

3 Strategizing global marketing strategy around P.O.D. Strategy

To become a top-5 global IT services provider in this time of change to better serve our clients and the market

Re-strategize our global marketing and go-to-market strategies on P.O.D. Strategy to interface the market as one global company

This year, the COVID-19 pandemic brought unexpected and fundamental changes to our lives, impacted the global economy, and changed the way businesses operate, perform, and deliver. We have learned, and are continuing to learn, invaluable lessons through this difficult time. As a global business, we were forced to rapidly adapt to our changing circumstances, while simultaneously being forced to wait. In our waiting, we spent a great deal of time reflecting on what we must do to remain successful going forward as a global business and as an employer to hundreds of thousands of people around the world.

To remain globally competitive, we must expand in a time of contraction, outperform our competitors, realize our full market potential as NTT DATA, and be recognized as a leader in Digital. Turning these simple observations into actions requires a great deal of effort, cooperation, and strategic planning. As such, we meticulously developed a three-pronged approach to achieve our objectives which we named POD. POD embodies these objectives and stands for Profitability, One NTT DATA, and Digital.



NTT DATA Corporation
Senior Vice President
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Driving greater profitability is the goal of every business and one we take seriously. As such, we are aiming to increase profitability to 7%. Increasing our profitability requires that we optimize our cost structures; win more business from our existing customers and drive aggressive automation initiatives across our delivery organizations. We believe 7% to be achievable and necessary to our continued journey in becoming a top-5 global IT Services (ITS) provider. To achieve



Figure1. P.O.D. Strategy toward NTT DATA' s 3rd stage growth



Figure2. To win more business with existing customers

this objective, we must be diligent in our pursuit and accept nothing short of our goal. As Master Yoda would say, “Do. Or do not. There is no try.”

Going to market as NTT DATA is an obvious task that most of us would not consider necessary to include in our strategy, but it is an objective that should not be overlooked. More than ever, brand identity is vital to an organization’s position and success in the global marketplace. Businesses must embrace a common, unified approach in their go-to-market strategies. While the NTT DATA brand is among the strongest in Japan, outside Japan, we face fierce competition. To effectively combat our competition, we must be willing to answer some tough questions: who we are, what we want to be known for, what is required for global success. Once we answer these questions, we then need to make the necessary changes. Accordingly, we are taking steps to prioritize and unify the NTT DATA brand through a brand alignment effort across EMEA/L. This effort enables us to better leverage the strengths of our OpCos. We are also rationalizing and

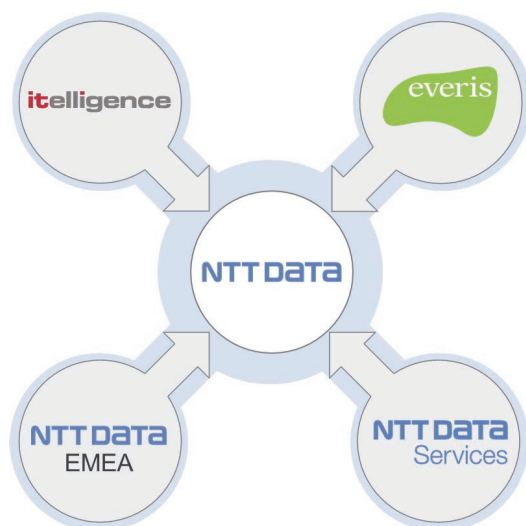


Figure3. One NTT DATA overview - Brand Alignment

launching a single, global portfolio of service offerings. By doing so, we present NTT DATA’s value propositions consistently across the markets we serve. NTT DATA is an incredible brand with a strong and proud legacy. By ensuring our global business collectively represents NTT DATA in a consistent, uniform manner, we honor that legacy and secure our position as a global ITS provider.

Market leadership is challenging because it is always evolving and demanding but is something NTT DATA understands and should maintain in the global marketplace. More than ever, digital solutions are needed and demanded by our clients and their customers. We continue to build on our strength in digital by developing and promoting digital solutions that address new marketplace realities. Our efforts include showcasing our own digitization, promoting thought leadership, focusing investments on the development of digital solutions, expanding our partner ecosystem, and leveraging a consultative sales model. Additionally, we will focus our conversations with leading industry analysts on high-priority topics, elevate virtual industry team participation, and more prominently showcase our R&D efforts.



Figure4. Shifting NTT DATA to Digital player

Despite the challenges in the global marketplace, we have much to look forward to as we work to make NTT DATA stronger and more profitable. By unifying all OpCos under the NTT DATA brand we will serve our clients as a truly integrated, global company. With a singular voice, we will promote thought leadership, our successes, adopt and deliver more digital solutions, and be recognized as a market leader. I hope you look forward with the same excitement and expectation I have as we work to make our POD strategy a reality!