



NTT DATA Digital Experience Consulting Services

**Vendor Assessment
Report Abstract**

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Who Is This Vendor Assessment For?

NelsonHall's Digital Experience Consulting Services Vendor Assessment for NTT DATA is a comprehensive assessment of NTT DATA's digital experience consulting services offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for digital experience consulting services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the experience consulting services sector.

Key Findings & Highlights

NTT DATA Communications Systems Corporation was spun off as a separate company from NTT Corporation in 1988, subsequently changing its name to NTT DATA Corporation in 1996. NTT Corporation retains a 54% shareholding in NTT DATA, and NTT DATA works jointly with other companies in the NTT Group to deliver services to clients.

In 2017, NTT DATA's corporate leadership based in Japan decided to integrate the individual regional design organizations that had grown organically and inorganically including NTT DATA Service in U.S., RMA Consulting in the U.K., Chazz in Spain and Latin America, Digital Entity in Italy to standardize its offerings and services for UX and service design and development globally.

In August 2018, the parent NTT Holdings, announced its intention to group within a new firm, NTT Inc., several units including Dimension Data, NTT Comms and NTT Security, and to amalgamate them. NTT DATA will be in the portfolio of NTT Inc. but will remain independent of the rest of NTT Inc.

In 2019, NTT DATA became a minority shareholder in Star Global Consulting Inc, which provides global consulting services across strategy, design, engineering and marketing. Star is privately-held and headquartered in Sunnyvale CA. It has ~750 employees across 12 global offices, including Austin, Detroit, New York, Boston, London, Copenhagen, Munich, Wroclaw, Kyiv, and Tokyo.

NTT DATA reported CY 2019 revenues of ~\$20.7bn. NelsonHall estimates that NTT DATA had ~\$800m in digital experience consulting revenues in 2019.

NTT DATA has a four-phase approach to deliver digital experience consulting.

- Advisory: identifying client challenge and opportunities through high-level journey analysis and aligning stakeholders on solution
- Design: design a product or service with a user-centric approach based on journey analysis and user research
- Engineering: implement the solution with a customer-ready user interface, dashboards, and AR/VR
- Innovation: investigate the possibilities of human-centric innovation pilots, PoC's, and governance.

NTT DATA has ~450 experience strategists and designers globally. Of this, ~45% are located in remote delivery locations. On average, the team possesses more than five years of experience each.

NTT DATA's centralized innovation function includes 46 resources, with a portion of them participating on the team on a rotational basis to represent their home industry organization.

NTT DATA has launched its design network and currently has 14 studios globally across its individual operating groups.

NTT DATA has grown its UX and service design and development capability both organically and inorganically over several years, allowing each unit to operate on its own. Launching an internal initiative over the last couple of years to integrate, standardize, and expand the network ensures that lessons and assets are shared while maintaining a level of local autonomy to reflect the local culture. Continuing to standardize and grow this network will position NTT DATA well to expand its client footprint going forward. As it focuses on further maturation of its delivery network, the balance of global standardization and localized customization will be critical to meet client needs.

While NTT DATA has built a portfolio of employees, delivery centers and assets to deliver services, it will need to continue to expand its client relationships to best take advantage of these capabilities. Historic relationships within the IT department limit its exposure to budget owners for many digital initiatives. Building a portfolio of high-profile credentials and the increasing focus on applying experience consulting services to internal processes will allow NTT DATA to continue to grow its client footprint.

Scope of the Report

The report provides a comprehensive and objective analysis of NTT DATA's digital experience consulting service offerings, capabilities and market and financial strength, including:

- Analysis of the company's offerings and key service components
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's strengths, weaknesses and outlook.



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