The Executive's Guide to Unleashing the Power of Data

Connect your data and technology
for insightful decision-making

NTT DaTa
Trusted Global Innovator

Actionable data is critical for the success of any organization. In fact, data is at the heart of every enterprise; it contains all the information about the organization and the world around it, including customers, partners and third parties. Unfortunately, about 43% of organizations say they have inaccurate data and less than half (46%) are completely confident in their ability to use data to inform decision-making.*

But turning data into knowledge isn't just imperative to compete in today's markets; it will be even more important for growth and future success. If your organization commits to transforming into an insights-driven enterprise, you'll be able to consistently outperform peers that don't make the same commitment.

* NTT DATA. "Innovation Index: Shifting from Disruption to Growth." December 2022.
  https://us.nttdata.com/en/insights/innovation-index

It's time to unleash the power of data

Accelerate business insights for decision-making

Ensure that data can be analyzed at all points of the enterprise to enable data-centric decisions

Syndicate data throughout the enterprise

Harness the power of the latest modern data management technologies to drive value

Leverage governance to enable data confidence

Take steps to ensure that all corners of the enterprise trust the data that's accessible and available

Optimize actions with human-machine partnership

Balance human and technology resources to create enterprise efficiency and reduce errors and costs

Achieve data excellence through culture and operations

Prioritize data assets so teams can understand and harness the value of that data to drive culture change

From data to decision
Accelerate business insights for decision-making

Analytics and insights are key if your organization wants to be data driven. Insights from your data reveal what actions you can take to improve your business or to perform the next course of action. Start by building a strong foundation for data, including accurate data and analytics to drive the insights you seek.

Another component of this journey is making these insights accessible to the people who need them most, be it a sales executive who wants to know how consumers made their decisions or a call center executive who requires accurate information while speaking to a customer.

Actionable insights require data that's accessible and accurate.

Looking to create trusted, accessible insights across your organization?

Start by asking these questions

1. Are you able to ensure a single source of truth in your data repository?

2. Do you have confidence that your reports are accurate?

3. Are you using data insights to achieve tactical and/or operational goals?

4. Are you currently leveraging data insights for effective decision-making and long-term strategic goals?

If you answered "no" to any of these questions, then it's time to understand how leveraging relevant, accurate data and ensuring traceability can help you make data-fueled decisions.

Accelerating business insights can help you enhance customer and employee experiences, automate the right tasks to improve efficiency and yield true organizational value because you can:

Shift from reporting to predictive and prescriptive decision-making with flexible and distributed data

Generate more impactful insights and even real-time decision-making with distributed data discovery

Increase the speed of decision-making by providing access to data at the right time and place

