**NTT DATA**

# A welcome note from NTT DATA

Hello,

**How Vodafone Ireland can turn its data into a strategic driver for competitive advantage**

Few can doubt the sheer power of data to deliver valuable business outcomes such as faster time to market, increased customer satisfaction, more engaged employees and reduced waste. Yet achieving the full value of data takes more than simply implementing technology.

We consistently find that one of the biggest obstacles companies face is data trust. Which is why we want to help Vodafone Ireland staff better understand what they are seeing when they look at data and ensure they have the know-how to maximise the use of the data and intelligence you already have.

Already a major partner for Vodafone globally, NTT DATA has a strong data and intelligence capability to help put data at the heart of Vodafone Ireland's business by creating a data-centric culture, modernising platforms and applying AI to management decision-making.

The following document "Making Data and Intelligence a strategic asset for Vodafone Ireland" outlines our approach and shows how we can help deliver rapid outcomes through the application of best-in-class data and analytics solutions.

If you would like to find out more about how NTT DATA can help you achieve the full benefits of Data and Intelligence, please contact me at
conor.clarke@nttdata.com

Best regards,

Conor Clarke
Vodafone Ireland Client Partner at NTT DATA

# Making Data and Intelligence a strategic asset for Vodafone Ireland

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# Data – the prerequisite for Intelligence

Many companies now are striving to be more agile and more innovative – what allows them to do this is data and how they use it. Data is now a prerequisite for intelligence and being a data driven organisation is now an imperative.

**By 2022, some 90% of corporate strategies will explicitly mention information as a critical enterprise asset and analytics as an essential competency – 89% of companies see a significant opportunity to drive business value by improving existing products and services through data and analytics.**

According to Gartner, 2022 is set to be the year when organisations are valued by on their information portfolios. For many of the most successful companies, this is already largely the case. Companies such as Facebook and Netflix place most value not on their technology, but on the data they can harvest and the services they can build on the back of it.

## > Most organisations don't get value from their data

Although data and its use is becoming increasingly important, most organisations are still failing to use it to achieve value. Fully half of them lack the AI and data literacy skills to achieve business value, while a huge 87% of data science projects fail to reach production and generate value.

Consequently, these data challenged organisations will experience a raft of issues, such as slower revenue growth, higher operational costs, a delayed time to market, lower customer satisfaction, a disengaged workforce and a lower valuation.

## > Vodafone and NTT DATA – an expanding partnership in Data and Intelligence

NTT DATA is a long-established global partner for Vodafone, working across key markets including the UK, Spain, Italy and Germany.

Now we want to help Vodafone Ireland turn its data into a strategic asset that delivers real business outcomes, from improved cross-selling and upselling, to hyper-personalised customer experiences, to meeting growing regulatory demands.

# People, not technology, are the problem

The greatest obstacles to gaining benefits from data and intelligence come from people and staffing issues rather than challenges with technology. Although technology does present challenges of its own, with user friendly platforms now widely available these are not as much of a problem as previously. Technology is no longer the thing that stops us getting benefit from data.

Instead, the challenges are due to skills and culture, low data literacy, high expectations, a low trust in data and strategy misalignment.

## Skills and culture gap

One of the biggest constraints is the talent gap. In many companies, staff are simply not encouraged to contribute to data science projects and also do not understand the issues involved. This leads to a short-sighted approach, with the creation of data silos resulting in fragmented and disjointed insights.

## Low data literacy

With a limited understanding of data and its uses and limitations, staff are not able to ask the relevant questions that would increase their understanding and ability to use data. Data reporting teams are simply responding to requests for information, rather than getting to the nub of what the person requesting the information actually needs. Ultimately, this means that insider knowledge is not contributing to data science projects and companies are missing the top use cases that would bring them real benefits.

## High expectations

In their role as consumers, people are used to getting access to lots of data and information instantly through a wide range of sophisticated platforms and data visualisations. This carries over to their expectations as employees, and companies are struggling to keep up with these expectations. This leads to projects not being moved to production and an increased risk for data compliance and privacy.

