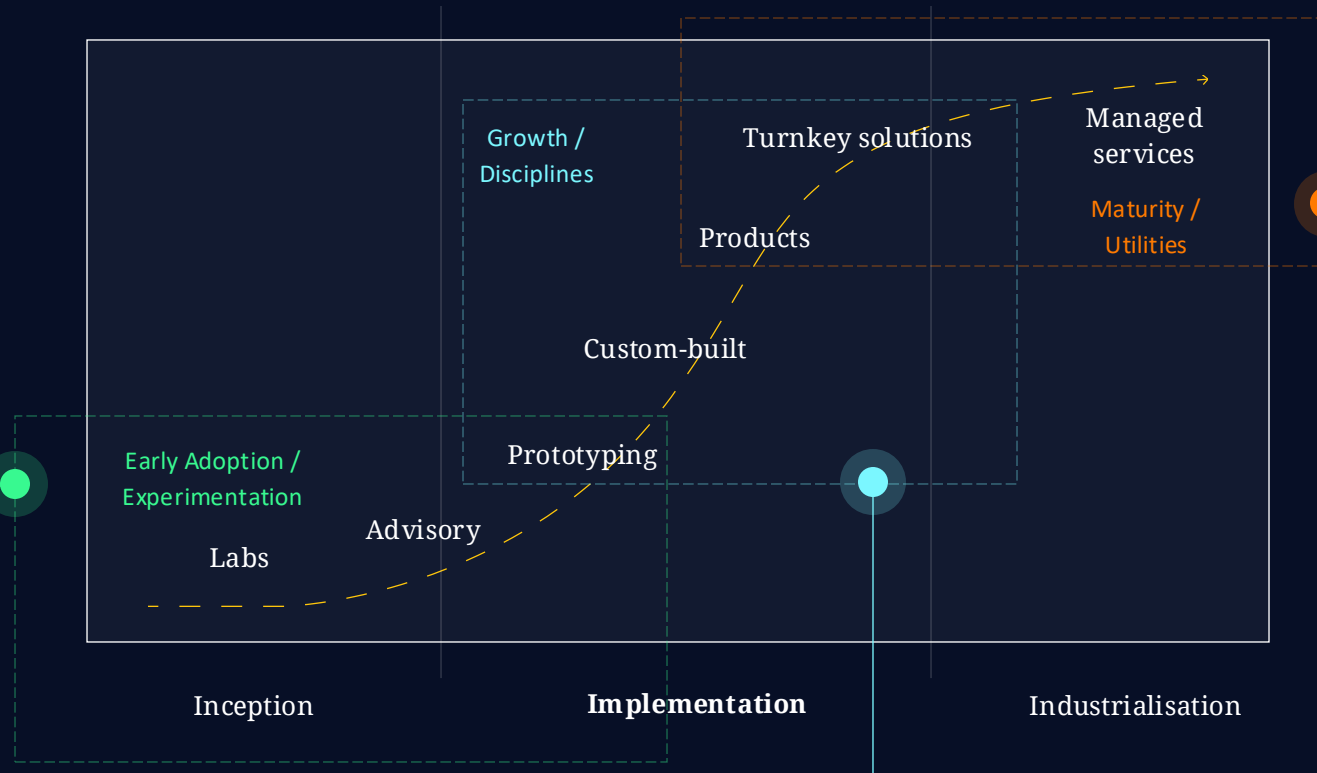
NTT DATA

Collaboration in the way you need

NTT DATA provides the right capabilities just at the right moment of your solution evolution

Growth / Disciplines

Turnkey solutions

Managed services

Maturity / Utilities

Products

Custom-built

Every solution is born as an innovation, and through testing and exploration a new approach emerges.

Prototyping

Early Adoption / Experimentation

Advisory

NTT Data helps its clients providing **highly-skilled, risk-taking people**, organized in **fast-response units**, ready to experiment and **draw insights for the future.**

Labs

Once the solution is running and supports a profitable business model, it's time to push for higher levels of efficiency.

NTT DATA provides **massive, around-the-clock IT capabilities** to **optimize performance** and reach the **highest levels of quality.**

Inception

Implementation

Industrialisation

Once the solution approach is validated by experimentation, it must be developed and deployed in a proper production environment to rip its benefits, managing change and designing new disciplines on the way.

*NTT DATA is able to set up **multidisciplinary teams** to tackle the challenge of the implementation of a new solution **ensuring quality and timeframe**. As the solution grows mature, new **delivery methods** are adopted.*

