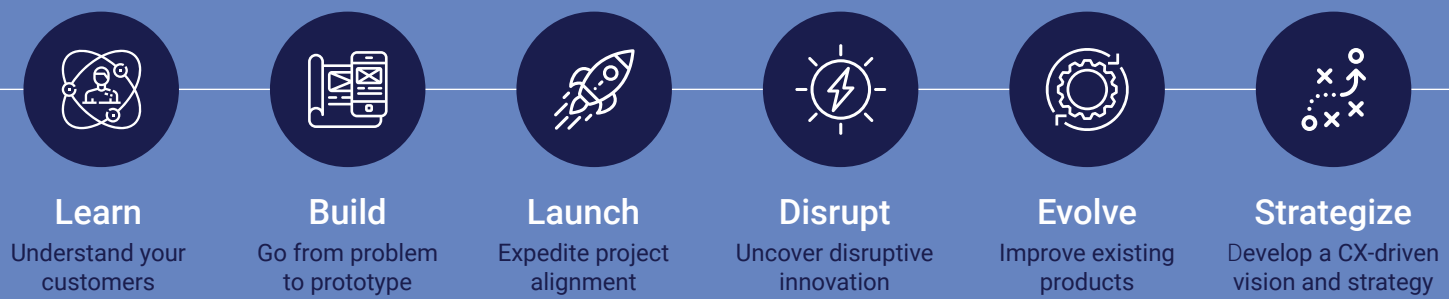


Uncover Insights & Accelerate Innovation

Solve your most pressing business challenges in your very own Focus Lab

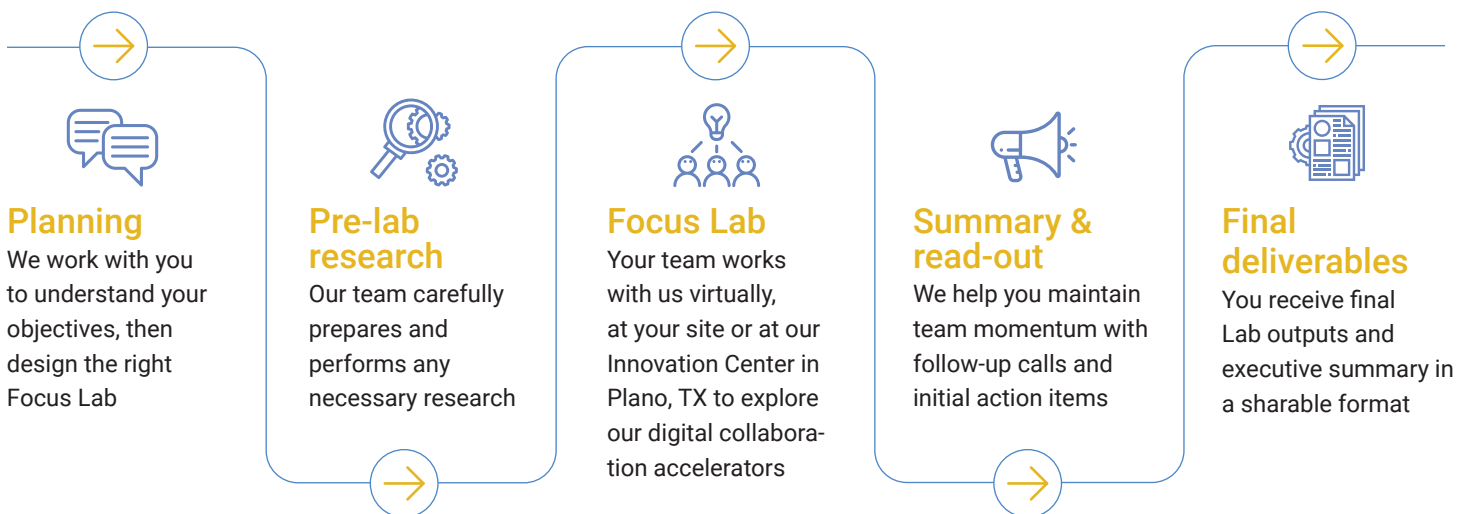
Great minds come together during a Focus Lab with NTT DATA to quickly turn insights into actions that will transform your business. By combining proven design thinking methodologies with industry expertise, we help build in-demand solutions, develop critical customer experience (CX) strategies and solve business challenges.

