

NTT Data

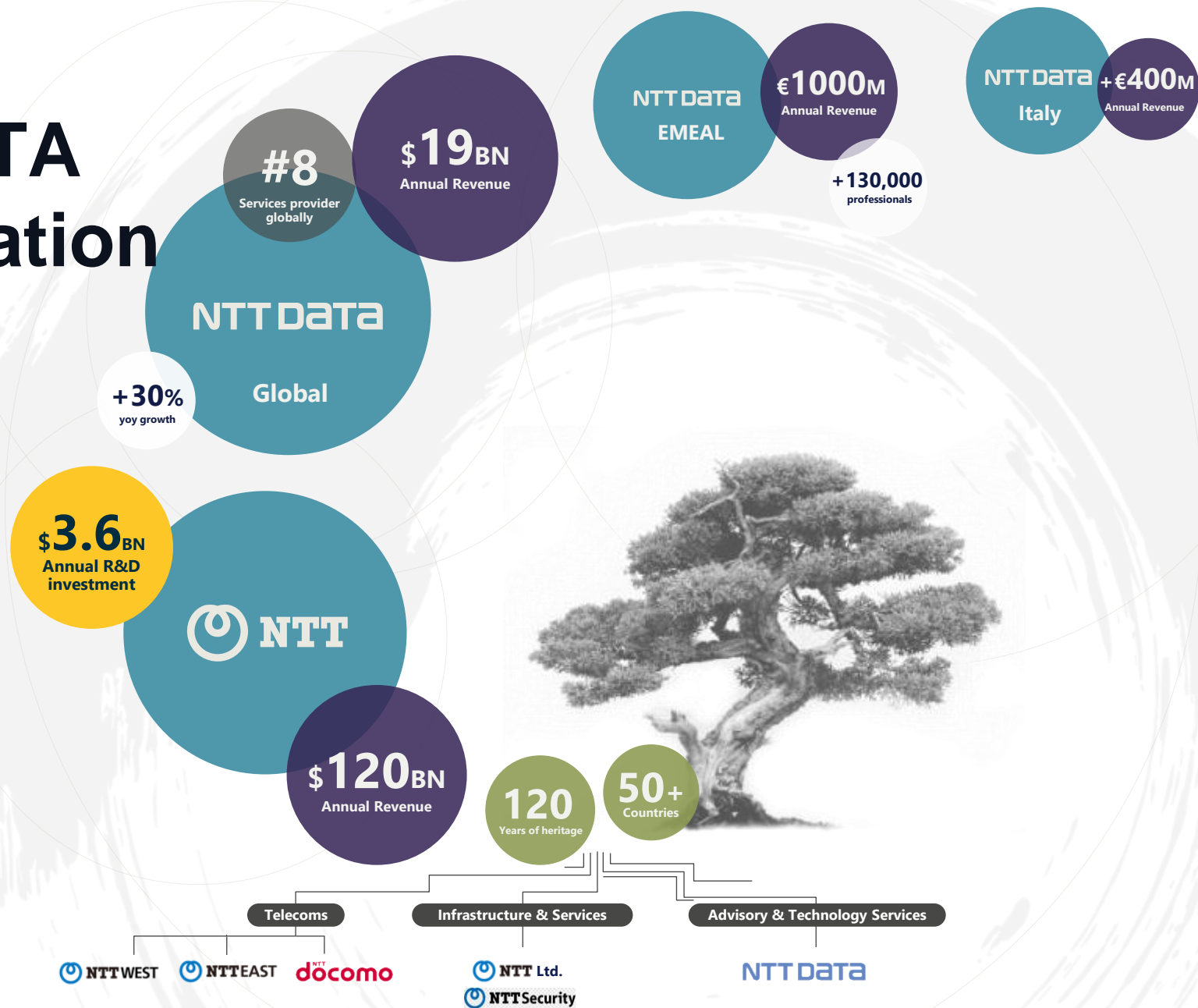
NTTD DATA ITALIA

Consulting & I&AT Showcase
Master CESMA

Tuesday, December 2nd, 2022

**FUTURE
AT HEART**

NTT DATA Presentation



NTT DATA in Italy

5000+
employees
in 10 workplaces



NTT DATA Global innovation hub & spoke – EMEA

The **Global Innovation Hub** operates in
Italy and **Germany** and