NTT DATA

Talent, at scale

NTT DATA provides the right capabilities just at the right moment of your solution evolution
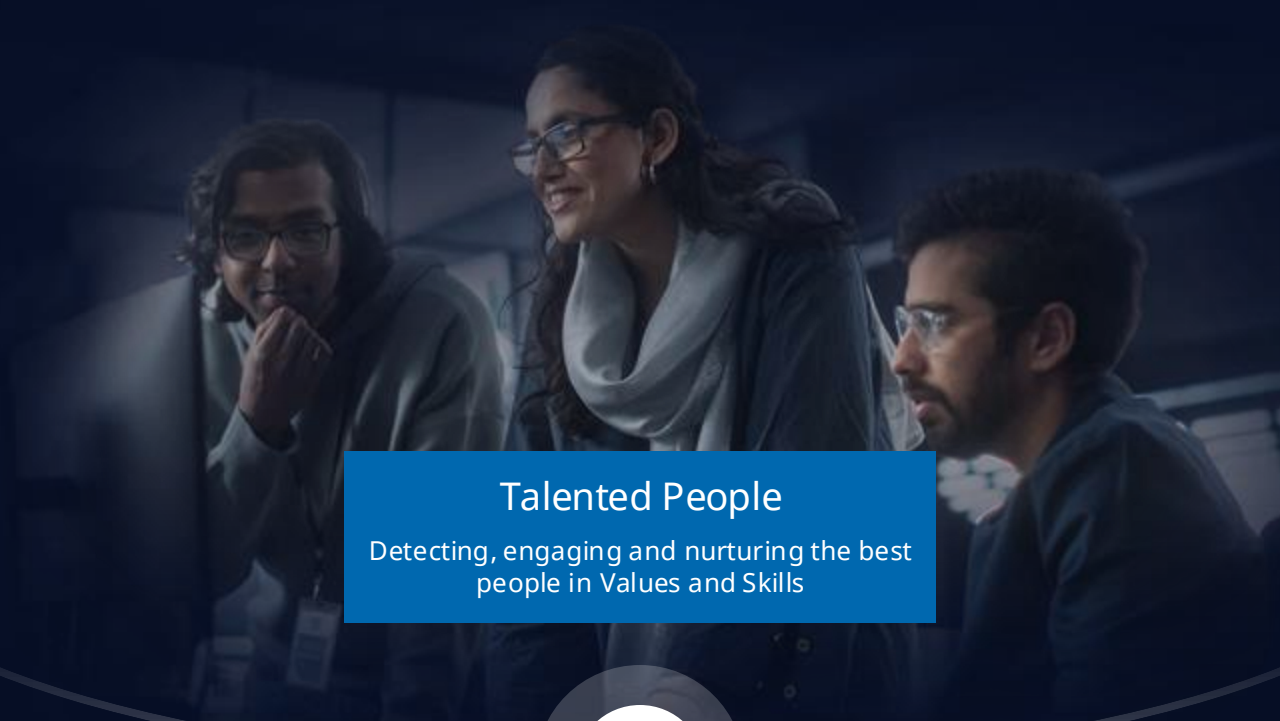
Talented People

Detecting, engaging and nurturing the best people in Values and Skills

Excellence Centers

Organizational units around **high-specialized people**, sharing **knowledge** and **experience**, tackling hard challenges with the best tools
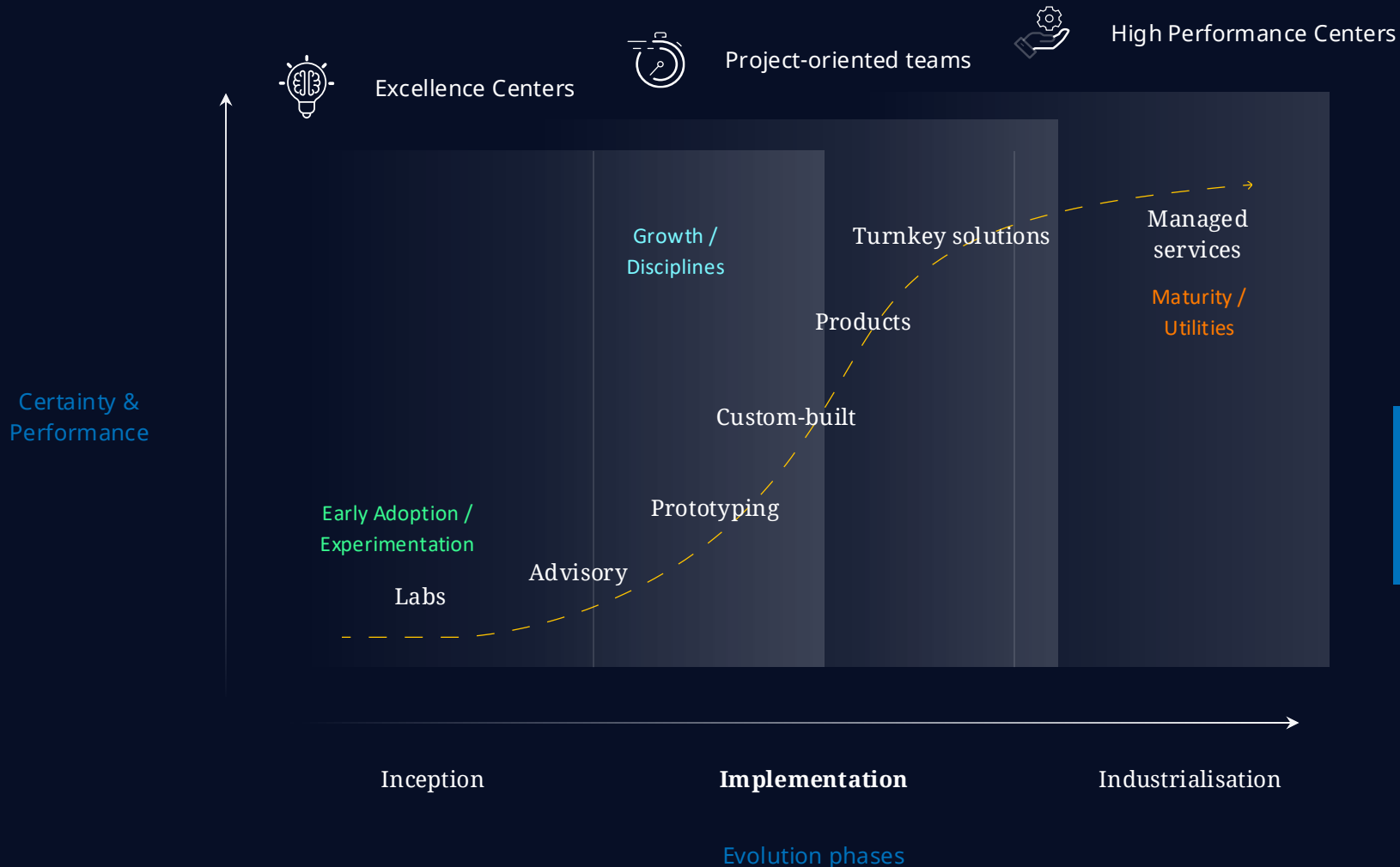
Project-oriented teams

