Resilient.
Robust.
Rigorous.

NTT DaTa
Trusted Global Innovator

Enterprise leaders face the challenge of uncertainty, need of speed and defining future growth.
COVID-19 brings a new pressure to strategy, trust and relationships.
We see the Beta-Status of economy not as a new paradigm, yet a paradigm, that more than ever requests a focus for future success.
With the 4-phases framework, we provide leaders with advice and best practices for the future success of enterprises value creation and Strength to the uncertainty of leadership.

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Mastering the new reality.

Declining economy

Short regional catch-up effects

Significant higher unemployment rate across the globe

Unpredictable severe supply/demand break-downs

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4 phases to successfully master a crisis

1

respond /
Immediate
operational actions

4 - 8 weeks

2

recover /
Relaunch
and adjustments

1 - 2 months

3

reshape /
Change to
new resilient model

3 - 6 months

4

reimagine
Optimize and
win over competition

6 - 18 months

ZERO LINE

BUSINESS
DEVELOPMENT
**COMPANIES
WHICH ACT**

BUSINESS
DEVELOPMENT
**COMPANIES WHICH
ONLY REACT**

**Leaders who seize the
opportunities fast will
emerge from the crisis as
long-term winner.**

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respond /

Work – Support your employees

- ☐ Ensure health and safety of employees and partner
- ☐ Inform your employees proactive and regularly
- ☐ Implement work at home and location policies

Organization – Keep the business going

- ☐ Establish a crisis management taskforce
- ☐ Prepare and apply business continuity plans
- ☐ Collect information and build an intelligence dashboard

Customer/Market – Communicate transparently and proactively

- ☐ Communicate with all stakeholders
- ☐ Give regular updates
- ☐ Define external communication guidelines

Technology – Ensure IT-readiness

- ☐ Provide framework and hardware to work from home
- ☐ Ensure connectivity and accessibility
- ☐ Define tools for internal and external collaboration

BEST PRACTICE

Enable Digital & Remote Work fast

To help employees and clients to work digitally, the NTT DATA innovation and co-creation team has created a broad offering of digital solutions, including tools, workshop formats and innovative methods.

respond

Immediate operational actions

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recover /

Work – Ensure effective remote work

- [ ] Support your employees with guidance and tools
- [ ] Enable your staff to be flexible in their work
- [ ] Manage and train them to ensure effective work

Organization – Bring your organization in good shape

- [ ] Create business continuity plans and scenarios
- [ ] Adjust your operating model and value proposition for short term
- [ ] Determine agile budgeting and restructure costs

Customer/Market – Strengthen your customer relationship

- [ ] Understand your customers' situation to provide customized solutions
- [ ] Actively pursue a regular exchange with your customers
- [ ] Adapt your value proposition and offer to your customers priorities

Technology – Leverage existing solutions

- [ ] Automate processes wherever possible
- [ ] Collect and process data
- [ ] Build up and use simulation and analytics tools

BEST PRACTICE

Make Remote Work more professional

To enable remote learning for 1,1 million students and teachers NTT DATA distributed necessary devices and activated contact centers.
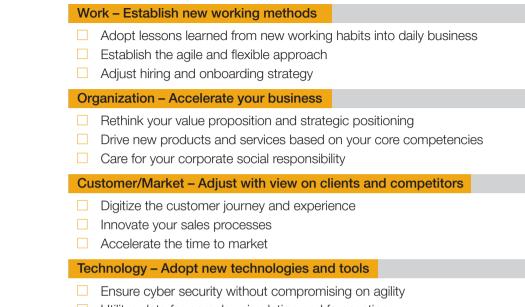
recover

Relaunch and Adjustments

NTT DATA

reshape /

Work – Establish new working methods

- ☐ Adopt lessons learned from new working habits into daily business
- ☐ Establish the agile and flexible approach
- ☐ Adjust hiring and onboarding strategy

Organization – Accelerate your business

- ☐ Rethink your value proposition and strategic positioning
- ☐ Drive new products and services based on your core competencies
- ☐ Care for your corporate social responsibility

Customer/Market – Adjust with view on clients and competitors

- ☐ Digitize the customer journey and experience
- ☐ Innovate your sales processes
- ☐ Accelerate the time to market

Technology – Adopt new technologies and tools

- ☐ Ensure cyber security without compromising on agility
- ☐ Utilitze data for complex simulation and forecasting
- ☐ Drive rigorous automation

BEST PRACTICE

Build a robust and resilient business & IT framework

To secure a resilient infrastructure, NTT provides Security by Design and helps organizations to anticipate and prevent disruptions with cyber-resilient solutions. nTT protects, informs and educates clients with the Global Threat Intelligence Center.

reshape

**Change to
new resilient model**

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reimagine /

Work – Build an agile organization

- ☐ Engage employees and talents digitally
- ☐ Empower self-organized teams
- ☐ Utilize new work methods and tools

Organization – Create new value chains and ecosystems

- ☐ Reinvent your business model
- ☐ Develop new offerings and explore new markets
- ☐ Create cross-industrial and -organizational value chains

Customer/market - Enter or invent new markets

- ☐ Re-design to a customer-centric organization
- ☐ Partner with technology and market experts
- ☐ Establish digital ecosystems

Technology – Innovate to expand beyond borders

- ☐ Accelerate cloud transformation
- ☐ Explore Quantum Computing and photonics
- ☐ Utilize the rapid progress of AI and Human-Machine Systems

BEST PRACTICE

Embrace a Flexible and Agile Future by help of Technology

To strengthen the structures for medical institutions in various countries, reduce the burden on doctors, and improve diagnostic processes at hospitals, NTT DATA provides Artificial Intelligence technologies for diagnostics support.

reimagine

**Optimize and
win over competition**

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The new paradigm to re-invent your business strategy

Resilient.
Robust.
Rigorous.

