

Discover, Create and Accelerate Your Digital Strategy

NTT DATA Collaboration Center

Benefits:

- Accelerate time to value
- Envision new solutions and experiences with rapid prototyping
- Create tangible outcomes via roadmaps, proofs of concept and roadmaps
- Measure the viability of your strategy
- Leverage industry and cross-industry knowledge and research

Embracing the user experience is key to business survival

It's no surprise today that understanding and exceeding your customers' expectations is paramount. Not only are expectations continually changing, but the time to address them is narrowing exponentially. As the digital revolution continues to accelerate, what works in the morning will be outdated in the afternoon. Keeping up is no longer enough.

The only way to ensure you're relevant in this revolution is to be revolutionary — not just when it's easy, but all the time, in everything you do. That takes commitment, expertise, vision and a new perspective. Deciding where to focus, testing possibilities or gaining a new perspective that changes your course can determine if your business stays relevant (or not).

It all starts here

At the NTT DATA Collaboration Center, we can help empower your business to compete more aggressively and disrupt with purpose. To do this, we facilitate conversations, jointly tackle challenges and innovate together to solve your unique business problems. With any visit, we believe it all starts with listening. To prepare for your visit, we listen to:

- **Your business challenges.** We take a holistic approach to creating digital solutions that optimize, energize and engage the user experience.
- **Your customers, employees and partners.** To uncover the insights that drive your business, we continuously learn from your customers, employees and partners. This can help you design new products, services and experiences that will not only delight your advocates but convert your detractors.
- **All channels available inside and outside the enterprise.** From social media and the contact center to sales, marketing and product management, we help you gain insights into every channel available.
- **Your business's digital maturity.** We work with your current environment to develop solutions that will help your business right now, while allowing room for necessary growth.

NTT DATA Collaboration Center

What's in a visit?


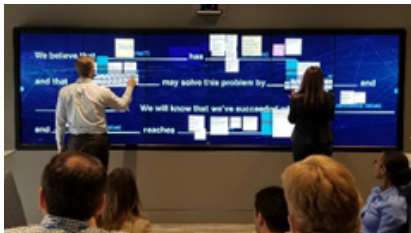

Our world-class Collaboration Center is an immersive and interactive space where great minds (yours and ours) come together to engage, discover, unravel the issues and create the solutions that will transform your business. Together, we turn insights into action by exploring ideas that spark answers and accelerate your business. Tell us your challenges, and our team of Innovation Ambassadors will develop a personalized blueprint in preparation for your visit.

Each moment is purposefully crafted and designed to help you improve business outcomes and agility. Together, we'll plan strategies focused on the future to keep you a step ahead in this digitally dynamic world.



Types of visits

We customize visits around your specific business challenges or where you are on your digital journey, and then generate next steps to explore. There are several different types of visits — each with a specific outcome in mind.

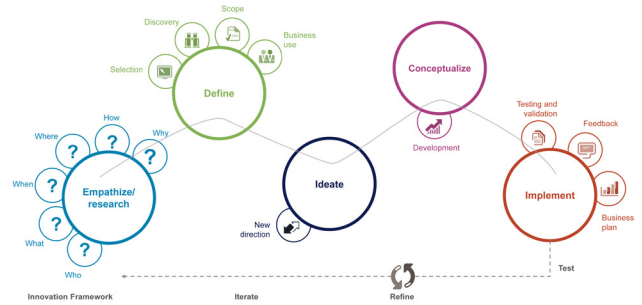
Influencer Showcase, 60-90 minutes	Business Discovery, 2-4 hours	Adventure Lab, 1 Day or Multi-day
 <p>Influencer Showcases enable you to experience NTT DATA at its core: Who we are, what we do, why we do it and why all of that matters. While this visit is meant to educate and create awareness, the result is an experience that inspires and can outline the next steps of discovery.</p>	 <p>Business Discovery, in-depth problem-solving sessions, help you quickly identify challenges and address possible solutions. We discuss areas of interest, prioritize options and discuss our recommendations. This can lead to scheduling a day in our Adventure Lab, where we accelerate strategies for transformation.</p>	 <p>Adventure Lab, a full-day, or multi-day collaboration session, allows you to work with NTT DATA experts to create tangible solutions and an implementation roadmap. We take a human-centered, Design Thinking approach to help you better understand your customers and/or employees and to create new products or improve existing products and strategies.</p>
<h3>Activities and outcomes</h3>		
<ul style="list-style-type: none"> • Introduce and explore capabilities and solutions • Communicate methodology and techniques used in the center • Inspire possibilities and areas to further explore 	<ul style="list-style-type: none"> • Explore challenges impacting your business • Uncover possibilities and breakthrough moments that can drive new business • Gain a deeper understanding of industry challenges and potential solutions 	<ul style="list-style-type: none"> • Accelerate strategy and solutions • Conceive possibilities and enable tangible outcomes • Create a solution implementation roadmap

Process and technology

In the Collaboration Center, we use various tools and techniques to seamlessly blend the physical and digital — creating an immersive, hybrid experience. Together, we'll explore your needs and challenges, evaluate friction from a customer and/or employee perspective and listen to social channels to gain insights. The goal is to design a social and digital journey that accelerates results, enables profitable growth and disrupts the market to set new standards in your industry.