Gain a clearer understanding of the source of your data, and use reports and metrics across the organization
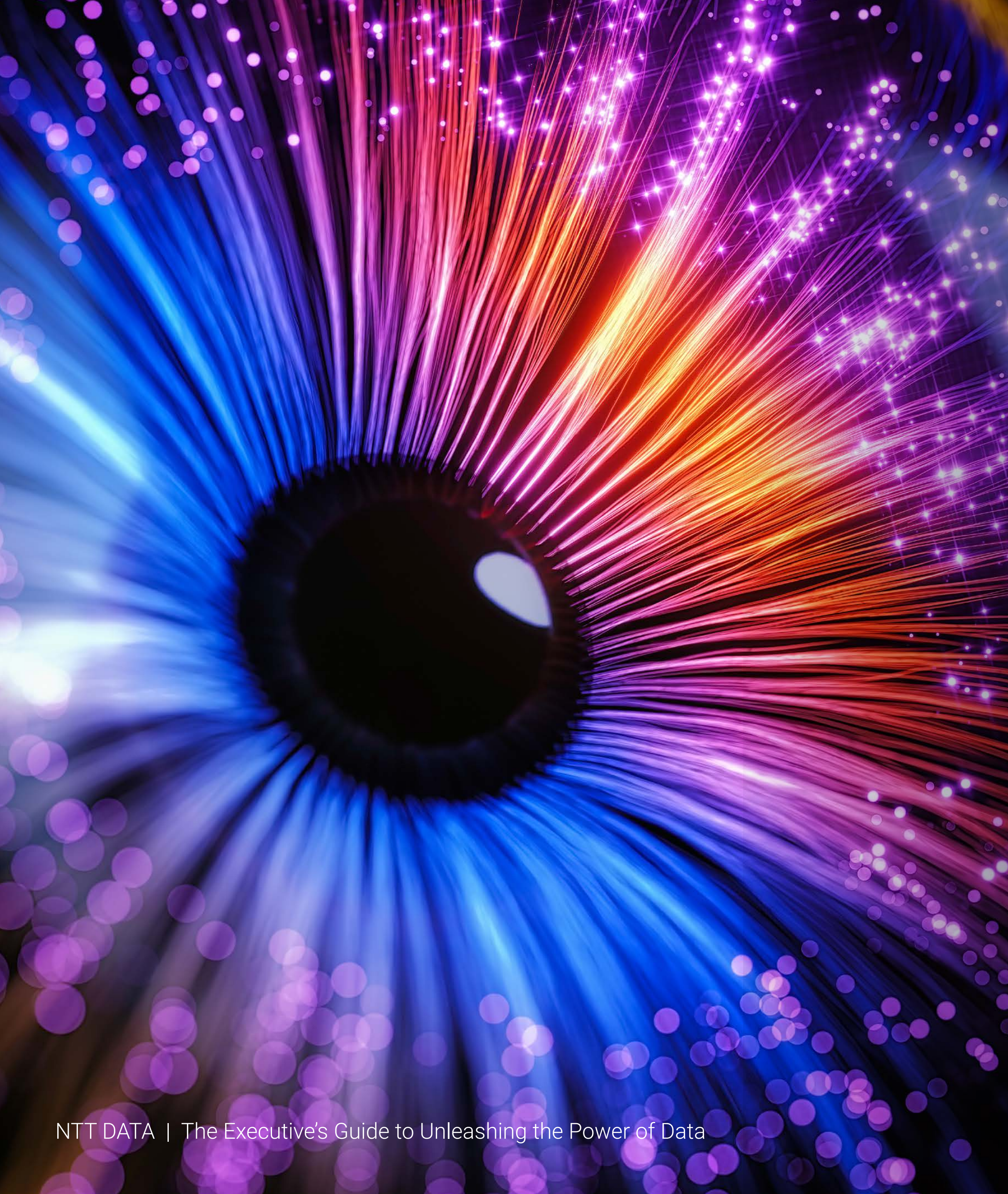
Accessible insights start with providing the right data to the right people at the right time — and having the ability to integrate it all with the right technology stack.

Act now

- Identify areas in the organization that are ready to implement an accessible insights solution

- Determine what implementation would have the biggest impact

- Assess your data maturity and develop a roadmap to move up the curve

- Implement a governance program for the rollout of tools and integration solutions

A leading U.S. manufacturer wanted to develop an end-to-end business intelligence solution to maximize insights for inventory management, monitor products and parts, and anticipate failure to reduce fleet claims costs.

NTT DATA created a failure prediction algorithm and implemented an elastic net model that generates daily predictions. The solution forecast error cuts by more than 40% and enabled proactive repair scheduling. It can also be leveraged to improve inventory management and simplify repair scheduling operations.

Data for all

Syndicate data throughout the enterprise

Data is growing too big, changing too fast and becoming hyper-distributed, making it complex and challenging to manage. Traditional data integration methods don't have the scalability to keep pace with this rapid change, and organizations are often unable to integrate, analyze and share their data efficiently.

That's where data fabric comes in. This modern data architecture concept accelerates the connection between new data sources and data consumers and drastically reduces the time to generate insights and data-driven actions.