Rigorous Automation

Full no-touch Digitalisation

Build-in Simulation and Analytics

Closed Loop Forecasting

High Operational Flexibility & Risk Management

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CFO /

Chief Financial Officer Agenda

CFO Agenda / Resilient. Robust. Rigorous.

Finding: The financial model is much more vulnerable than expected. Real-time cash and liquidity insight, prediction and simulation is required. To ensure cash-in processes no-touch digitalization has to be established rigorously.

CORNERSTONES	"COME-BACK-STRONGER" COMPETENCIES			
	respond	**recover**	**reshape**	**reimagine**
Financial Strategy & Reporting	Flexible operating models	Financial stress test	Resilient financial supply chain; no-touch finance reporting	Automated reporting and future predictions incl. evaluation of recommendations
Financial Operations	Operational matching/clearance payment; open receivables, automation	Automation of repetitive Matching/Clearance Payment, Open Receivables,	No-touch digitalization of financial operations	E2E finance ops automation
Liquidity & Cash Management	Global cash visibitliy	Liquidity forecasting	Liquidity real-time reporting & simulations	Real-time cash analytics and closed loop
Credit Management	Revisit global credit lines, conditions and opotions	Renew and optimize credit risk management	Rule-based credit management and decision support	Automated and analytical credit risk management

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COO /

Chief Operating Officer Agenda

COO Agenda / Resilient. Robust. Rigorous.

Finding: COVID-19 reveals the demand for an resilient supply chain with robust and flexible processes, higher degree of automation and new end-to-end supply chain operational risk management.

CORNERSTONES	"COME-BACK-STRONGER" COMPETENCIES			
	respond	**recover**	**reshape**	**reimagine**
Procurement & Supplier Network	Automation and AI	Supplier stress test	Supplier network collaboration; new flexible contracting	Diversification of decentralized supplier portfolio; liquid supplier sourcing
Order Management	Revisit and evaluate backlog	Customer stress test on near-future demand	Customer base differentiation; revisit SLAs and contracting	Order prediction and automation; digital supply-demand platform
Warehouse Management & In-/Outbound Logistics	Operational tower for warehouse shortage/overflow	Re-fill, re-plan buffer	Track, trace and predict; (timely availability) and simulation	Ext. warehouse network (Insight into vendor-managed warehouses)
Production	Track & trace everything	Track & trace to predict delivery/finish times	Make-or-buy E2E prediction and evaluation	Multi-product assembly and new product launch flexibility

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CMO /

Chief Marketing Officer Agenda

CMO Agenda / Resilient. Robust. Rigorous.

Finding: Strong relationships and loyalty of the existing customer base is key. Investments in **tailor-made communication and fast iterations** as a gateway to attract new customers.

CORNERSTONES	"COME-BACK-STRONGER" COMPETENCIES			
	respond	**recover**	**reshape**	**reimagine**
Understand & Anticipate Customer's Needs	Collect and update external and internal information	Agile customer surveys/ customer pulse; capture COVID-19 changes	Customer sentiment analysis and adoption	Customer profiling based on personas
Establish CX Biz DevOps	CX centric agile business ops across marketing, sales and service	Tailor-made communication updates for existing customers	High automation for anonymous contacts to gain new customers	Agile journey adaptation
Customer Experience Management	Individual COVID-19 response management	Adapted customer journey design	Channel effectiveness and social media management	Digital customer service automation
Flexible Marketing, Sales and Service Stack	Execute fast and authentic via marketing, sales and service channels	Adapt service-to-marketing and sales-to-service efforts	360° pull (and push) communication engine	Real-time guided CX for any human interaction with enterprise

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C|O /

CIO Agenda / Resilient. Robust. Rigorous.

Finding: After **securing business continuity**, the focus is on supporting the change by **intelligent automation and digital innovation.**

CORNERSTONES	"COME-BACK-STRONGER" COMPETENCIES			
	respond	**recover**	**reshape**	**reimagine**
Digital Workplace	Secure connectivity and access	Fill gaps in secure connectivity and access to enable effective remote work (e.g. trainings)	Pilot new forms of online collaboration	Scale new forms of online collaboration internally and externally
Agile Delivery Model	Process response backlog	Prioritize backlog items in alignment with business needs	Define agile target operating model	Rollout agile target operating model
Digital Products & Services	Ensure flexibility to enable the digital workplace	Implement new rules and regulations where required	Adjust value proposition and strategic positioning	Replace physical with digital touchpoints, new digital services
Efficient IT Operation	Assure support of administrative processes and important hardware and software	Adjust your service model to business requirements	Formulate AI ops strategy and objectives	Roll-out intelligent Automation across digital and legacy landscapes

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