Organizational **ad hoc units** set up to **face a specific** challenge, gathering the **best people** according to the required knowledge and experience

High Performance Centers

Organizational units aiming at **maximize productivity and quality**, dealing with volume through **industrialisation**

NTT DATA

Collaboration in the way you need

NTT DATA provides the right capabilities just at the right moment of your solution evolution

Excellence Centers

Project-oriented teams

High Performance Centers

Certainty & Performance

Growth / Disciplines

Turnkey solutions

Managed services

Products

Maturity / Utilities

Custom-built

Early Adoption / Experimentation

Prototyping

Advisory

Labs

Inception

Implementation

Industrialisation

Evolution phases

- Each unit is specialized in **helping organizations in different stages** of the evolution curve.
- **Transition phases require a blend of delivery approaches** to leverage on previous advantages and develop new business and operation models.

NTT DATA is able to provide the best delivery model that suits the stage of evolution of every initiative

Bespoke collaboration model to fit perfectly into all cases

Economics models

Services Rendered
Traditional delivery model: services rendered accrue defined payments, assets and accelerators included.

Co-investment
Innovation endeavours, **using joint initiatives** to acquire knowledge and share risks and outcome.

Open innovation
NTT Data develops new services and products in a win-win situation for the client.

Success fee
Flexible approach, maximum stakes for NTT Data, with **economics depending on defined success metrics**.

Management Models

Agile
Traditional delivery model: services rendered accrue defined payments, assets and accelerators included.

Fixed Project
Upfront **agreed scope**, usually with **time requirements**, to be executed by an **autonomous NTT Data team**.

Managed Services
Service management approach, guided by defined **SLA/SLO**. Perfect fit for volume and efficiency objectives.

Staff augmentation
Specialized profiles are provided to reinforce client teams, under **client management**.

NTT Data provides the flexibility to adapt our collaboration model to our clients' needs.

NTT DaTa

We have a large network of capabilities around Data & IA

Spanish team is about 600 people

NTT DATA delivery centers offer near-shore and offshore services in **71 locations** across **25+ countries** with **40,000+ resources**

EUROPE 2022
1,900

NAM 2022
1,300

APAC 2022
5,000

LATAM 2022
800

AI Professionals devoted to Artificial Intelligence initiatives account for 20%

NTT DATA

Excellence Centers: IA Center of Excellence

Partnering clients to generate competitive advantages by scaling trustworthy AI

Based on Barcelona´s everis LivingLab, NTT DATA AI Center of Excellence is the first specialized global NTT DATA team on AI operating out of Japan.

The D&I CoE is a multidisciplinary team of experts that share the uttermost expertise and work hand-in-hand to achieve a holistic approach, developing end-to-end D&I top-notch projects:

Data Scientists

Data/AI Strategists

Data/AI Architects

Data/AI Engineers

D&I innovation new trends radar, positioning and proof of concepts

We continuously ride the wave to detect, test, benchmark and position new trends in terms of technologies, We also co-develop state-of-art PoC under an agile methodology

D&I Products

Conceive, design, implement and commercialize high added value Data & Intelligence products to make differences against our competitors and boost scalability

D&I High Value Services

Conceive, execute in the short-term and facilitate full escalation through local offices in the medium-term of profitable new high value services related to Data & Intelligence

D&I Coordination & Mentoring

Spread differential knowledge across everis and our end-customers throughout trainings, sharing sessions, webinars, mentoring, papers, certifications, etc.

Excellence Centers: Data Multicloud Center (DMC³)

DMC3 is a group of people providing **data architecture and engineering expert services**, either helping organizations explore and deploy new technologies or enabling NTT Data projects, in accordance to our values: *client first, foresight and teamwork.*

The center services go from defining corporate data architectures to reengineering data storages, **working for all business sectors** in **different geographies** with different **delivery models.**

The aim of DMC3 is to offer **highly differential technology solutions** to our clientes, taking advantage of **specialized roles** and a **diverse range of experiences** throughout sectors, clients and projects.