Syndicating data requires scalable, modern data technologies.
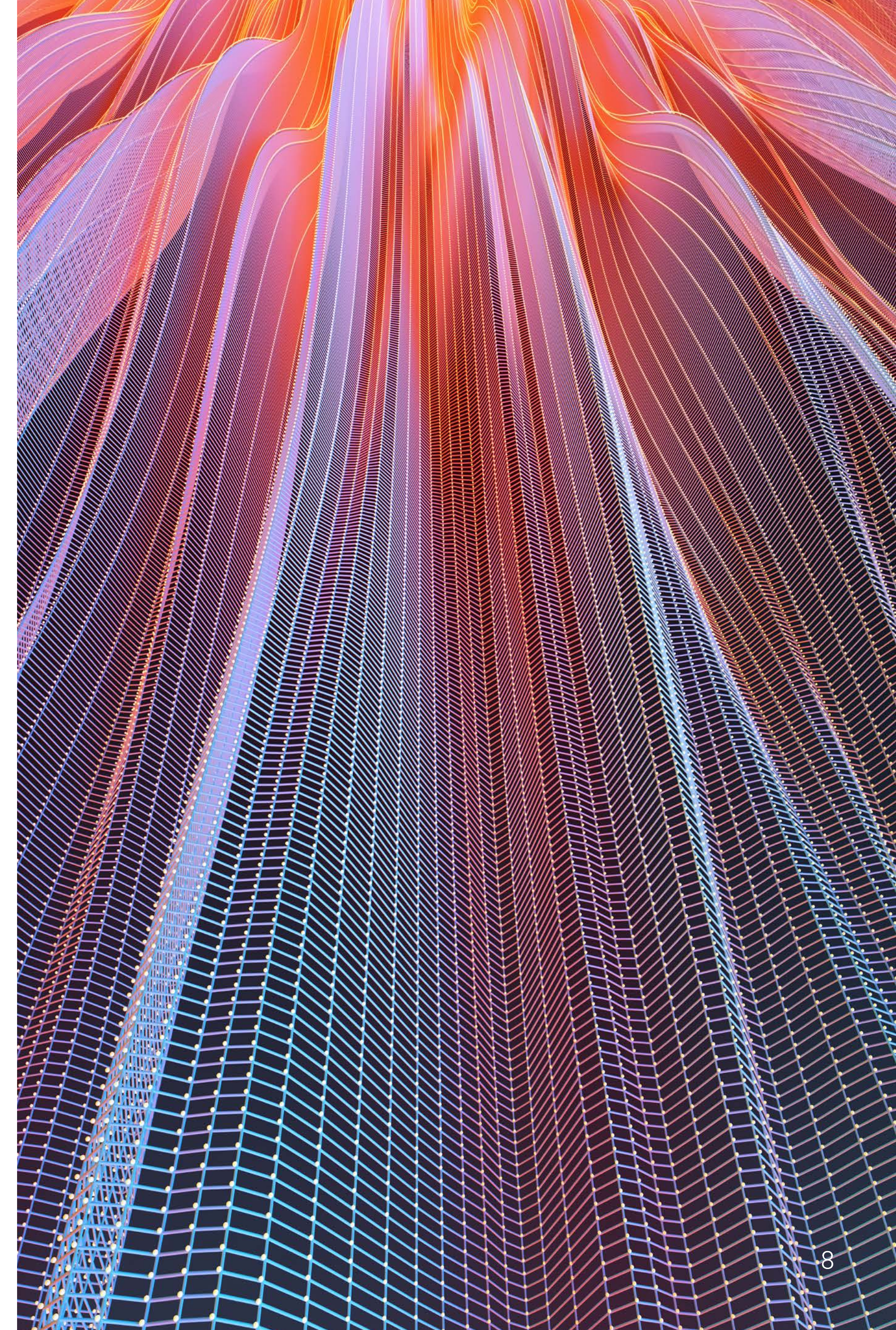
If you're looking for ways to make data discoverable quickly and efficiently, ask the following questions:

1. Can your data be delivered to the right people and leveraged in the right place to generate value?

2. Is your data dependable and easily accessible?

3. Are you using data warehouses and/or data lakes but not getting the full value you expect?

4. Have you migrated your data to the cloud or are you considering data migration?

5. Do you have data in silos and are unable to integrate your data?

Are you struggling to clearly answer all these questions? Then it's time to consider data fabric, an emerging end-to-end management and architectural approach that drives value.

