# Digital With No Drama: Four Business Priorities for Success

# What You Will Find Here
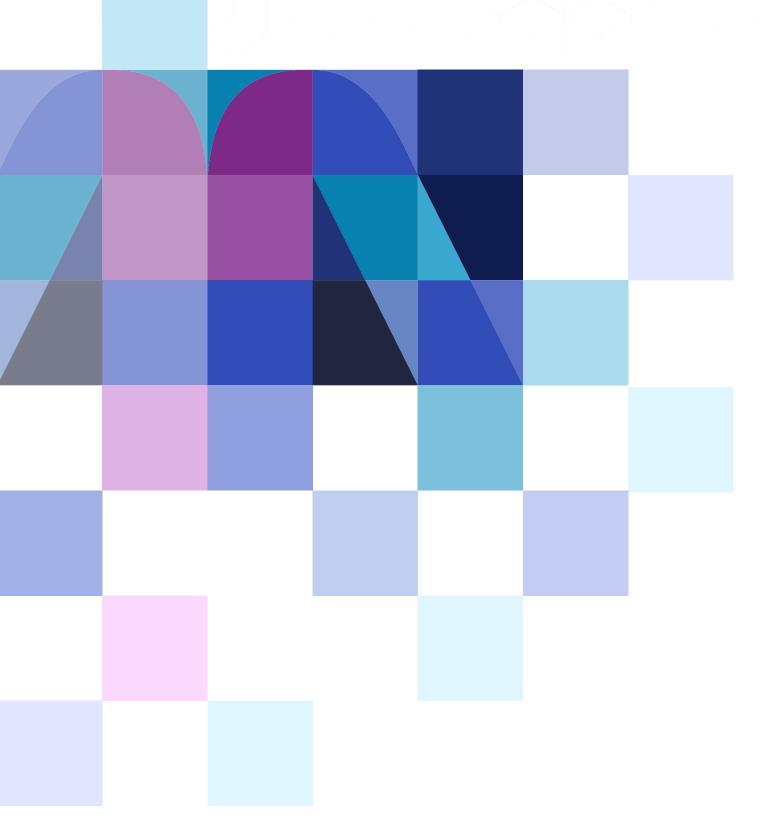
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**Get started today: Schedule a (drama) free consulting session to learn more.**

# Drama-free digital transformation

It's no secret that without a strong foundation, building an innovative, future-ready organization is nearly impossible. But what if the blueprint for organizational resiliency was clearly drawn? Or the structure for transforming a workforce was firmly in place? Or what if the tools you need to build a resilient operating model were within reach?

All these possibilities are real and ready for use within a drama-free digital transformation initiative. A solid digital foundation gives your organization the plans, structure, environment and tools you need to grow and innovate. With a confident and focused workforce, clear data insights for business strategy, experiences that make stakeholders happy and tools to manage disruption, your organization is ready to win in the market.

"When the pandemic started, our agents were not able to deliver policies to their customers. We used the opportunity to convert all our policies and make them all electronic. We were able to deliver policies 50% faster than we ever were before and at a 10% lower cost internally.

— Nimesh Mehta, Chief Information Officer, National Life Group

# Digital experiences

## Supercharge sustainable growth through trusted, personalized customer experiences

Digital is the way most things get done. We now expect every touchpoint with our bank, grocer, retailer and employer to be frictionless and secure.

Organizations encumbered with two- and three-year roadmaps to meet customer expectations are already behind. Transformation plans need to be accelerated, documented and measurable — and because preferences change, flexible enough to continuously improve.

Leading organizations create trusted, personalized experiences by staying customer-focused and using digital technologies, including data and artificial intelligence (AI). It takes a product mindset and agile capabilities to sustain growth in the face of constant change.

**Get more insights and perspectives on trusted experiences.**

" NTT DATA helped us deliver a home run with our new First-Aid & Safety (FAS) mobile app. The app is intuitive, fast and ensures that we have the operational efficiency to deliver great customer service. The response from the field has been amazing. "

– Mohan Bukkapatnam, Director, IT Strategic Portfolios, Cintas Corporation

# Workforce transformation

## Conquer unpredictable demands with a united, modern workforce

The work landscape is shifting, and employees are the most important stakeholders in your organization. Today's leaders must focus on the human side of business by attracting talent, growing employee engagement and encouraging the adoption of the latest tools and technologies.