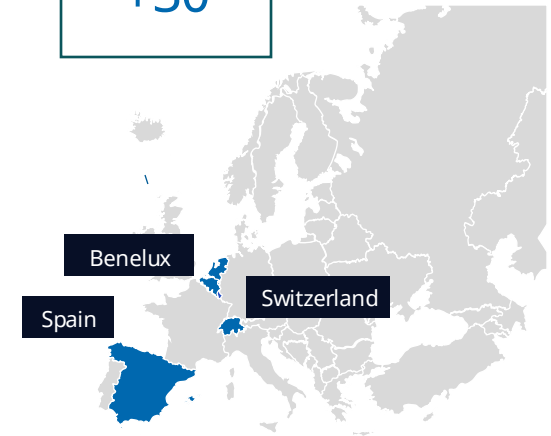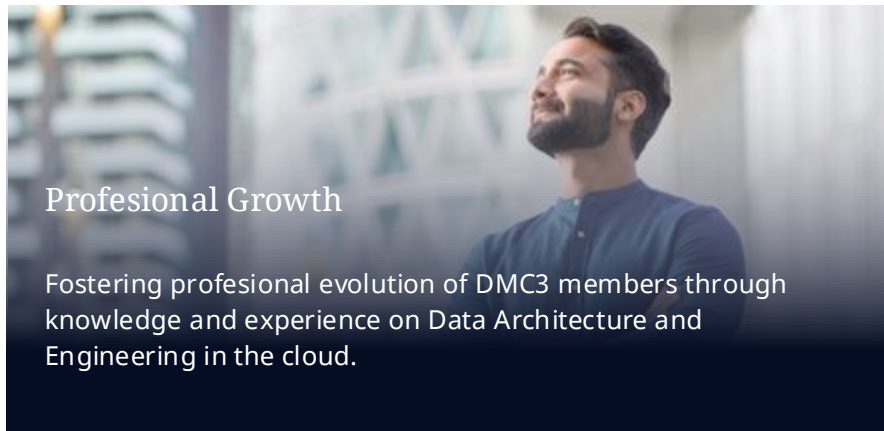| **4**	**3**	**10**	**+20**	**4**
Technical Managers	Data analyst	Data Architects	Data Engineers	Project Managers

Strategic Partnerships

aws   Azure

Google Cloud

Specialized Partnerships

mongoDB   databricks

CONFLUENT   snowflake

Bilbao

Madrid   Valencia

Sevilla

Certificates
+30

Benelux   Switzerland

Spain

Profesional Growth

Fostering profesional evolution of DMC3 members through knowledge and experience on Data Architecture and Engineering in the cloud.

Knowledge

Assembling expertise in technology solutions based on new paradigms

NTT DATA

Excellence Centers: Data Management @gile Center

Data Management @gile Center (DM@C) is the Data & Analytics Excellence Center dedicated to Data Management services, based on a 360º approach, from strategic definition to implementation and development, thanks to a highly specialized experts group.

+50	**3**	**10**	**+20**	**4**
Professionals	Certifications	Clients	Projects	Partners

Data Management Framework
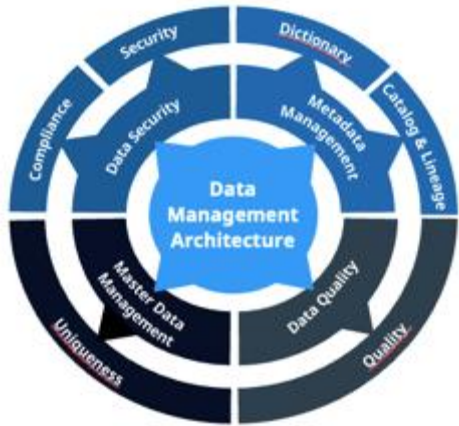
Packaged Data management services

Dictionary and Catalog	Data Traceability
Main information required for the implementation launch plus Role and Metrics definition	Business concepts traceability through system integration

Data Quality	CDO Dashboard
Data quality rules applied to a specific dataset through accelerators	360 Visión Data Management dashboard with the basic KPIs