Works on

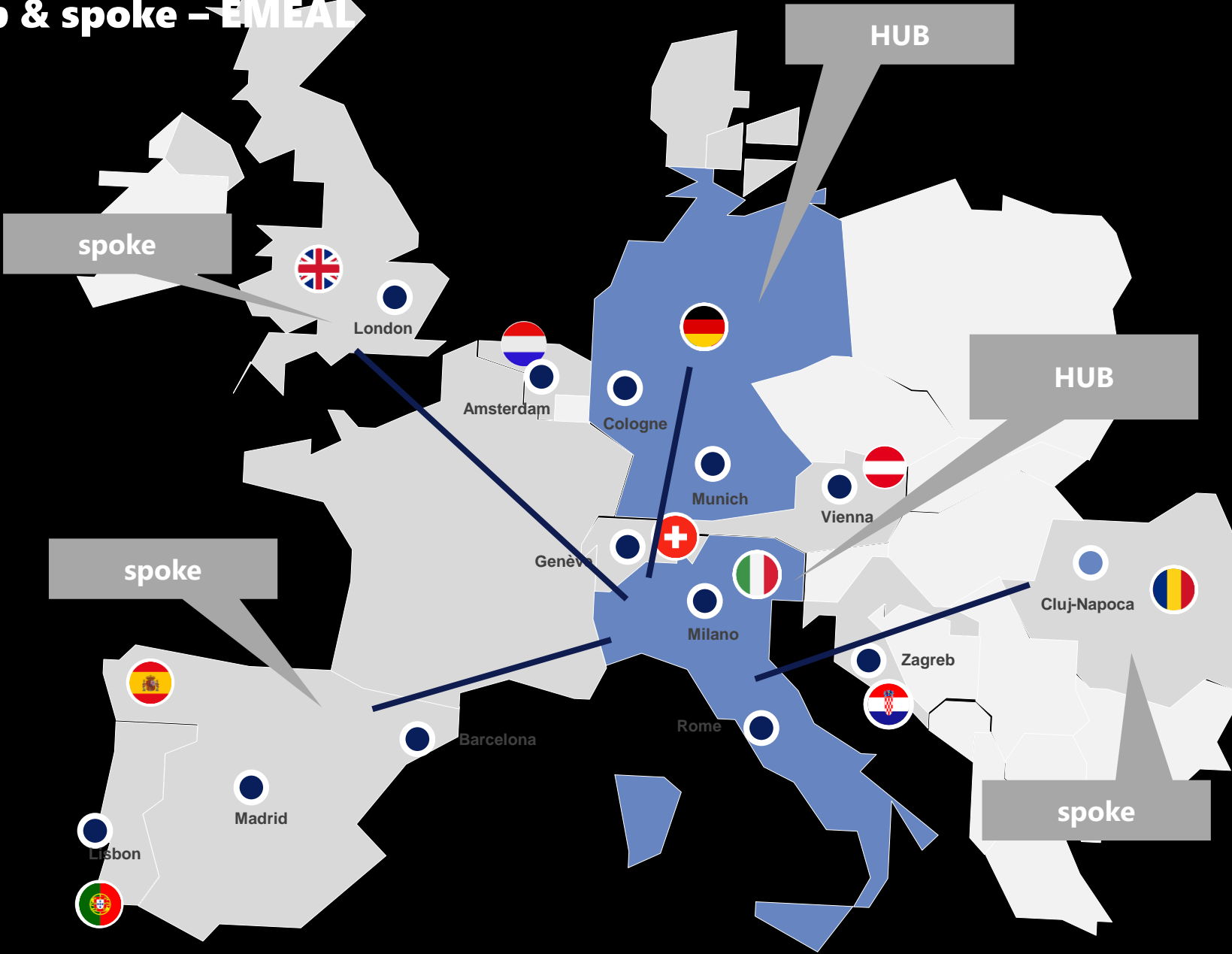
INDUSTRIAL METAVERSE
QUANTUM COMPUTING

+20
professionals

3Y activity
until
2025

Co-innovation
With firms and companies

Increase competences for
speeding
Time-to -market



Open Innovation

TECHNOLOGY FORESIGHT

Social Trends
Technology Trends
Impacts on Business



UNIVERSITIES
R&D
CENTERS

NTT DATA
R&D AND