Finding and keeping the right people for your organization starts with bolstering your employee value proposition beyond compensation. Employees consider organizational culture, corporate values and career growth when accepting — or staying at — a job. Successful businesses build training programs that help employees gain new skills through personalized learning paths that are accessible and fun.
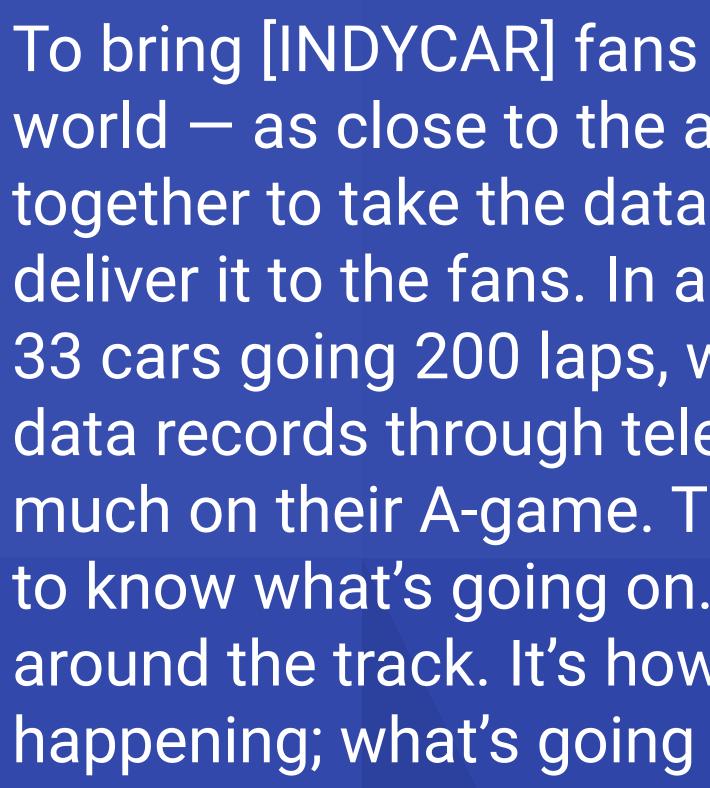
But even the best-laid plans can fail without a focus on user adoption. Taking care of the human element and addressing organizational change management throughout project and employee lifecycles mitigates risk and optimizes speed to value.

**Get more insights and perspectives on the future of work and how to transform your workforce.**

"To bring [INDYCAR] fans — at the venue and around the world — as close to the action as possible, we worked together to take the data generated during the race and deliver it to the fans. In an Indianapolis 500-mile race with 33 cars going 200 laps, we take something like 8 million data records through telemetry off the cars. Fans are very much on their A-game. They want more data; they want to know what's going on. It's not just watching cars go around the track. It's how come this happened or why is this happening; what's going on with this driver or that driver.

– Roger Penske, Chairman, Penske Corporation

# Data-driven enterprise

## Power your organization's full potential with on-demand information and any-time access

Data gives your organization a competitive edge. Data leaders are more likely to enter new markets, monetize their data and swiftly invent new business models. Those who understand and trust the value of their data will be the winners in today's digital world.

Most organizations aren't using their data to its fullest potential because it's siloed and hidden from view. Additionally, many organizations perceive moving data to the cloud or across platforms for analysis as difficult and time-consuming. And though leadership expects actionable insights, success with analytics and AI requires high-quality, accessible data.

Confidence in data starts with the ability to seamlessly integrate data sources throughout your enterprise. Next is establishing strong data governance and security and reinforcing data accountability and ownership. Once your organization creates a culture of data excellence, the potential and possibilities for using it are limited only by your imagination.

**Get more insights and perspectives on how to become a data-driven enterprise.**

> Our business processes continue to become more complicated and more advanced as we globalize. There are tons of opportunities with automation. We were able to reduce what was normally about a two-week process for four or five people down to a one- or two-day process for one person without lowering the quality that goes with that test cycle.