Syndicating data throughout the enterprise using modern data management technologies eliminates silos and makes data discoverable and easily usable across the network by:

Optimizing and automating data integration while eliminating errors and other inefficiencies to deliver quality data

Enabling secure, consistent and quick data discovery across the enterprise

Minimizing complexity and enabling data reuse by leveraging data of all types — structured, semi-structured and unstructured

Syndicating data throughout the enterprise harnesses the power of the latest data management technologies, including data fabric. It helps accelerate data adoption through timely and trusted recommendations and enables business users to consume data with confidence.

Act now

- Evaluate your current data-as-an-asset maturity levels

- Assess whether you're at a Data 1.0 or Data 2.0 level, and whether you're able to adopt Data 3.0 concepts

- Depending on your maturity level, develop a business case for projects and programs to help the organization see the value in adopting Data 3.0 and an integrated data fabric

- After determining a business value proposition, develop a roadmap for adoption with a trusted implementation advisor; start with a feasible problem statement that doesn't lead your organization to upending or rebuilding the entire data supply chain infrastructure

NTT DATA designed a data fabric-based architecture for the data ecosystem of a health benefits management company. We recommended an approach that could reuse existing data warehouse models and mature components of the data fabric to:

- Improve affordability through scale and administrative cost efficiencies

- Increase data access through geographic reach and product diversity

- Improve quality of health through enhanced capabilities for population health and clinical engagement

- Streamline customer experience by investing in innovative tools and capabilities

The secret to data confidence

Leverage governance to enable data confidence

Does this sound familiar: "These results are not what we expected; can we really trust this data?" Confidence in data is key to success because poor data equates to inaccurate information, which results in higher processing costs and faulty analysis. Inaccurate information also further undermines management's confidence, leads to poor operational decisions, and could even result in customer loss and revenue decline.

Your organization can break this vicious cycle by understanding where the mistrust lies and creating a governance framework to correct those issues and ensure that all corners of the enterprise trust the data that's accessible and available.

Trust and confidence in data requires a strong governance framework.

If you're looking to gain or regain trust and confidence in your data, start by asking the following questions:

