

ITO Trends and Initiatives at NTT DATA

November 2016



Transforming client relationships with innovative solutions and technology

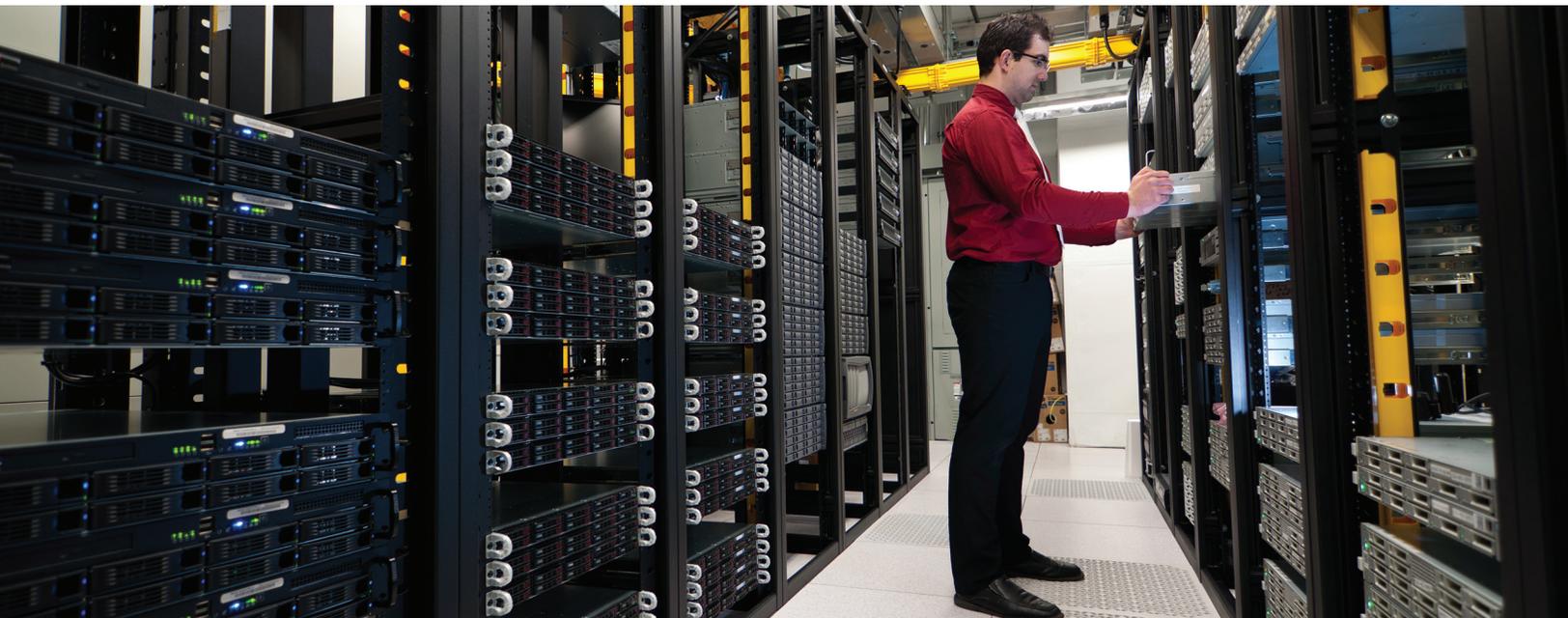
Change is inevitable and being open to transformation can make or break a business. At NTT DATA, we believe our continued relevance as a trusted partner, with an ever-increasing sense of urgency, depends on our willingness and ability to transform our client relationships.

To do this, we constantly strive to help clients execute business strategies at a faster rate. We work with clients to create a clearly-defined end state aligned to their specific needs and a time-sensitive blueprint focused on the results needed to accomplish their goals. The quality and intensity of solutions we create — and the implementation execution we exhibit — are key factors in the success of our clients' organizations.

Our strategies are based on business key performance indicators that are of vital importance to our clients. NTT DATA creates opportunities for our clients, enabled by emerging technologies, and our services are focused on standardization, simplification, industrialization, automation and variabilization.