INNOVATION
NETWORK

INNOVATION ACCELERATION

Testing the technologies
Customer PoCs
Assets Creation



CLIENTS

OPEN INNOVATION EMPOWERMENT MODEL

STARTUPS

«DIGITAL
NOMADS»
CO-CREATION
ECOSYSTEMS



OPEN INNOVATION CONTEST

Idea Incubation
Startup Selection
Startup Acceleration

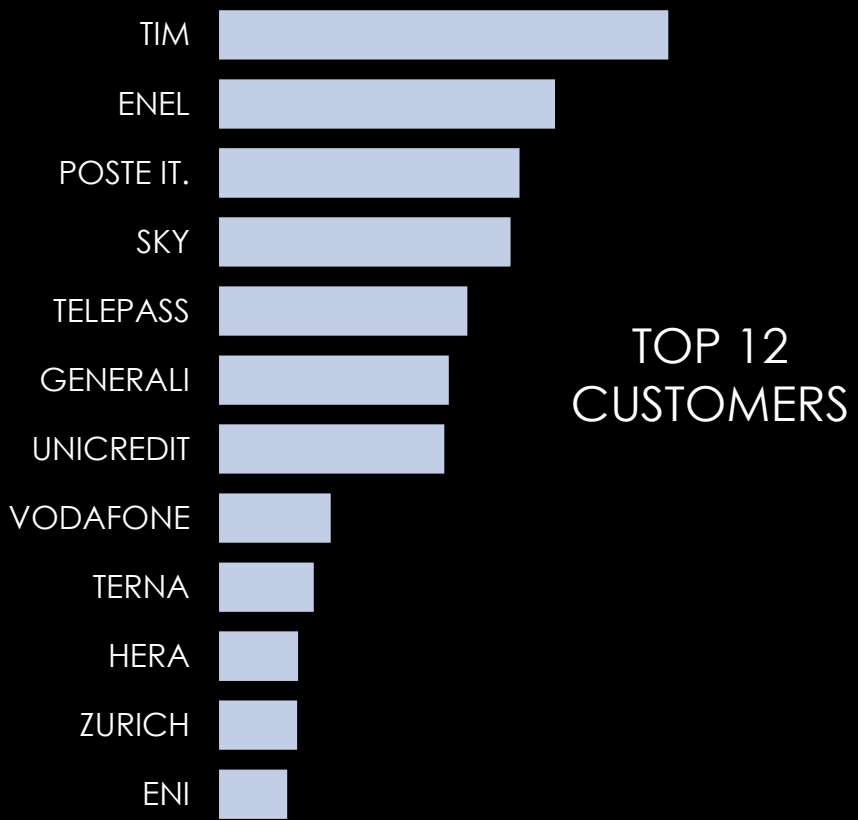
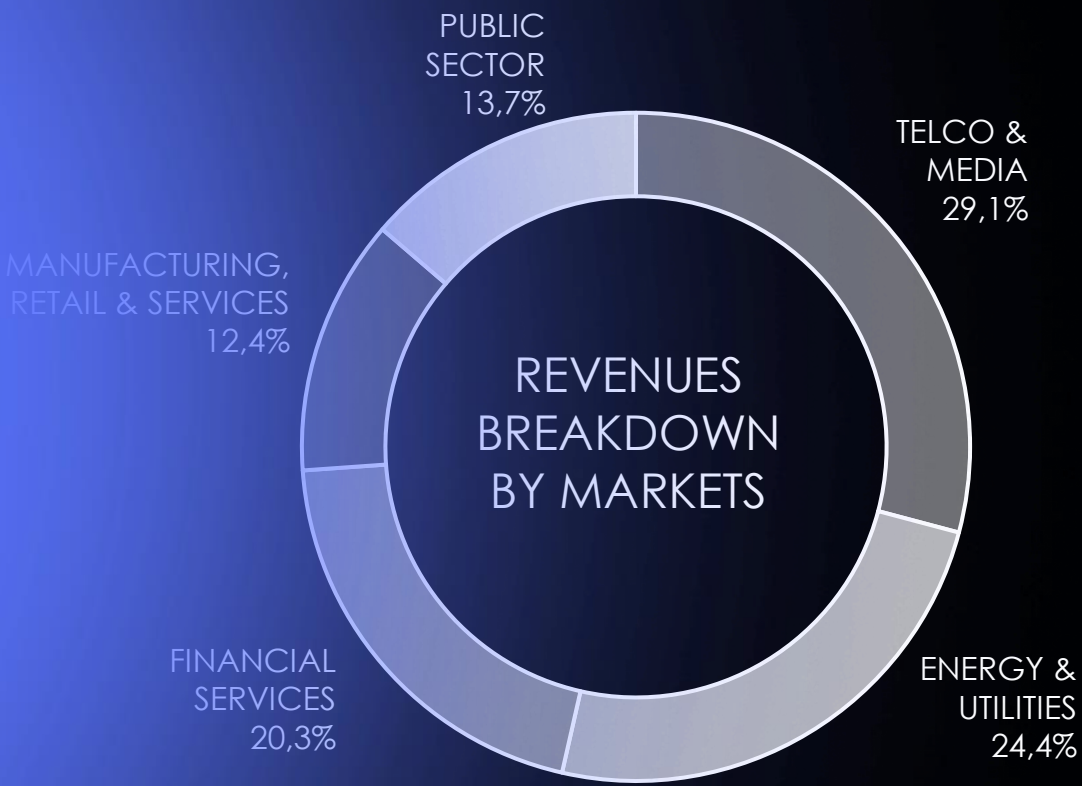