Design Thinking

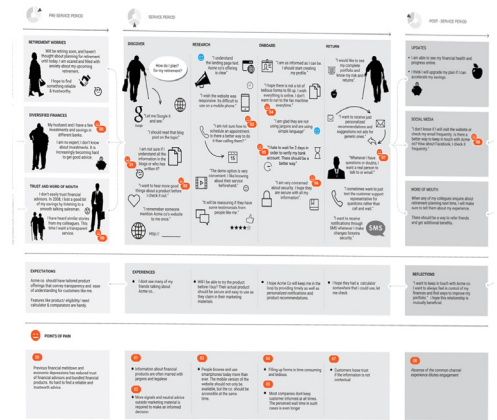
Design Thinking at NTT DATA starts with framing a problem supported by research and empathizing with your customers' journey. We then ideate and identify a set of solutions and create a prototype that can be explored for a final decision. It's not just about creativity; Design Thinking combines problem solving with collaboration from all parts of the business to create or design solutions that work at every level of the organization. The results often help create alignment and strengthen business goals, while bridging the gap between the needs of the business and customer satisfaction with input from customers and other employees. This means leadership can ensure there's a business case before committing significant budget and time to a solution.



Journey mapping

A customer journey map is a visual tool that draws on your customers' experiences to help identify and target relevant touch points with the greatest return on investment. By identifying these touch points, the map becomes a centerpiece to your customer experience planning process and aids with designing your digital transformation roadmap.

Your customers encounter touch points even before they begin to experience your service. These phases of interaction can be categorized into simpler steps such as: investigate, prepare, apply and use. By mapping the customer point of view as each person interacts with your service, you can understand your customers' experiences and expectations under each individual category and predict opportunities for improvement as well as possible solutions to directly address these expectations.



Friction assessment

Journey maps are great, but how do you quantify the customer experience? That's where the NTT DATA Customer Friction FactorSM (CFFSM) assessment comes in. It's a quantitative method for evaluating friction within a customer experience and driving transformation. CFFSM can help you:

- **Understand your customers.** Develop an understanding of your target customers and how they conduct business while identifying and quantifying customer friction within that experience.
- **Identify the root causes of customer friction.** Based on this deeper understanding of customer friction, we can help you plot a roadmap and prioritize initiatives that will deliver the greatest improvements in customer experience.
- **Improve the customer experience.** Through finding and fixing high-friction areas, you can deliver seamless service that delights customers while reducing or containing internal costs.
- **Find and fill the gaps.** Pinpoint, measure and mitigate customer friction where it hides within your customers' experiences — online, in-store or over the phone.

NTT DATA Collaboration Center

Behind the scenes

The Collaboration Center offers a unique, interactive and one-of-a-kind space that completely surrounds you — literally 360 degrees. From four interactive walls that support over 36 simultaneous touches on each display, you can interact, discuss and collaborate like never before.



Whether you're brainstorming new ideas or exploring in-depth social and business analytics, the center (and our onsite experts) can support business discussions like never before, engaging your team to envision possible solutions in completely new and dynamic ways.

The center comes equipped with:

- Radio-frequency identification
- Virtual and augmented reality
- Virtual assistants
- Internet of things
- Industry tech walls
- Robots and artificial intelligence

Accelerate your digital journey with NTT DATA

At NTT DATA, we believe delivering engaging, individualized experiences that merge the physical and digital is central to building customer advocacy and a competitive advantage. We understand that enabling amazing experiences takes continuous innovation and insights. Our focus is to help you fully engage your customers, partners and employees through intelligent insights, processes and technology for profitable business growth.

What makes us an industry leader in digital strategy solutions?

Knowledge as a disrupter

NTT DATA Innovation Ambassadors serve as idea agents who solve business problems. These highly skilled consultants support conversations, both in our Collaboration Center and onsite at your business. While each of our Ambassadors is an expert in a specific industry, together they offer a unique perspective from their experience developing solutions for a wide variety of industries.

Collaboration Center and Adventure Labs

Our physical space offers an immersive, interactive and inspirational experience where you can explore new ideas and work with our Innovation Ambassadors and Design Thinking experts to brainstorm innovative solutions for your business challenges.

Methodology focused on harnessing advocate insights

We offer a human-centric, data-driven approach that helps your business develop empathy with the people who interact with your brand locally and globally. This enables us to create positively disruptive solutions that drive crucial consumer, employee and partner advocacy. We like to shake things up, and we do it well.

Digital intellectual property

Would you like VIP access to proprietary methods and tools that continuously capture user experience sentiment? As our client, you'll be able to gain insights and information no one else in the industry can provide.

Visit nttdataservices.com/collaboration to learn more.

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.

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