INFORMATICA

TIBCO   **ANJANA DATA**

Data Management Methodology

COLLIBRA   **DENODO**   **DAMA SPAIN**
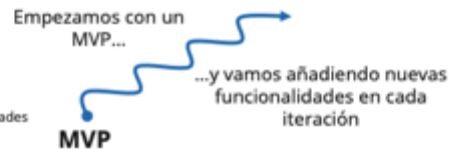
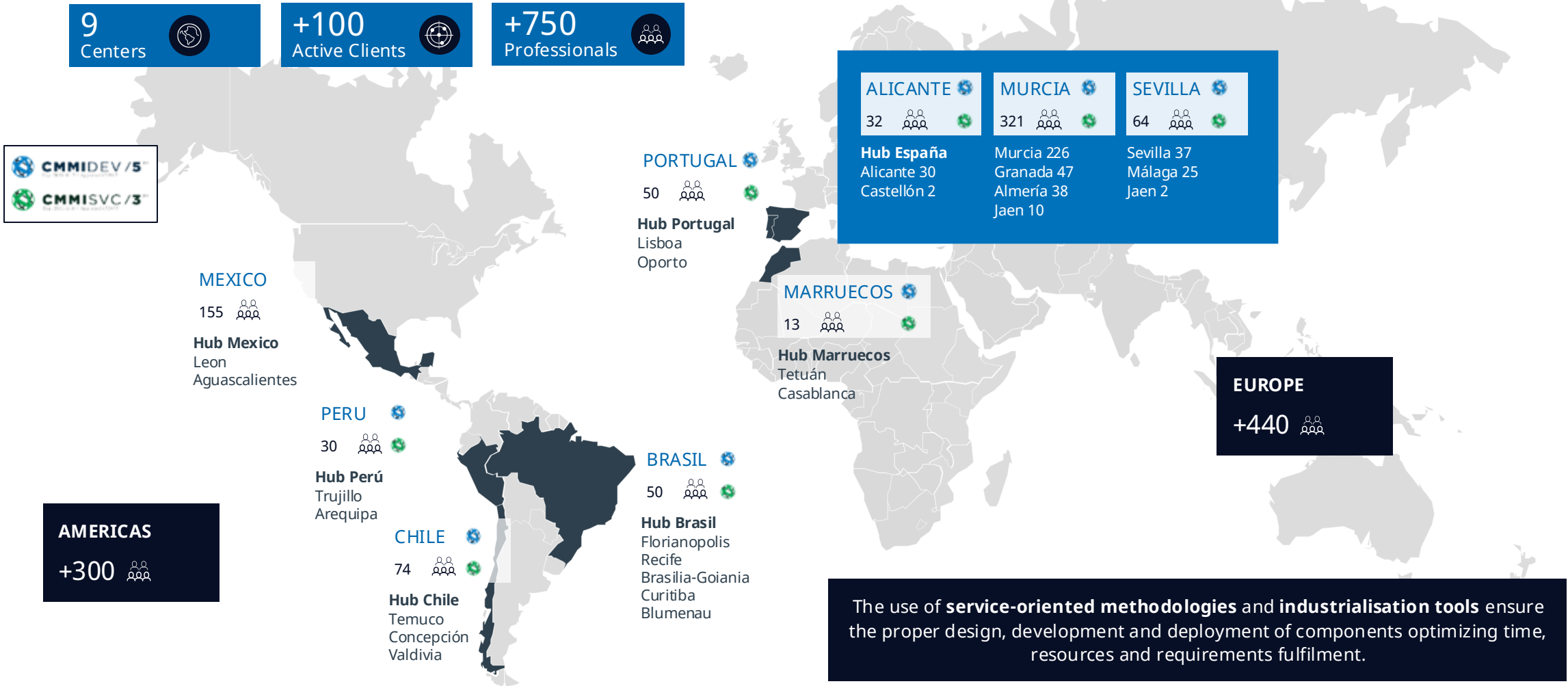Our experts work continuously with the engineering team from providers.

NTT DaTa

High Performance Centers for Data and Intelligence

NTT Data provides a global network of delivery centers focused on high levels of efficiency and quality on Data and Intelligence systems.

9 Centers

+100 Active Clients

+750 Professionals

CMMIDEV/5
CMMISVC/3

PORTUGAL
50
Hub Portugal
Lisboa
Oporto

ALICANTE	MURCIA	SEVILLA
32	321	64
Hub España	Murcia 226	Sevilla 37
Alicante 30	Granada 47	Málaga 25
Castellón 2	Almería 38	Jaen 2
	Jaen 10	

MARRUECOS
13
Hub Marruecos
Tetuán
Casablanca

MEXICO
155
Hub Mexico
Leon
Aguascalientes

PERU
30
Hub Perú
Trujillo
Arequipa

BRASIL
50
Hub Brasil
Florianopolis
Recife
Brasilia-Goiania
Curitiba
Blumenau

CHILE
74
Hub Chile
Temuco
Concepción
Valdivia

AMERICAS
+300

EUROPE
+440

The use of **service-oriented methodologies** and **industrialisation tools** ensure the proper design, development and deployment of components optimizing time, resources and requirements fulfilment.

NTT DATA

Cases

The Key Offerings that make up the **NTT DATA** DNA Value Proposition **have been already tested in real projects** for real clients.

Our experience in the field gives us a firsthand perspective of **our clients' challenges, enabling us to constantly improve and develop** new services.

Value Cases

Our Key Offerings, for real

Sector		Offering	Category
Telecom		**Data Strategy assessment and definition**	CDO Journey
Insurance		**Governance Model definition based on CDO Journey**	CDO Journey
Insurance		**Data & AI Prototyping Platform Development and Use Cases**	Intelligence Driven Business
Banking		**AI Labs**	Intelligence Driven Business
Public sector		**Public Administration Data & AI Platform**	Intelligent Platform
Banking		**Data-as-a-Service architecture**	Intelligent Platform
Banking		**Azure Data Modernization**	Data Modernization
Public sector		**CRM Migration & Data Modernization**	Data Modernization
Industry		**AWS & Snowflake Data Modernization**	Data Modernization

NTT DATA

CDO Journey

Telefónica

Economics Models

€ Services Rendered

Management Models

⏱ Fixed project

📅 4 months,
currently running

Data Strategy assessment and definition

The client wants to massively exploit the ability to have automated and real-time decisions, as they look forward to improving customers' experience, enhancing efficiency of internal processes and developing new capabilities.