We are currently seeing an upheaval in the way businesses consume and provision infrastructure technologies. The models that defined business in the 20th century aren't enough to meet today's challenges. Organizations are rethinking traditional ways of working and changing the ways that they, consumers, employees and others relate to and interact with each other.

There are newer technologies out there begging to be adopted — promising variability and flexibility. There is a new operating model where teams are virtual: work gets done at home and socializing happens in offices. There is also a new world of business — with more internationalization and more ecommerce.



What's happening to infrastructure services?

For many years now, infrastructure service providers have impressed upon themselves and their clients that infrastructure services cannot impact business directly. The argument has been that infrastructure is the bottom-most layer in the IT stack, and it supports, but doesn't interact with the business. However, the myth has been dispelled by today's market demand for infrastructure services to become outcome based (many times as business outcomes) and end-to-end responsible.

To continue to grow and succeed, infrastructure services need to move beyond the traditional functions of service operations and should participate in functions such as service strategy, design and transition, and continuous improvements. While contributing to the service excellence of overall IT services, infrastructure services are expected to align with business goals, help run IT like a business, and identify and mitigate any IT risks.

NTT DATA Managed Services

NTT DATA plans and implements transformation in all aspects of our services: people, process and technology. We keep our clients ahead of the curve by developing end user-relevant service catalogs and outcome-based solutions while implementing disruptive cost models.

Moving to business service-level agreements

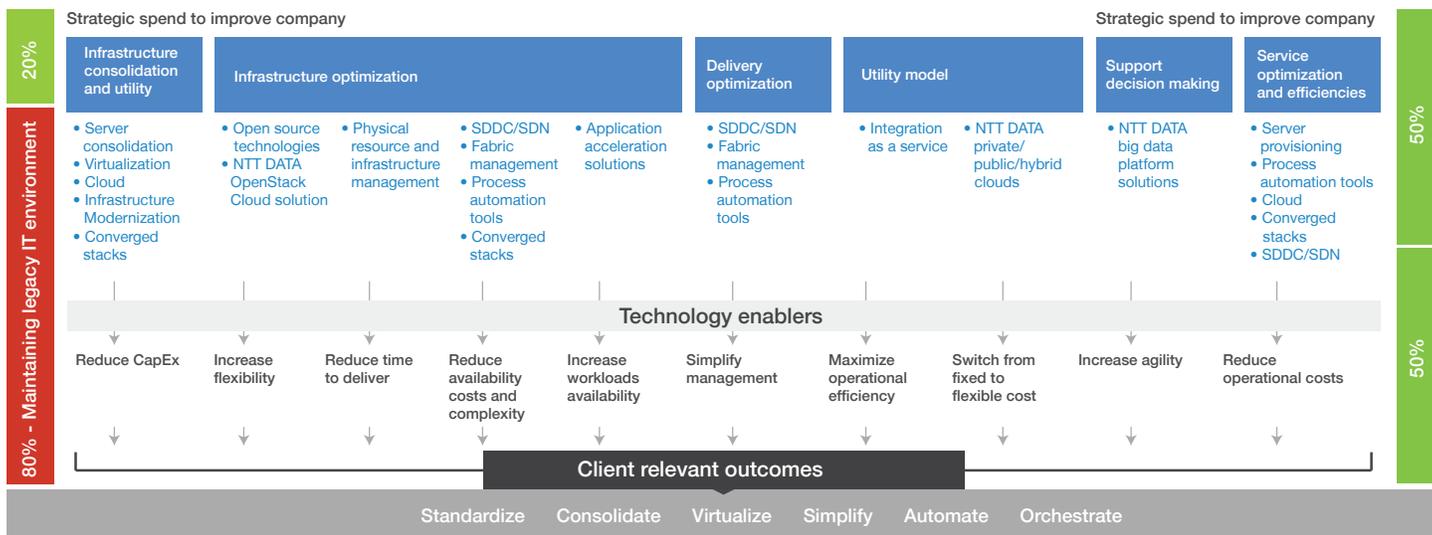
Traditionally, the quality of infrastructure services has been measured by technical service-level agreements (SLAs), such as uptime of infrastructure elements or response times for the service desk. In this model, end users are seldom exposed to the infrastructure layer and are impacted by other layers in the IT stack. NTT DATA provides services from an outside-in perspective to deliver services and solutions that are relevant to businesses and end users.