— William Compton, Chief Information Officer, Integra Life Sciences

# Business resilience

## Defeat disruption with resilient business and operating models
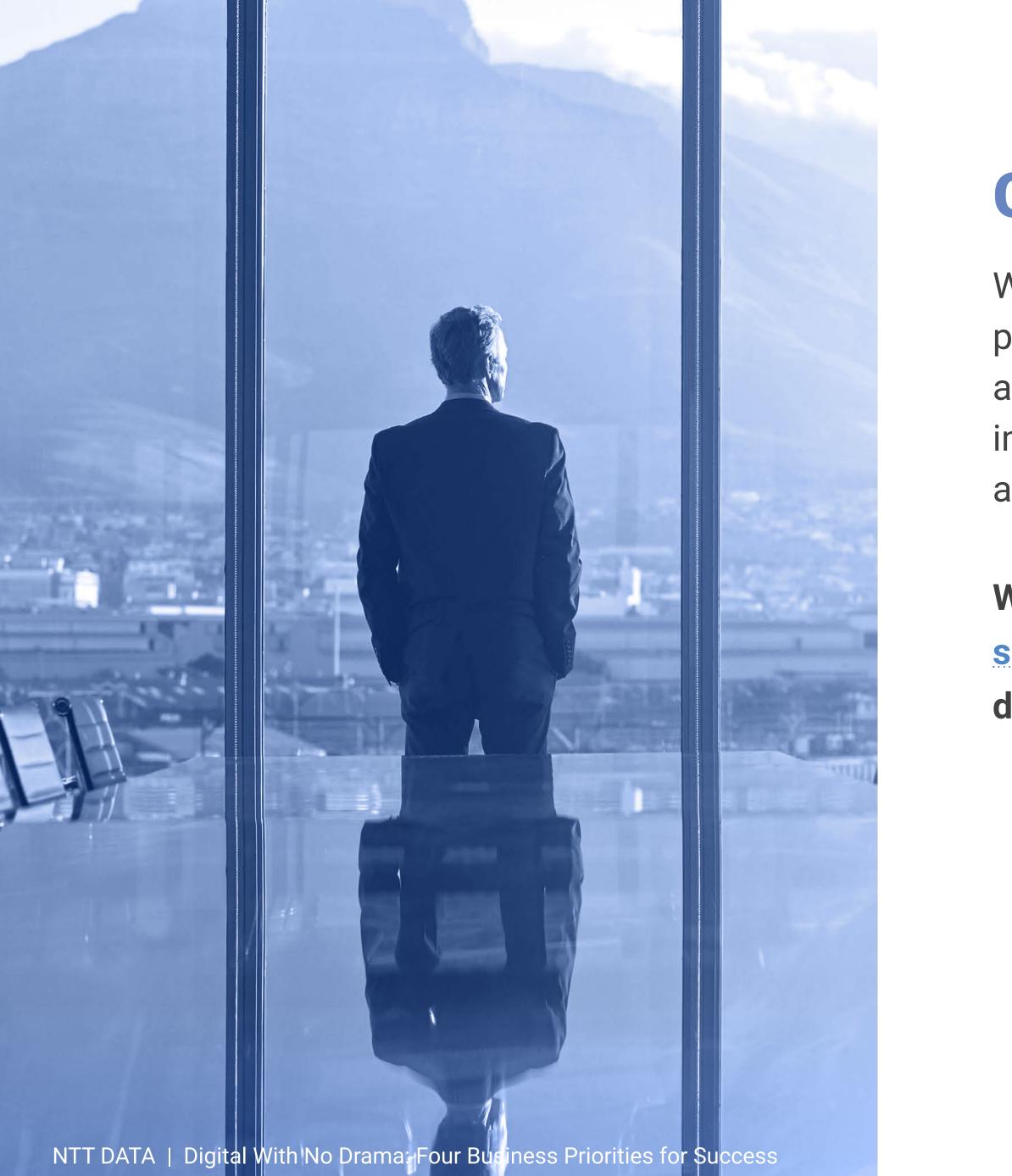
To thrive in a disruption-driven world, organizations need to respond, adapt and evolve quickly. Transforming your organization now puts the power and control over how you respond to future pandemics, disasters, labor shortages, supply chain issues — pick your disruptive episode — into your hands. The lessons learned from the recent global pandemic are valuable, after all.

You may know where you want to pivot in the face of incremental or sudden change, but technical debt from redundant and outdated processes, platforms and technologies often stands in the way. By proactively attacking these impediments you can close the gap between what your organization has today and where it needs to be tomorrow. This will simplify your technology landscape and increase efficiency. A digital-first mindset also helps decrease time to market for new products and services while lowering operational costs.

**Get more insights and perspectives on how to be an agile, resilient organization.**

# Get started today

We understand the challenges and benefits of rationalizing portfolios, automating workflows, modernizing applications and moving data to the cloud. We can help your organization improve customer experience, accelerate time to market and scale your business.

**Want to know more? [Schedule a complimentary consulting session today](#) and learn how to remove the drama from your digital data, cloud, workforce and application initiatives.**

# NTT DATa

Trusted Global Innovator

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NTT DATA Services is a recognized leader in IT and business services headquartered in Texas. A global division of NTT DATA – a part of NTT Group – we use consulting and deep industry expertise to help clients accelerate and sustain value throughout their digital journeys.