Solution

Definition, at corporate level, of the new Data Architecture Platform based on Data Fabric and Data Mesh, as well as a Data Governance model adapted to this approach, creating the foundations for their adaptation to wach of the OB - Geographies. Additionally, creation of a communication plan, definition of an implementation roadmap and benchmark of data governance tools.

Business value

- Proactive Data Strategy thinking about the future: Recognize the potential of Data and Data that should be treated as assets/products.

- Governance model with a unified vision of the data and with autonomy by OBs (UK, Brasil, UK, Spain): Consider the organizational complexity with operators in different countries

- Standardization of data management Allow the implementation of mechanisms for its efficient management (quality), procedure automation and AI implementation

- Democratization of information: Enable information sharing by eliminating silos

BUSINESS VALUE

RESPONSIBLE GOVERNANCE

CORE TECH &NEXT GEN OPERATIONS

ECOSYSTEM & INNOVATION

CULTURE & CHANGE MGMT

NTT DATA

CDO Journey

Economics Models

€ Services Rendered

Management Models

⏱ Fixed project

Allianz

📅 2 months,
currently running

Value Cases for CDO Journey

Governance Model definition, based on CDO Journey

NTT DATA, with the sponsorship of Allianz Technology IBL, performed an analysis over IT and business departments to assess current state of data governance, define the objective scenario and design posible evolution scenarios. Both economic and organizational impact were as well evaluated.

The project approach was based on the CDO Journey framework, which encompasses all things related to data in an organization.

Solution

NTT Data suggested a consultancy project to the client to specify and adapt data governance policies and culture initiatives to Allianz current state. The proposed approach was a FAST assessment in three phases: as-is, to-be and roadmap, with the following objectives:

- AS IS analysis, to delve into existing roles and responsibilities to define a data governance strategy, around the five pillars of the CDO Journey.

- TO BE definition, designing an optimal Data Governance Model for the company: organizational, operational, and data map.

- ROADMAP, identifying, prioritizing and scheduling initiatives according to the defined plan, to transform Allianz in a data-driven company.

Business value

- An assessment of the current data governance maturity in Allianz, IT and business departments.

- A RACI matrix regarding roles, processes and responsibilites.

- An approach to a comprehensive data governance model for all the company.

- A taylor-made plan for Allianz to reach the desired data governance maturity.

BUSINESS VALUE

RESPONSIBLE GOVERNANCE

CORE TECH &NEXT GEN OPERATIONS

ECOSYSTEM & INNOVATION

CULTURE & CHANGE MGMT

NTT DATA

Intelligence Driven Business

Economics Models

€ Services Rendered

Management Models

Agile

Partnerships

A

12 months,
currently running

**Spanish
Multinational
Insurance
Company**

Value Cases for Intelligent Driven Business

Data & AI Prototyping Platform Development and Use Cases

A set of data products were created on the Azure platform to support the digital onboarding process. Integrated with internal and third-party information and using AI techniques to provide intelligence, allowing maximum personalization of offers.

The main lines of work were two:

- **Rapid prototyping:** Focused as a research laboratory, studying new sources and use cases
- **Industrialization:** Development and activation of those prototypes and use cases of high impact.

Objectives

- Urgency to develop AI & Data business use cases in an agile way to test the ROI of future industrialization.

Benefits

- Fast business use case testing for Data and AI products.

- Reduction of the investment in developing data use cases without business value.

NTT DATA

Banking

Intelligence Driven Business

Top #3 Spanish Banking

Economics Models
€ Services Rendered

Management Models
Fixed project

Partnerships
aws | Google Cloud

12 months, currently running

AI Labs

1. We defined the organizational and operational model for the AI Labs.

2. We also performed and analysis of the AI cloud market with:

   - In-depth understanding of available services, capabilities, tools, and techniques across the different Cloud providers.

   - Identification of specific ways to integrate all relevant elements into their experimentation cycle.

Objectives

- Look forward to leveraging the ever-increasing AI market capabilities and avoiding in-house research & development when there are market-ready solutions that can be integrated into the organization's workflows seamlessly and at a smaller cost.

Benefits

- AI Labs up & running!

NTT DATA

Intelligent Platform

Economics Models

€ Services Rendered

Management Models

⏱ Fixed project

Comunidad de Madrid

📅 1 year, currently running

Value Cases for Intelligent Platform

# Public Administration Data & AI Platform

Within the Digital Transformation project that is being undertaken, a hybrid and multi-cloud decentralized data platform is designed and implemented, which extends the capabilities of the existing domains around the BI and Advance Analytics, improving and adding the services offered to citizens, in a fully compliant and secure way.

