

# Enabling Disruptive Transformation for the Automotive Industry

## NTT DATA Connected In-Car Services



At NTT DATA, we develop solutions and services that focus on automotive industry disruption and digital transformation to help manufacturers and suppliers improve in-car and connected services. Our “One NTT — One Automotive” initiative leverages in-depth global experience and expertise to transform CASE (Connected, Autonomous, Shared & Electric) technologies.

### NTT DATA's Drivers for Connected In-Car Services

#### Cross-leverage group strength



Connected & embedded software services portfolio

Global/ Regional Delivery Hubs

#### Promote/develop new offering



Software solutions & platforms

Incubate ideas/concepts

#### Accelerators & enablers



Strategic partnerships

Co-creation/ co-development

M&A

### Our value for the automotive industry

- Go-to-market/thought leadership
  - Global and regional dedicated leadership and Center of Excellence for in-car excellence
  - In-Car software and product lifecycle
- NTT DATA accelerators and add-ons
  - Connected infotainment and user interface applications
  - Verification and validation Simuloop platforms for autonomous driving
  - Connected vehicle and customer aggregator
- Integration/end-to-end expertise
  - Embedded software integration and quality assurance
  - End-to-end solutions and platforms
  - Data-driven solutions and artificial intelligence (driver/passenger in-car experience)
  - Automotive cybersecurity (for the full lifecycle)

### Why NTT DATA for automotive?

- Top 5 ranking in Automobilwoche (Automotive News) May 2019
- 2,550+ resources specialized in automotive and manufacturing
- 6,500+ delivery resources on-, near- and off-shore
- 45 years of experience and expertise in the automotive industry

#### Automotive industry expertise:

- 1,700+ embedded experts on HMI, ADAS, AI/hybrid AI
- 1,000+ experts on IVI and ECU development
- Embedded SW/ HW, Connected services
- AUTOSAR, Automotive Grade Linux (AGL), ASPICE compliant
- Agile- and scrum-based methodology



### Build Services

- Global coverage
  - Dedicated In-Car Delivery Centers in U.S., Germany, Romania, Italy, China, Vietnam, Taiwan and Japan
  - In-Car Research and Development Center in Japan
- Innovation/technology
  - Automotive business/use cases

### Manage Services

- In-Car experience
  - Domain expertise in IVI/HUD, ADAS/AD, chassis/PT and body
  - Global in-car and connected services references
- Incremental growth and change management
  - Change readiness and assessment through global academia (training/certifications)

### Contact an expert

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