For example, in the end-user computing tower, we integrate our services and solutions to deliver service levels that measure the time to onboard a new employee. To deliver this SLA, our teams interact with everyone involved in the onboarding process, including:

- The business to plan for new users getting onboarded
- The procurement teams for end-user equipment acquisitions
- Other service providers to activate relevant services

NTT DATA refines the entire process to reduce the time to productivity for a new employee.

Client-facing transformational themes



Delivering outcome-based solutions

At NTT DATA, we combine our intellectual properties (such as servers, storage, network and security) with our services to deliver optimal outcomes for our clients. All of our engagements are transformational, with continual improvements and transformations embedded in the services and solutions.

We identify the imperatives for our clients, map the outcomes that will make these imperatives happen, identify transformational themes that will deliver these outcomes and combine NTT DATA technology, processes and delivery models to build full, transformational solutions.

Disruptive cost models via automated service operations

NTT DATA's strategy for delivering cost-effective infrastructure services to our clients is to establish a world-class enterprise tooling platform. The platform serves as a services gateway for our clients, enabling users to select and manage available services in an easy, secure and efficient manner. We have a strong commitment to building a superior tooling platform, focusing on continuous innovation and improvements to enhance its value to our clients.

Our enterprise tooling platform is built on four key tenets:

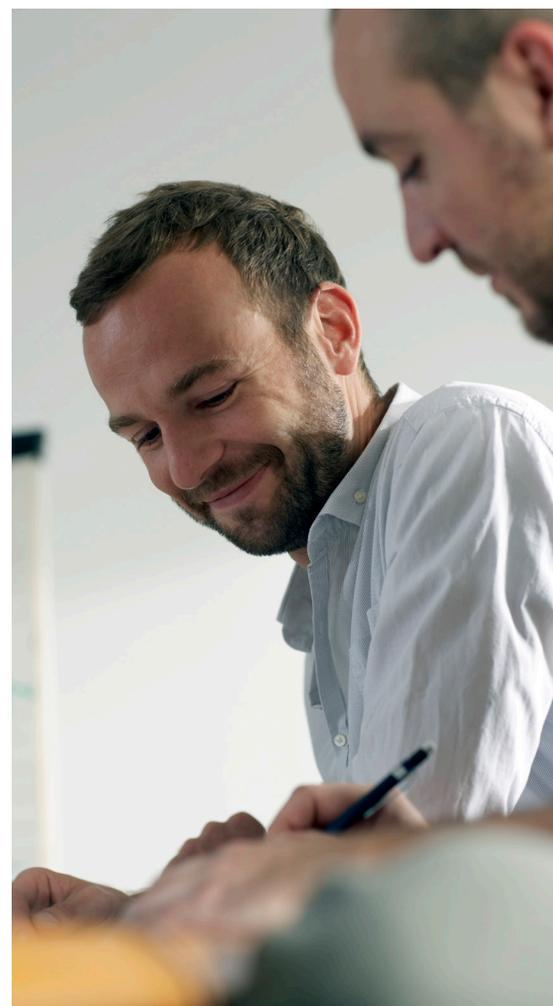
- Enable standardized service delivery processes