Objectives

- Design and implementation of a complete modern, hybrid and multi-cloud platform centered in the citizen.

- A decentralized hub & spoke approach with different Data Products offered through a Data Marketplace.

- Data and AI driven service offering.

Benefits

- Improvement and new intelligent services for the citizens.

- A safe, governed and cost-effective environment independent of the technological platforms used.

- An ecosystem of self-service, deployable and consumable Data Products.
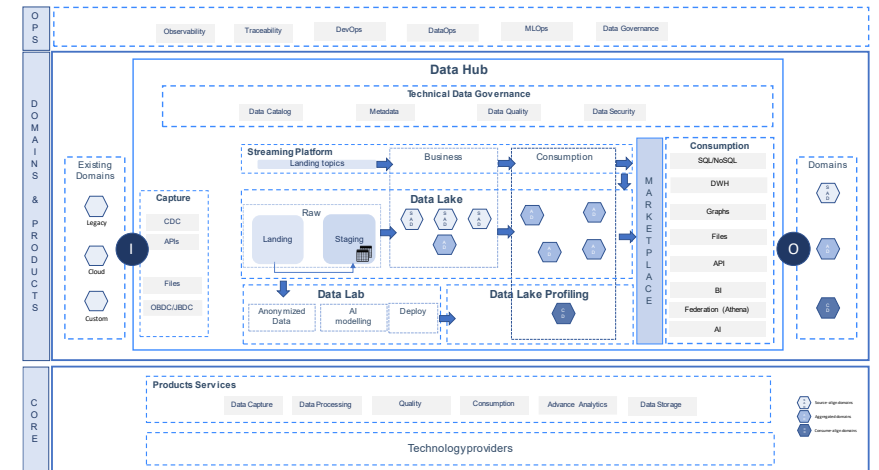
NTT DATA

Intelligent Platform

Economics Models

€ Services Rendered

Management Models

⏱ Fixed project

Santander Consumer Finance

Partnerships

Ⓐ

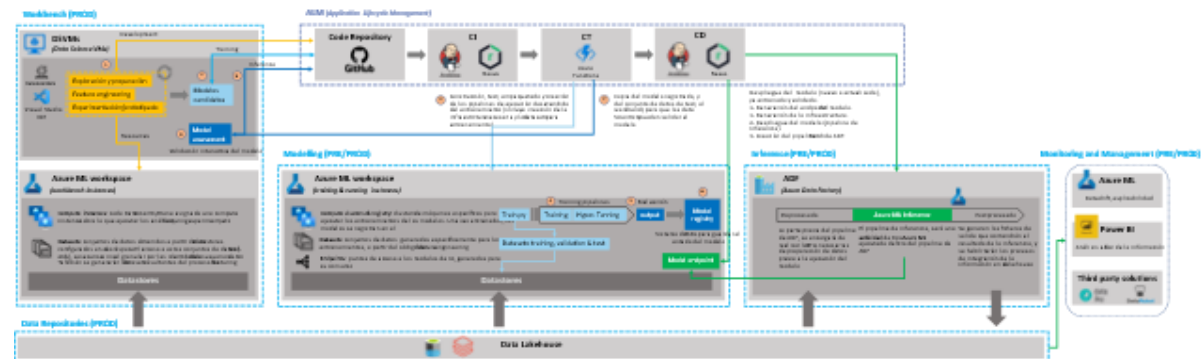📅 2 years, currently running

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Data-as-a-Service architecture

Complete design and implementation of a Data & AI Platform aimed at providing Santander Consumer Finance's entire organization with Business Intelligence and Advanced Analytics (ML/AI) services in a Cloud Native environment.

Objectives

- Design and provision a Data Services Platform.

- Build a Governance layer across different Data Domains.

- Define Domain Owners and create Data Products in an ecosystem that follows interoperability standards.

Benefits

- A platform with a distributed and multi-domain approach to empower both: technical users and domain experts (business).

- An ecosystem where it is possible to identify, create, manage and maintain the data lifecycle in each Domain.

- Added value for the company by sharing Data Products in a Data Marketplace tool.

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Data Modernization

Economics Models
€ Services Rendered

Santander Corporate

Management Models
💡 Agile
🤲 Managed Services

Partnerships
Ⓐ

Value Assets

Migration Tools

📅 12 months, currently running

Value Cases for Data Modernization
Azure Data Modernization

In order to achieve higher levels of scalability and reliability, Santander Corporate is moving its current on-premise data platform to the Azure cloud.

The project requires a blend of delivery models, with a flexible workforce (on site, near and off shoring), with an approach based on agile methodologies, and full-fledge technological stack.

Objectives

- Modernize an on-premise data platform, Supra Framework, moving it to a cloud data platform on Azure.

- Migration of platform elements such as users, applications, security.

- Development of new administrative and management components.

Benefits

- Taking advantage of the limitless scalability, improved reliability and incremental economies of scale of Azure cloud.

- Taping into Microsoft constant cloud innovation.

