Global Innovation Headquarters - Driving strategic investments across the globe to create future businesses.

In May 2022, NTT DATA established the Global Innovation Headquarters (GIH) to strengthen its global management structure. The GIH aims to strengthen its global management structure by enhancing competitiveness in cross-cutting technology areas such as cloud computing and security, promoting global collaboration, and strengthening alliances with vendors. We interviewed Mr. Marvin Mouchawar, SVP of GIH, about its strategy and prospects.

Mr. Marvin Mouchawar's Career

—— First of all, please briefly introduce yourself.

Marvin L Mouchawar I have lived in Silicon Valley in California for over 40 years and have a background in software and Global IT Services. I've been a part of NTT DATA now for nearly 12 years. I've held several different roles within NTT and NTT DATA. Most of the positions have been based within our North American business unit.

Marvin L Mouchawar
SVP(Senior Vice President), Global Innovation Headquarters at NTT DATA Corp.; Board Director at NTT DATA, Inc.

The Background of GIH

—— What is the background behind the establishment of the Global Innovation Headquarters?

Marvin Global Innovation Headquarters, GIH is a new NTT DATA corporate organization that was established to help accelerate the next phase of our NTT DATA's growth strategy and was delivered the new mid-term management plan.

The formation of the group was aligned with the formal launch of our newly combined international business which was combining NTT DATA global business with NTT LTD business.

The key elements of our corporate go-forward strategy are strengthening our global business and increasing our market competitiveness to accelerate our innovation efforts and evolve into an asset-based business.

So, in particular, GIH was established to strengthen NTT DATA's core technology areas to deepen our relationships with our key partners to manage our global assets and to promote global collaboration against all of these objectives.

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The Structure of GIH

—— What is the structure of GIH?
　　How will you drive the global business forward?

Marvin Collaboration is essential for NTT DATA to be recognized as a global innovator.

I firmly believe this in mind. I have assembled a team of leaders to set the strategic direction to manage key priority areas and to drive what is vital cross-company collaboration.

So GIH is organized to support key areas, which include the incubation of innovation and our relationships between these next and our next-generation partners.

And this includes potential M&A considerations.

We also have support areas focused on our mainstream global technology focus points. And these are areas that include Application Development and Management. What we call ADM, Enterprise Application Services, which we call EAS, has critical partnerships in our business around SAP, Salesforce, and Service Now. Those are our very strategic three partners of ours.

I mentioned SAP, Salesforce, and Service Now, but it also includes relationships with Amazon, Cisco, Google, and Microsoft. These are all significant strategic alliances of ours.

And then, we have another key support area in what we call our global digital asset management. And in partnership, back to the collaboration with the NTT DATA operating companies. Each of these teams has cross-operating company committees that work together to define the strategies and determine the best ways to apply innovative investments to accelerate our position in the various market segments.

The Characteristics of NTT DATA's Global Locations

—— What are the characteristics of each of NTT DATA's global locations by region?

Marvin Each region is crucial, and they play an instrumental role in us. We've been established since July, so we're three months, or this is our fourth month of operating as GIH.

We have been coordinating and having intense meetings with each of the operating companies representing Go-to-Market in the key regions in the Americas and Europe. We will also be meeting with go-to-market organizations in the Asia-Pacific region. Of course, in Japan, we have already had many meetings over the last four months.

Every region is instrumental in terms of our relationship with them. And we are playing a role in the collaboration to achieve our innovation goals as an overall company.

In North America, for example, their strength in the healthcare marketplace, financial services and insurance marketplaces, manufacturing areas, and government business are powerful.

In Europe. It's a little bit different. It would be less of a public sector business. And as it relates to manufacturing areas, more focus towards the automotive segment of manufacturing. Of course, they do excellent business with banks in the banking segment in Europe.

There are nuances between the different regions. But in the end, we are focused on those key technology focus areas of ADM, EAS, data and intelligence, security, and cloud. There is a common innovative thread across all the regions that we can work together and deliver to our clients.

The Mission and Goals of GIH

—— What is the mission and goals of GIH?

Marvin GIH's mission is to drive our global business growth with innovative asset-based offerings and technology investments and to strengthen our international collaboration to provide business solutions, leveraging technology to contribute to a sustainable society.

Some of our near-term goals are to help support the new integration between NTT DATA and NTT LTD with a focus on harvesting and harmonizing the combined product and service portfolio assets and partnership.

We want to work with the business to optimize our strategic investments, ensuring that the investments we are making a line with the established corporate and technology strategies.

And let me point out our strategic partnerships and alliances. This is an integral part of our mission and goal statement.

For example, as we grow our asset-based business, third-party partnerships will play an important role.

We can't underemphasize that they are essential to our growth and achieving our midterm management plan.

We can strengthen the relationships with key partners by clearly articulating how they fit into our solutions portfolio and how the mutual success between us and them can be achieved as we work together to deliver value to our clients.

GIH is The Newly Formed Organization

—— GIH is a newly formed organization, but do you have any specific examples that can give us an idea of your approaches?

Marvin   There are many success stories.

One that I'll pick off that is noteworthy comes from the city of Las Vegas and its nearby county. It's not only the city itself but the surrounding area of Las Vegas. Over the past six years, we've built a solid relationship with the city and the county. And not only is it a strong relationship, and they've become a great co-innovation partner with us. We've partnered and co-collaborated with areas that span our key technology focus areas. Hence, it spans not only applications but our analytics, security, and cloud business.

For example, we have co-created a smart city solution with the city of Las Vegas that helps them manage the city's overall public safety and crowd control.

GIH: Overall Priorities

GIH Mission and Charter

➢ Drive global business growth with innovative, asset-based offerings and technology investments.