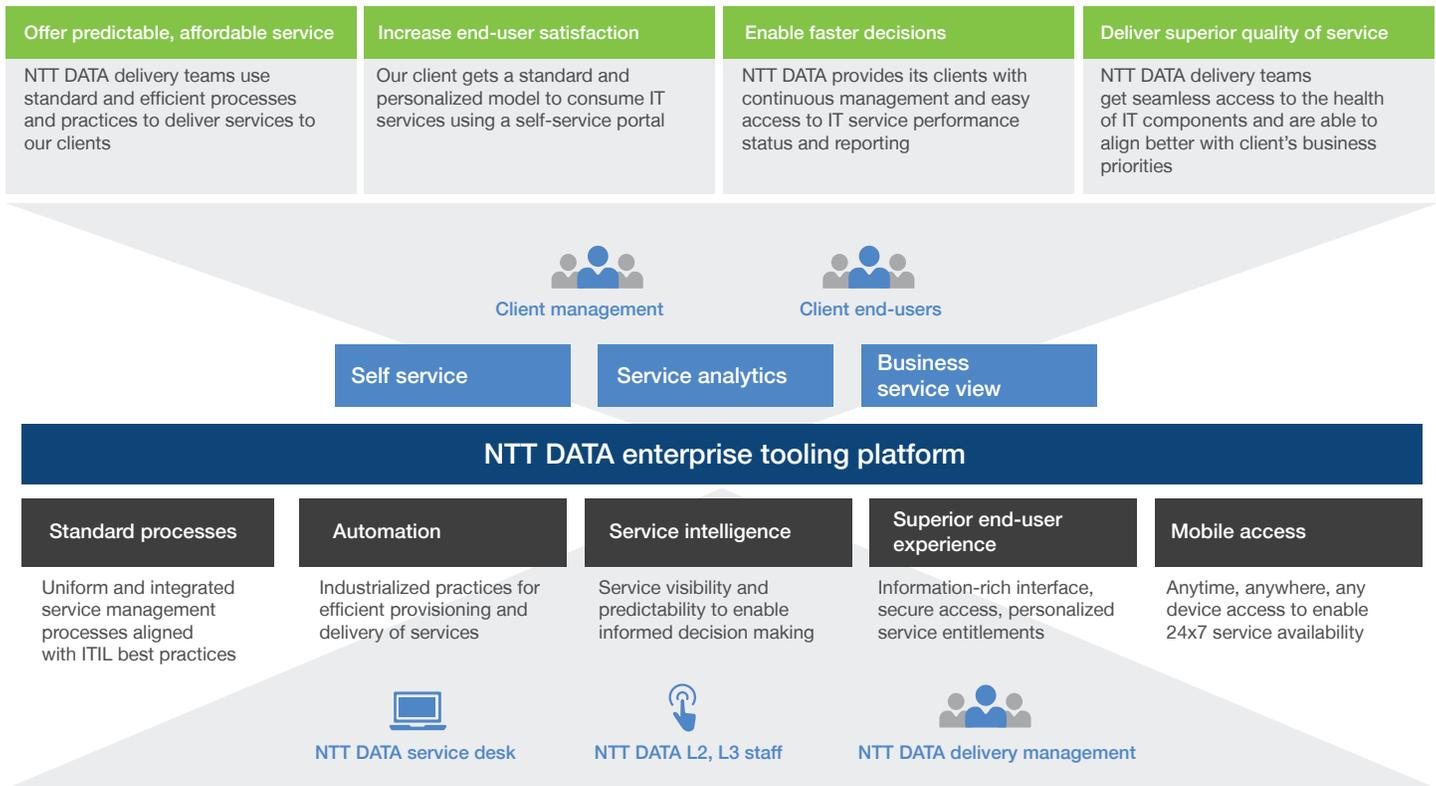
- Adopt a high degree of automation
- Deliver superior service experience to users
- Empower decision making with visibility and predictability into service performance

Automation is key to our services. Every aspect of our tooling platform has a high degree of automation built as its default capability. Be it our differentiated service management capabilities or our advanced infrastructure and application monitoring capabilities, our always-on enterprise tooling platform gives us the advantage of providing superior services to our clients at optimal costs.

An example of this is our self-service portal. With just a few clicks, users have quick, single-window access to our services, such as:

- Intuitive service catalog to request entitled services and products
- Simple forms to submit IT issues or to track the status of an issue/request
- Self-help videos and FAQs to find solutions to common issues
- Ability to chat with a service desk agent and seek online help with screen-sharing capability — available to all users, whether working from the office or a remote location using mobile devices





Other automated tools include our Process Workflow Automation Engine that streamlines the execution of daily service management tasks in an integrated and controlled manner by enabling tight collaboration between multiple service teams. Our Process Orchestration Engine automates a number of routine and mundane tasks, freeing up our staff to focus on issues that affect our clients the most and, thus, driving the improvement of our clients' business services rather than just meeting our contractual service levels.

Visit nttdataservices.com/managedservices to learn more.

NTT DATA partners with clients to navigate the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. We're a top 10 global IT services and consulting provider that wraps deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.

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