THE IMAGINATION VILLAGE

Setting the scene
Define the domains
Launch ideas

Sectors and Main Clients | Some key numbers

April 21 – Mar 22



Innovation & Advanced Technologies

CONNECTED ECOSYSTEMS

Use an interdisciplinary approach in order to unlock the potential of enterprises, humans, and society and shape the future.

INTERNET OF VALUE

Enable IoV in the society 5.0 to exchange value in a global, borderless, interoperable and decentralized way.

XREALITY & METAVERSE

Human interaction channels, augmented with technologies are enabling new immersive experiences.

SUSTAINABILITY & GREEN TECH

Is now a priority for Countries, companies and individuals. Innovation and technology play a vital role in achieving the SDGs.

SMART LAND

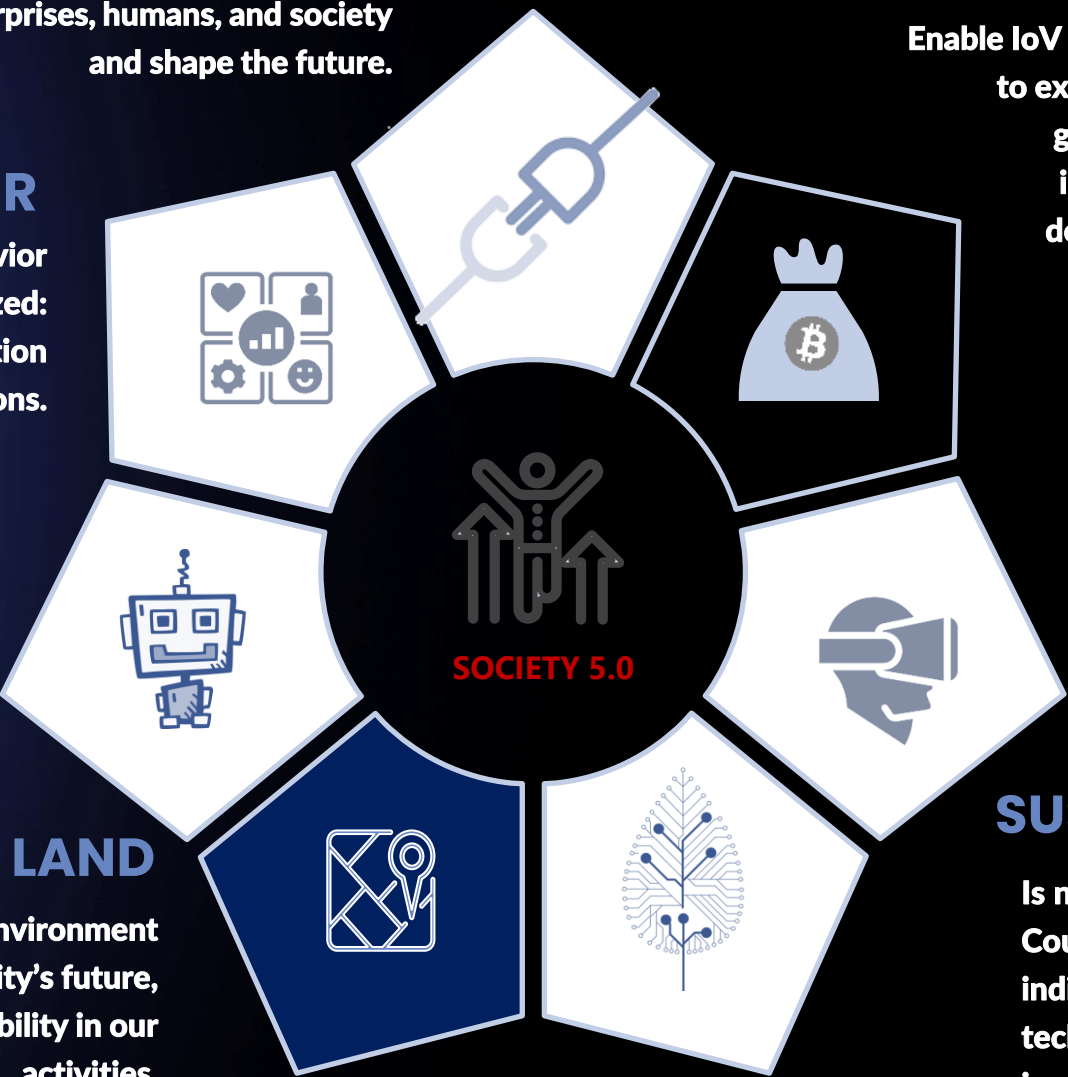
Bringing digital into the environment is fundamental for Humanity's future, helping us boost sustainability in our activities.

AUTONOMOUS SYSTEMS

Shape the future by making human-machine interaction ever more fluid.

INTERNET OF BEHAVIOUR

All the Internet & Behavior aspects are valorized: content flows, information correlation, applications.



FUNCTIONAL

SECTOR



DATA DRIVEN TRASFORMATION

DATA GOVERNANCE

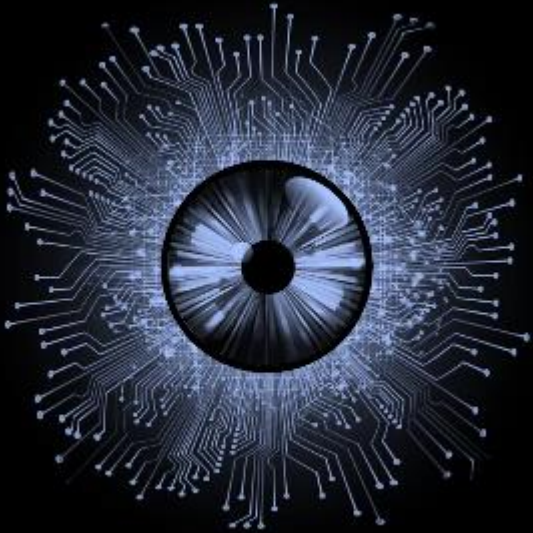
- Data Architecture
- Data Quality & Compliance
- Data Modelling & Design
- Business Data Analysis
- Data Integration & Interoperability