➢ Strengthen global collaboration to provide business solutions leveraging technology to contribute to a sustainable society and in partnership with the broader innovation eco-system.

Next Gen Solution Incubation

Strategic Alliances

Global Tech Focus Areas

Digital Asset Mgmt

Innovation Growth Forums

Investment Optimization

Figure 1. GIH Mission and Charter

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In major area entertainment districts within Las Vegas, we've worked with them, NTT DATA has worked with them to deliver this solution, and they've been using it for the last several years.

This same solution has expanded to the county areas, including parks and recreational areas, that the government uses to ensure the cleanliness and safety of those park areas again.

And most recently, we've begun a co-creation process leveraging our private 5G, and the edge is the service capabilities, which was most recently announced last month at the Mobile World Congress in Las Vegas.

We will work with Las Vegas and how they will leverage our overall cloud edge solution again to deliver much better services to not only their constituents in the city of Las Vegas but also the surrounding counties.

But more importantly to obviously the tourism business that visits Las Vegas on a very frequent basis.

About The Eco-System of NTT Data Group

—— What do you think of the eco-system that NTT Data Group has?

Marvin　When we refer to the apartment with the broader innovation eco-system, it includes all folks around the world, so not only Europe and the Americas but Japan and the rest of Asia pacific.

It's fostering the collaboration within that eco-system, not only within our partners, whether they're based, they're our partners are headquartered in Europe or America or Japan, but it's just fostering that collaboration so that we can all learn and benefit from that innovative eco-system.

I've seen some exciting assets and offerings we've gone to market within Japan that we can leverage and use with our clients headquartered outside of Japan. So definitely one of our initiatives as part of GIH.

About Investment Plan in the Future

—— What kind of investments do you plan to make in the future?

Marvin　We're very encouraged and confident about our prospects for success in achieving our midterm management plan. I've mentioned that effective collaboration is across our growing NTT DATA organization. We need to make wise investments in the right emerging technologies, and our people are critical to our success.

We will continue to invest in the core technologies that underpin our current offerings, the ones I've mentioned before, our key focus areas, and digital assets within these areas to help drive our growth and competitiveness.

A key focus of our global growth strategy is what we've called the shift of digital. These technologies enable new digital business services central to our client's business transformations and to solving really complex societal challenges.

Some of the technologies that are interesting and very unique, and key for the future include artificial intelligence and, machine learning, Block chain. Of course, we've been making substantial progress and investments in, including Edge as a Service technologies.

Several Topics and Personal Interests

—— Are there any areas or topics of personal interest to you for growth?

Marvin　I have many right now. I've been getting into this organization and learning much about what's happening across our operating companies.

It's been a fantastic position to see all the innovative efforts going on across the many units and regions within NTT DATA, but maybe if I just focus on one that I have a lot of interest in and, you know, some passion around. And, of course, it comes partly given that I'm home-based

here in California, but it's all about sustainability.

Sustainability is a really important initiative, not only for NTT DATA but for the world.

It's wonderful to see NTT DATA embracing sustainability as a theme. I'll be spending a lot of time and focus on the technology and innovations that can help support that theme and help drive our sustainability goals.

What is it about for us? It's about focusing on technologies and innovations that create environmental, social, and economic value to realize a sustainable society intrinsic to our new midterm management plan.

And it's crucial for us. Every day, think about how we can provide better solutions for our clients and employees to become a more sustainable society.

And then, it's important to be an inclusive society, ensuring diversity, equity, and inclusion. So those are all kinds of sub-themes under our sustainability goals.

I've recently been engaged with our Green Innovation Office, an organization established in October 2021 to promote green innovation toward carbon neutrality in the global community. I'm looking forward to learning more about several things related to this office, specifically an overall committee that has been established in our climate change action. I think personally, that's something I'm very interested in and is very important for us to embrace going forward.

We, Global Innovation Headquarter, will globally promote strategic investments to realize NTT Data Mid-term Management Plan, "Connecting all people with technology to realize a sustainable society together with our customers" by strengthening competitiveness in cross-cutting technology areas and promoting global collaboration. I am excited, and there are many things, and I look forward to how we can move each one of those forward as best we can.
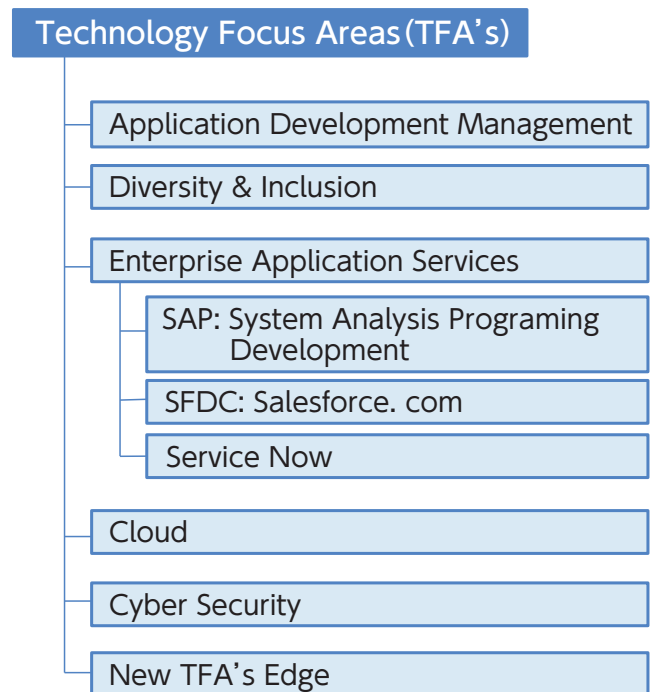

Figure 2. Technology Focus Areas

Figure 3. GHI Investment Strategy Lead