

3 The Power of a Unified Global Brand

Strong Global Brand Brings Recognition, Builds Trust, Signifies Excellence

Acquisitions have been an important contributor to NTT DATA's growth outside Japan. Through each acquisition, we gained strong local leadership, enhanced market position, deep industry and technical talent, IP-based solutions, and a loyal customer base. We have benefited from these attributes as we welcomed these companies into the NTT DATA family, oftentimes as they continued to operate under their legacy brands.

Aligning the brand: Key to a strong identity

Over the last couple of years, NTT DATA has been successfully executing a strategy of brand alignment. Simply put, this entails systematically and carefully sunsetting the legacy brands of companies acquired and formally aligning them to the NTT DATA brand. Aligning under a single brand is a critical step in becoming One NTT DATA.

Operating under a single, global brand is not unique to NTT DATA. Many global IT services companies have embraced this monolithic brand strategy. Consider some of our largest global competitors: Accenture, Deloitte, E&Y, Fujitsu, IBM, and PWC all go to market under one single brand.

Accenture, arguably our strongest global competitor has grown, in part, due to its aggressive acquisition strategy. Over the last 12 months, they have completed more than 50 acquisitions. Yet, with all this activity, most people probably cannot name any of the companies Accenture has acquired



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because its strategy is to build name recognition and value through only the Accenture brand.

Building brand recognition: Key to business success

Building and maintaining a strong, recognizable brand is a crucial differentiator in the marketplace. Below are a few ways in which building the NTT DATA brand can be of particular importance.

- **Defines Who We Are.** A strong brand lets customers know who we are, and is vital to building strong customer recognition – globally. As existing and prospective customers look for an IT services company, we want them to immediately recognize NTT DATA as a company they can turn to.
- **Helps Us Stand Apart.** A brand is a key element that can





Figure Importance of Strong Brand

differentiate us in the marketplace. When our customers quickly recognize and endorse NTT DATA, this helps lend us a competitive edge in the marketplace. The more we build recognition of the NTT DATA brand, the more likely we will be considered when companies are looking to engage an IT services and consulting company.

- **Inspires Trust.** Having a strong, well-known brand enhances our credibility with customers and prospects. As we build our credibility, we also build recognition, loyalty, and competitiveness.

- **Amplifies What We Offer.** With a strong brand, it becomes easier to introduce services to the marketplace. Once brand loyalty is established, customers will look to partner with us as they navigate through the rapidly changing world of technology. In addition, a strong brand generates excellent word-of-mouth marketing, which brings in more qualified leads from existing customers. Brand loyalty through our client base is one of the most powerful forms of advertising.

- **Attracts and Retains Talent.** Brand recognition is not only relevant to customers and prospects. It's also important to the retaining and attracting top talent. As the world becomes increasingly connected and the job market gets ever more competitive, brand is now a critical part of the hiring and retention process. People want to work for a company that is well known, well respected and doing amazing work in the forefront of their field.

Moving the brand forward: Key to representing the power of NTT DATA

By continuing to align under the NTT DATA brand, we can strengthen our market presence as a trusted global innovator through our common identity, shared vision and commitment to excellence. Once fully aligned, our brand can then clearly represent the full breadth and power of NTT DATA for our clients, prospects, and employees.