## Low trust in data

Data is proliferating across many organisations, but there is a distinct lack of trust in it. Data is not well articulated, and there are few references to help people understand what they are seeing – if people do not trust the data they are given, they will create their own. This can lead to misalignment and conflict between functional areas as teams create their own trusted data rather than utilise data created by other teams.

## Strategy misalignment

Many organisations have been convinced of the need to write a data strategy, and many have done so. The problem is that many of these strategies do not effectively link into the business and do not articulate how data will be used to support the wider business strategy. This means that the data strategy becomes yet another silo and does not focus on how to use data to empower the rest of the organisation.

There is no quick fix for these challenges, which need to be addressed as part of a journey towards better use of Data and Intelligence. At NTT DATA, we specialise in helping you make this journey.

# The Data and Intelligence journey

The biggest challenge in every organisation is that of data trust.
This trust is established through Knowledge, Reliability and Engagement.

**Knowledge** is understanding the business definitions and the context of the data you are using.

**Reliability** is achieved by having data standards which are clearly defined, consistently applied and their adherence openly published so that all users can utilise the data in an informed way.

**Engagement** is about having the right stakeholders involved in the governance processes and communications about what data is available in the organisation, how its reliability is being actively managed and enhanced, and how to use it to drive decision making.

NTT DATA will work with you to ensure that your organisation maximises knowledge, reliability and engagement, setting you up to make much better use of the data and intelligence you possess.

### Ensuring that data becomes a strategic business asset

To ensure that data is useful as a strategic business asset for an organisation, NTT DATA focuses on six broad areas that follow the lifecycle of data. Each of these stages is achieved in practical terms with a number of solutions offered by NTT DATA.

### Define data strategies

This stage defines the role data plays in enabling the organisation's wider business strategy. This is designed to produce an aligned data strategy, a baseline data maturity, a data capability map, a roadmap to achieve the vision and buy-in from senior leaders and middle managers.

### Transform data architectures

This stage architects data platforms and engines to support the current and future enterprise, while transforming legacy systems. The result of this stage should be a clear linkage between the enterprise and data architectures, robust data architectures and a set of refined reference data.

### Develop intelligent platforms

In this stage, NTT DATA will rapidly develop best-in-class intelligent platforms that drive business outcomes, which include reduced time to market, increased customer satisfaction and reduced waste.

### Deliver data integrity

In this stage, we ensure robust data governance, to ensure a continued drive for data quality, which in turn will allow better business decisions. The expected outcomes of this stage are increased data reliability, reduced data management costs and clear data ownership.

### Leverage data assets

Here, NTT DATA will help deliver rapid outcomes through the application of best-in-class data and analytics solutions. The outcomes can include increased data literacy, rapid validation of data science projects, the embedding of a data culture in the organisation and an accelerated business value.

### Apply intelligent solutions

In this stage, we proactively solve business problems using better data insights. We expect the client organisation will achieve rapid results, improve ROI by up to 400% and reduce risk.

> **"Just a 10% increase in data accessibility will result in an additional $65 million net income for a fortune 500 company."** Richard Joyce, senior analyst at Forrester

# Delivering data success

NTT DATA has already delivered success for major companies through successful exploitation of data. One example of how NTT DATA is helping companies in telecommunications to use data to gain greater insights is provided by a large UK telecoms company.

## > The challenge

The telco's marketing team was unsure about the impact of its campaigns, which were using a combination of email, SMS, MMS and traditional mail. The campaign reports only presented limited data, often using conflicting data sources.

## > The solution

NTT DATA created a suite of dashboards that presented all the data the team wanted to see from its campaigns, including response rates, conversion rates, revenue increase compared to the control group and a host of other key performance indicators.

## > The benefits

Following the introduction of the dashboards, manual reporting was reduced by 80%. New insights were gained through indicators that had previously not been visible. Data literacy improved across the department, enabling the team to make decisions about campaigns, informed by facts rather than anecdotal experience.

**Let's discuss the opportunity**

In this document, we have outlined how Data and Intelligence can become a powerful tool to help Vodafone Ireland make its day-to-day business operations even more effective. Now it's time to begin looking in detail at the possibilities.

To find out more about how NTT DATA can help Vodafone Ireland make its data work harder and smarter, please contact:

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