1. Do you have confidence in the timeliness, completeness and accuracy of the data you use regularly?

2. Do you have confidence in your data as you use digital technologies to shape your organization's future?

3. Do you spend a lot of time curating and cleansing your data for business analysis and decision-making?

4. Do you have a complete view of customer, supplier and product data across the business process lifecycle?

5. Do you have the tools and processes to assess the end-to-end quality of your data across the data landscape?

Were any of those questions tough to answer? Then it's time to proactively understand the role that strong data governance plays in ensuring data confidence.
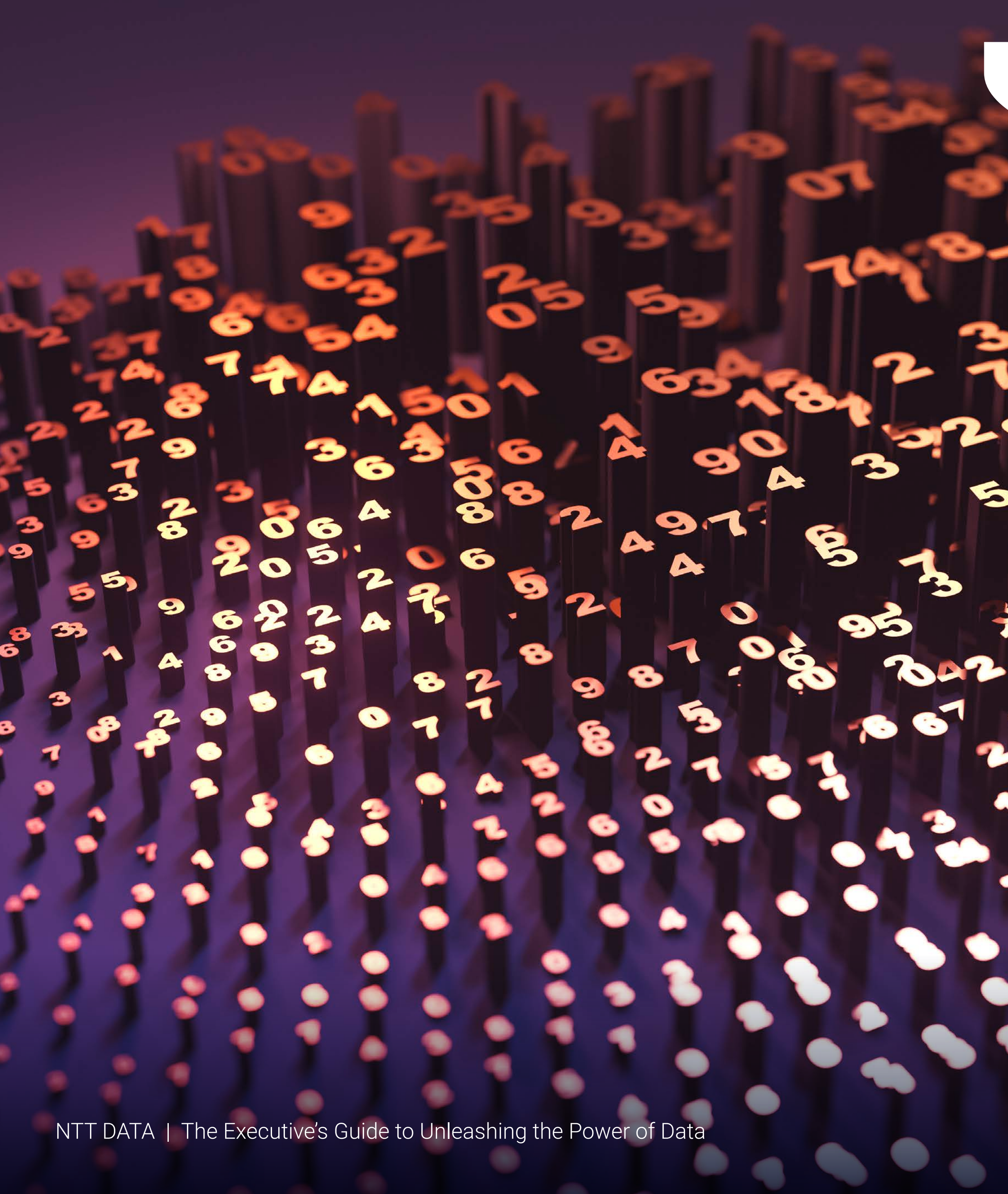
Data confidence stems from a high-quality, well-documented data governance framework that ensures all corners of the enterprise trust the accessible and available data, and results in:

Shared understanding between business units, which increases team efficiency, productivity and project implementation

Reduced operational and technology risk while increasing enterprise-wide data utilization

Reduced long-term costs in managing time-consuming, outdated and antiquated platforms

Less time spent validating information or fixing errors and more time spent creating value

> Data and analytics governance specifies decision rights and accountability to ensure appropriate behavior as organizations seek to value, create, consume and control their data, analytics and information assets. It's critical to link data governance to overall business strategy and to anchor it to those data and analytics (D&A) assets that organizational stakeholders consider critical.
>
> — Gartner®

Act now

- Identify opportunities within your organization to close the data confidence gap; focus on high-impact areas to encourage engagement from business stakeholders

- Determine areas of focus that can benefit from improved data confidence to evolve toward a data-driven enterprise

- Assess your organization's data confidence from a scalable and sustainable perspective

- Design, assess or enhance your governance programs and operating model to optimize your strategy and ensure data confidence

Bruce County IT team leverages data in the digital workplace

The five-person IT team in Bruce County, Ontario, launched BruceWorx, an ambitious plan to digitize a 1,500 square mile workplace in nine months. Built on Microsoft Office 365, SharePoint Online and Skype for Business, the initiative's SharePoint governance, combined with InTune's smart data sharing, balances flexibility with security and data-sharing policies. It also enables local administrators to create workflows and data-sharing policies without engaging IT. With support from NTT DATA, this transformation resulted in:

- Roles and member access that help ensure all data and files are secure

- Simplified triage and scheduling of maintenance tickets

- Access to data, email, files and chat for all staff, even short-term hires

Read the Story →

A winning partnership

Optimize actions with human-machine partnership

Despite the increasing prevalence of automation, most organizations aren't getting everything they want from it. In most cases, automation efforts are ad hoc or disjointed, rather than strategic and cohesive. It can be challenging to find the right balance between human talent and automated processes.

