

The Emerging Power to Innovate

As a result of the rapid changes in the world economy, the environment in which the Company operates is unprecedented in its severity. With regard to information technology (IT) in this situation, demands are becoming increasingly pronounced for original “innovation solutions.” That is, the realization of new businesses and services that have become possible for the first time owing to the widespread utilization of IT. While IT investment to improve efficiency and streamline existing operations has come full circle, customer needs have shifted from “how” to develop systems to “what” we should do with them. Given these circumstances, we feel that the current transformation of the business environment has accelerated this shift.

At NTT DATA, it is our intent to take advantage of this situation, making even wider strides based on our Group vision of becoming a “Global IT Innovator” and realizing the previous Medium-term Management Policy of performing as a “Leading-edge Innovator.” Through the quicker implementation of these initiatives, we aspire to meet the dramatically changing expectations of our customers.

In these special features, we will see how NTT DATA has created the “Power to Innovate.” To demonstrate our transformation to an “Innovation Partner” for our customers, we will introduce the following four topics.

- A Brand Declaration That Accelerates Innovation and Further Raises the Expectations of Our Customers
- Sales and Marketing That Exceed Customer Expectations
- Concerted Efforts to Increase Efficiency of Management Services across the Entire Group
- The Business Catalyst of NTT DATA’s Transformation, Propelling Globalization

NTT DATA as Seen by the Customer (Results of the Customer Satisfaction Survey)

		Cognition ratio	CS evaluation
Business Partner	A partner that supports customer innovation and works with customers to achieve new businesses and services	23%	7.10
IT Partner	A partner that works with customers to uncover new problems and solves them with IT	31%	6.96
System Integrator	Provides optimal systems and services to solve problems uncovered by customers (a business associate that you can immediately consult with)	21%	6.32
System Vendor	Provides hardware and software to address customer system and service needs (a business associate that you can call on just as you do with other vendors)	15%	6.65

Note: The remaining 10% of people represented in cognition ratio either had no reply or had multiple selections. CS evaluation represents: very satisfied=10, normal satisfaction=5, dissatisfaction=0.



The meaning behind the NTT DATA brand message of being a “Global IT Innovator” could also be stated as “accepting the challenge of what is usually impossible.” This is represented by the development of brand advertising that features a frog as the main character. In a survey conducted by a commercial research company, our television commercial campaign was highly praised for its visual and audio impact. NTT DATA commercials were ranked No. 1 out of dozens of entries that had been cited for their distinctive product brands.



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