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python   Spark   Scala   Azure Functions   HIVE   Azure Data Lake   hadoop   databricks

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Data Modernization

Línea Madrid

Economics Models

€ Services Rendered

Management Models

💡 Agile

Partnerships

A

📅 1 Year + 4 years maintenance

Value Cases for Data Modernization

CRM Migration & Data Modernization

- 1-year transformation program and 4-years maintenance and evolving.
- Migration of Siebel CRM, based on Oracle and OBIEE, to Dynamics 365 on a Platform based on Azure.
- Migration of all billing process (ETL) in PowerCenter on premise to IICS.
- Migration of Billing DWH (Oracle) to Azure SQL (Structures and data).
- Migration of all de Billing Dashboards from OBIEE (Oracle) to Power BI.

Objectives

- The client's objective is to scale the Corporate CRM because ot the business needs. The decision is to modernize the On Prem solution to a Cloud one, and all the involved processes and billing dashboards.

Benefits

- Ease creation of ad-hoc forms according to current business needs.
- Improvement of citizen service times.
- Greater usability of dashboards and reports.
- Reduction of time to market for development teams.
- Improvement in reducing platform administration times as it is self-managed.

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Data Modernization

Economics Models

€ Services Rendered

Management Models

💡 Agile

Partnerships

aws ❄️

📅 3 years

Correos

AWS & Snowflake Data Modernization

3-year transformation program, with a budget allocation of 7 million euros

It is part of a Data Driven strategy where a cloud architecture based on AWS is designed with Snowflake. The platform is provided with real-time capabilities, new consumption formats and advanced analytics:

- A new data governance and a new delivery model for data products and solutions are defined, based on agile methodology.
- Likewise, different lines of modernization work are planned, from the deprecation of old data applications and their complete transformation, to Lift & Shift migrations.

Objectives

- The client's objective is to modernize the Corporate Datawarehouse, based on Teradata and Business Objects, on a Platform based on AWS with Snowflake, to gain speed and quality of data, improve corporate reporting and incorporate AI capabilities

Benefits

- New top management reporting, much more accurate and faster
- Better data quality, lineage and security
- Increase in time to market of development teams
- New data exploitation and consumption capabilities
- Reduction of technological obsolescence and operational risk

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NTT DATA

Focus on

NTT DATA Value Proposition is supported by comprehensive knowledge repository, **with up-to-date documentation accessible** by different channels about **every Key Offering**.

O NTT DaTa
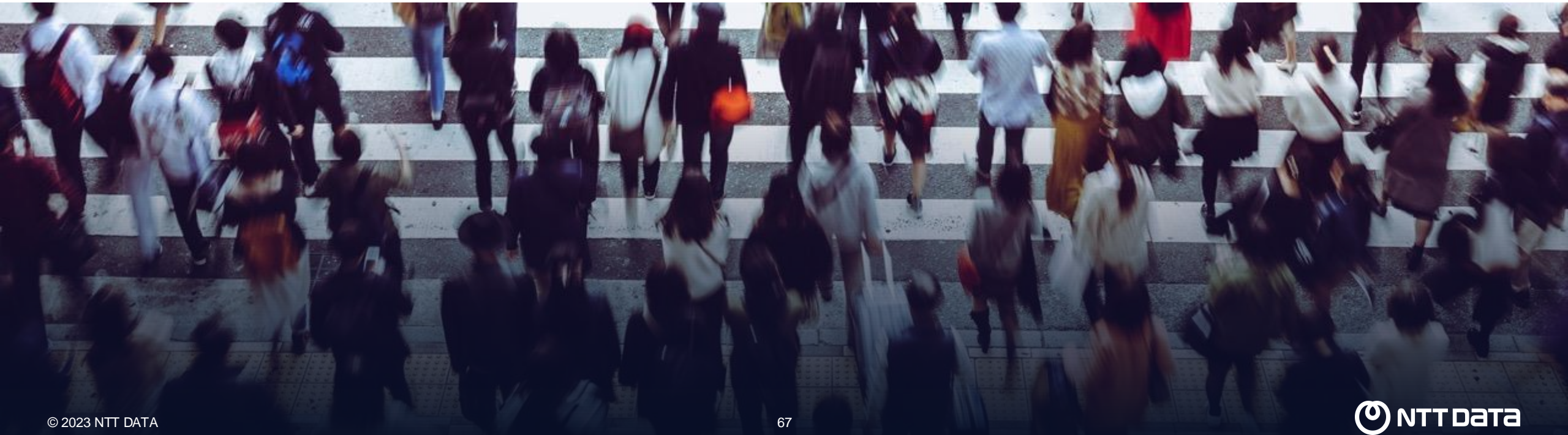
Accesible Knowledge Repository to manage all the information about our Data & Intelligence vision

Índice - Key Offerings

CDO JOURNEY

< 01/03/2023

Data and Intelligence Strategy ENGLISH

Data and Intelligence Responsible Governance ENGLISH

01/03/2024

CDO Journey – Offering

INTELLIGENT PLATFORM

< 01/03/2023

Intelligent Platform Whitepaper

Data Consumption Executive Offering

Data Consumption Services Catalog

Data Consumption Value Offering

CDO Journey - D&I Strategy - Core Tech

https://everisgroup.sharepoint.com/sites/Value_Evolution-DNA/SitePages/Value-Offering-DNA.aspx

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