First, you need a clear understanding of where technology can add value and where a human touch is still indispensable. Next, ensuring every step of an end-to-end process is performed the most effectively and efficiently (whether by a bot, a human or a combination of both) is key to harnessing automation's true potential.

Successful automation requires balancing human and technology resources to create enterprise efficiency and reduce errors and costs.

If you're looking to make the most of automation by optimizing the human-machine partnership, ask yourself:

1. Are you able to coordinate a range of automation tools and leverage them at the right place to generate value?

2. Can you identify what resources should be allocated for automation across support functions?

3. Do you know the value your automation adds to operations in terms of cost, time or quality?

4. Are you integrating intelligent technologies while managing your business processes?

5. Have you identified what your customer and employee experience goals are, and do you know how automation initiatives can help you achieve them?

If you answered "no" to any of these questions, then you need a better understanding of how human-machine optimization can help you.

Too often human resources are stuck doing things they aren't suited to doing while machines are underutilized. A holistic approach that optimizes the human-machine partnership enables you to:

Efficiently use resources, whether human or machine, decreasing the amount of time it takes to implement new technologies or introduce new products

Improve core business capabilities and operational efficiency to offer better customer experiences

Achieve data accuracy, reduce human errors and gain up to 30–40% optimization improvement via a holistic, cross-functional approach

Optimizing actions with human-machine partnerships creates enterprise efficiency and reduces errors and costs.

Act now

- Identify opportunities for automation through process discovery across the enterprise

- Identify key challenges that have an enterprise-wide impact; validate the use of intelligent automation to solve any of these challenges

- Assess, design or enhance governance programs and operating models to optimize strategy and ensure data confidence

A global luxury automobile manufacturer needed a partner to drive its rapidly increasing automation operations as well as provide support and maintenance during off-hours, weekends and holidays.

NTT DATA implemented UiPath Insights to provide the manufacturer with end-to-end awareness of its bot operations and multiple dashboards that support an automation center of excellence. This helped:

- Reduce disruption of daily operations, with ~20% of deployed bots executing requests during off-hours

- Save close to 115,000 person-hours in the first year and process more than 6 million transactions annually

- Support more than 90 bots overall

A data-driven culture

Achieve data excellence through culture and operations

Even though it drives intelligent automation and helps organizations make accurate decisions, achieving data excellence through a data-driven culture and operations isn't yet top of mind. Many leaders underestimate the amount of organizational value that can be harnessed from their data and so their teams don't prioritize data assets accordingly.

