

## Empower Your Business With Data-Driven Insights

NTT DATA Business Intelligence and Analytics Services

### Benefits

- Enable fast time to value with full cloud-based capabilities that can be configured in hours
- Improve customer engagement and unlock new business opportunities
- Rapidly integrate and leverage existing data and intelligence investments
- Access and share insights across your organization
- Make cognitive solutioning flexible and easy with a well-integrated platform

Is your organization too slow in harnessing insights from available data? Do you struggle to capture, manage and share data effectively? Are you looking to develop the solid data foundation that your business requires for the artificial intelligence (AI) revolution underway? Then look no further.

NTT DATA Business Intelligence and Analytics Services offers flexible and fast solutions that manage your data to uncover valuable business insights. We combine our consultative approach and strategic partnerships with industry expertise, end-to-end data and analytics services, and machine learning technology to help you optimize operations and achieve digital business success.

#### Let NTT DATA help you build a self-driving business

Optimal business performance today depends on the application of business intelligence, big data, fast data, the internet of things (IoT), predictive analytics, machine learning and AI. We blend these capabilities to enable what we call a self-driving business, which fast-tracks necessary actions without sacrificing precision and enables speed and efficiency while enhancing the customer experience.

With more than 5,500 consultants worldwide, our expert team turns your data into the intelligence needed to compete and win in your industry. We offer many distinct advantages, including:

- **Extensive open-source experience.** As the top-contributing global systems integrator in the Apache Hadoop community, we continuously work to create and enhance open-source projects for Hadoop ecosystems.
- **Strong independent software vendor relationships.** We maintain partnerships with SAS, Microsoft, MicroStrategy, DataRobot, Google, Amazon Web Services, Tableau, TIBCO, Informatica, IBM, SAP, Oracle, Qlik and many other industry leaders.

# NTT DATA Business Intelligence and Analytics Services

- **NTT DATA Intelligent Data Services.** Our platform-as-a-service offering makes cognitive solutioning flexible, fast and easy by enabling the spectrum of business intelligence, big data, fast data, IoT, predictive analytics and machine learning capabilities in one well-integrated platform.
- **State-of-the-art NTT DATA Collaboration Center.** This immersive facility located in Plano, Texas, offers a hands-on approach to helping you solve business challenges and develop detailed implementation plans using the latest digital technologies.
- **IoT expertise.** We've implemented IoT sensing for devices in over 11 million homes and businesses.

## Data is at the center of everything

Data today is at a surplus, and utilizing this data is key to future business value. However, only 25% of organizations have begun sharing data across their business.<sup>1</sup> As a result, the most important question isn't whether you have sufficient data, but if you're equipped to use it in a way that generates business benefits. We use strategic research and development investments to assemble an industry-leading suite of services that help you get full value from your data, including:

- **Data advisory.** Take advantage of our consulting experience to fully assess your current state. We can help you build a complete roadmap to the future by addressing critical issues, such as data quality, data governance and master data management.
- **Data management.** Create a solid foundation to manage information assets across your organization. We not only manage structured data stores and data warehouses, unstructured data, NoSQL, image stores and social media, but also offer innovative

ways to integrate and virtualize these information sources.

- **Data integration.** Seamlessly connect information across your organization with a full suite of integration services, including extract, transform, load; big data (Hadoop) ingestion; data virtualization; and advanced data blending or data wrangling techniques.
- **Visual analytics.** Get maximum insight from advanced visualization capabilities that enable traditional business intelligence reporting, self-service discovery and sophisticated ad hoc presentation.
- **AI.** Leverage advanced analytics capabilities to enable statistical analysis, prediction, prescription, machine learning and deep learning.
- **Intelligent automation.** Enable predictions and AI to initiate automated actions, such as control of robotics and generation of natural language for innovative user experiences.

It's through these services that we enable:

### Intelligent data

Accelerate time to value using a fully integrated cloud analytics platform supported by an agile DevOps team who supplies intelligent data as a service.

### AI operations

Apply AI capabilities to predict operations conditions, enhance management insights, and automate application support and infrastructure service delivery.

### IoT platform analytics

Capture streaming sensor data, manage it within a secure and well-governed infrastructure, integrate that data with additional information sources, provide insightful visualizations and enable actions based on machine learning.

Companies that are more advanced in their data use and management are far more likely to have experienced solid revenue growth (above 5%) over the past three years (79% versus 38%).<sup>1</sup>

“NTT DATA came in, ramped up and started delivering even before we fully grasped how we could even accomplish the first step. They were very impressive in the beginning and even more so in the end.”

— Chief Operating Officer  
Top 4 U.S. Bank



<sup>1</sup> Oxford Economics. “The Future of Data: Adjusting to an opt-in economy.” Commissioned by NTT DATA. October 2018.

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NTT DATA Services partners with clients to navigate and simplify the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. As a division of NTT DATA Corporation, a top 10 global IT services and consulting provider, we wrap deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.

**NTT DATA**  
Trusted Global Innovator