Objectives for a Focus Lab

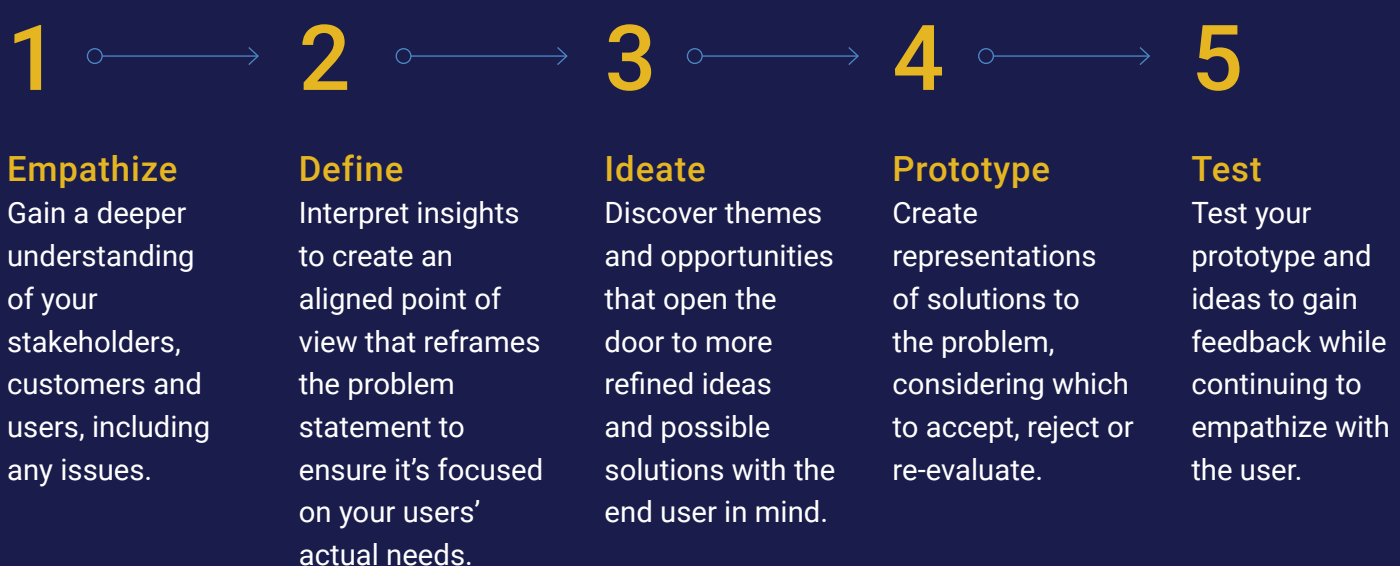


Begin your Focus Lab journey

Our subject matter experts partner with you every step of the way, working with you to understand your objectives and identify opportunities that lead to practical, tangible results. Here's how it works:



From problem to prototype: Five steps to tangible outcomes



Client success stories: How Focus Labs have helped teams accelerate solutions

Richer insights

Timeline: 1.5 days

Challenge: The chief medical officer needed a way to quickly synthesize data to drive more strategic and timely action.

Outcome: Through a Focus Lab, the team created six prototypes of executive dashboards.

New market opportunities

Timeline: 3 days

Challenge: A company in the IoT space needed to create a smarter and safer home/life for customers with existing or new products.

Outcome: With a fresh perspective on target audiences, the team created a new business model and roadmap of products.

Strategic alignment and direction

Timeline: 3 days

Challenge: A manufacturer wanted to create a unified strategy and a streamlined mechanism to more efficiently leverage data across the business.

Outcome: The team achieved strategic alignment across functional groups, prototyped a new data-driven employee journey and crafted a high-level roadmap.

Bringing teams together in different ways



Let's Collaborate

At NTT DATA, we believe delivering engaging, individualized experiences that merge the physical and digital is key to building customer advocacy and a competitive advantage. We're ready to collaborate with you.

[▶ LET'S GET STARTED](#)