Organizations that have a data-first strategy rooted in their culture and operations can make accurate, timely and valuable decisions faster. This starts from the top and includes changing mindsets so every department can make data-centric decisions and achieve data excellence across the organization.
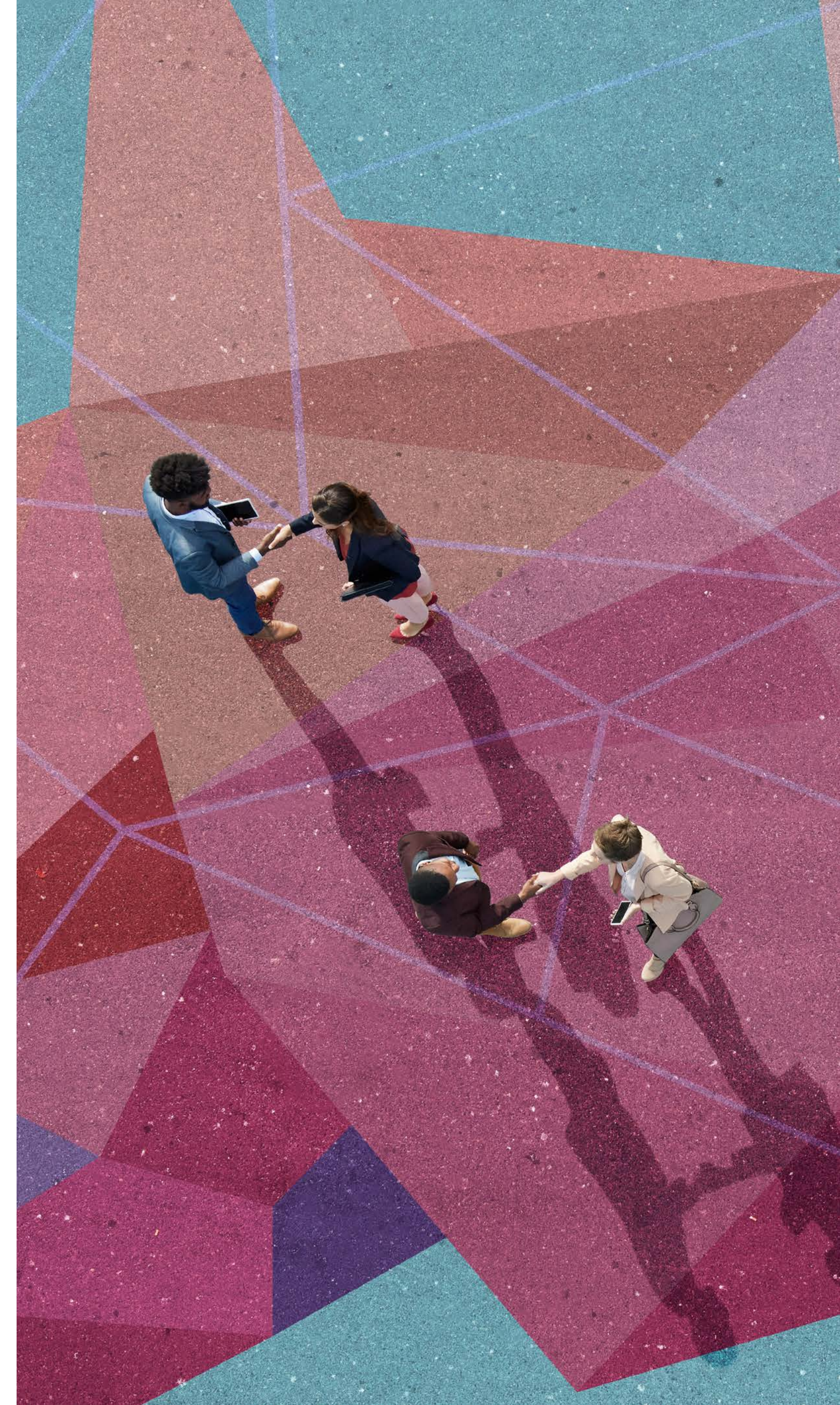
Data excellence starts in your culture and operations; ask yourself the following questions:

1. Does your data strategy incorporate business, technology and people needs?

2. Are you able to coordinate data technologies and leverage them at the right place to generate value?

3. Do your teams have the right skills and tools to readily consume data to generate accurate insights or deliver data to the right decision-makers?

If you answered "no" to any of these questions, it's time to look at how data flows in, through and out of your organization.

Creating a culture of data excellence encourages and enables data use across the enterprise so teams can use the right data to make decisions, inspire new possibilities and create new forms of value for the organization.

An organization that has a culture of data excellence:

Has increased data adoption and collaboration rates across the organization	Can make faster and more accurate business decisions and gain a first-mover advantage	Enables opportunities by creating an environment in which team members can innovate and grow at all levels of the organization	Can capitalize on emerging trends and focus on innovation

Achieving data excellence through culture, operations and training helps organizations adopt an automation mindset and apply that to critical business processes.

Act now

- Perform an organization-wide maturity assessment and gap assessments for processes and data to reduce obstacles to cultural change

- Determine areas that can benefit from improved data transparency and decision-making and build trust through steady progress

- Create a roadmap for establishing a data-driven culture, including key performance indicators (KPIs) and process mapping

- Review job expectations, policies and standards to clearly define opportunities that encourage a data mindset

- Identify, design and implement KPIs in all areas of the organization to reduce "gut feel" decision-making and increase accountability and commitment

A financial markets business unit needed a data strategy to maintain regulatory compliance and overcome a backlog of data remediation issues.

NTT DATA designed and implemented a roadmap that included staffing, a data architecture and technology landscape, as well as a governance model to manage data from source to target, which shifted the unit's culture to adopt well-functioning integrated data, clear a backlog, and efficiently address redundant structures in current and future data models.

See how one digital-native bank established a data culture.

Watch the Video →

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