ANALYTICAL MODELS

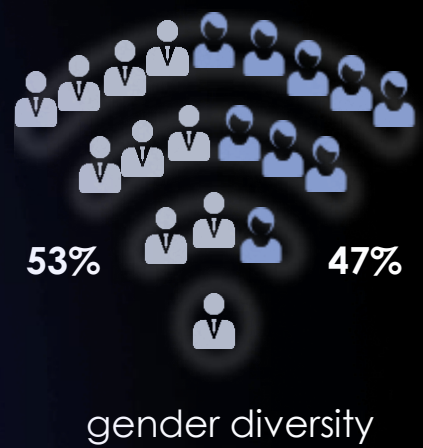
- Customer & Market Segmentation
- Behaviour Identification
- Predictive models
- Benchmarking & Exp. Portfolio

TRANSFORMATION & MONITORING

- Data valorisation
- New business data model for Optimization
- Data Strategy transformation programs

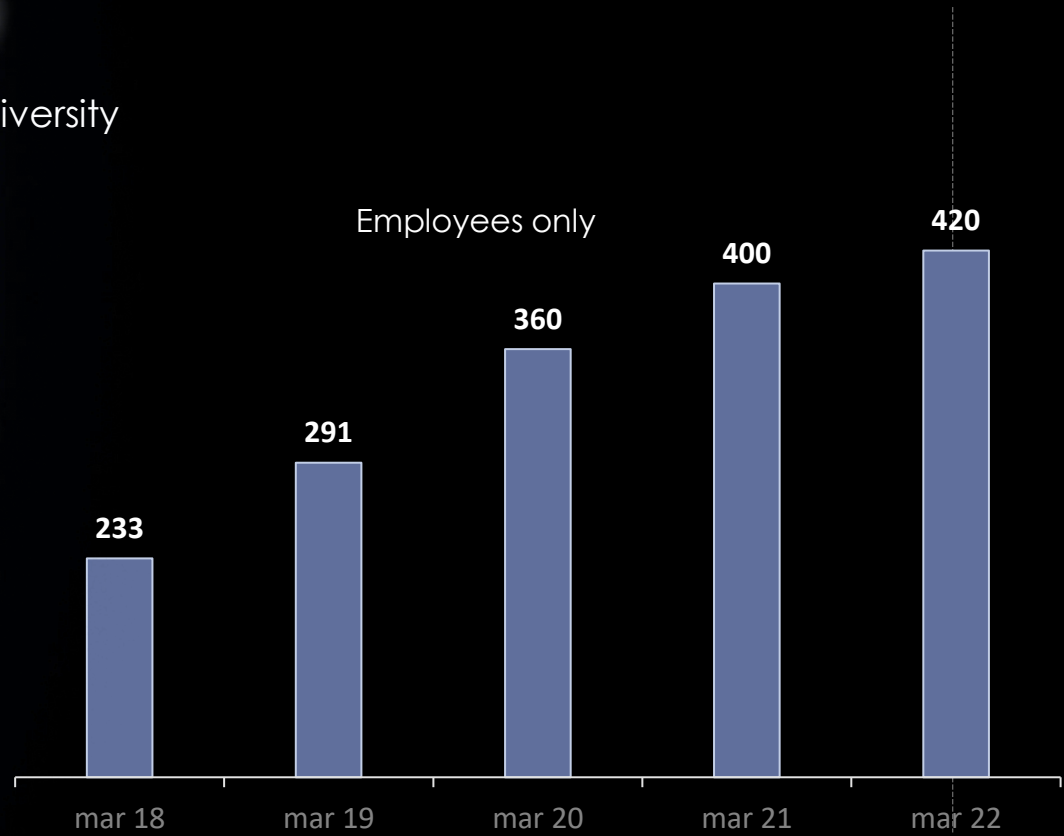



Consulting NTT DATA Italia | Numbers



< 35
Average Age

+460
professionals in Italy
(including contractors)



A photograph of a traditional Japanese street scene at dusk. The street is paved with cobblestones and lined with traditional wooden buildings. In the background, a multi-tiered pagoda is visible. Two women in traditional kimonos are standing in the middle of the street, looking towards the pagoda. The sky is a deep blue, and the street is lit by warm, low-hanging lights.

OMOTENASHI NO KOKORO

おもてなしのこころ