

# Giving you the agility and innovation to stay one step ahead

How to create an agile organization  
that will stand the test of time





**When innovation is an imperative,  
operational efficiency cannot lag behind.**

In this document, we explore what operations do that support innovation and helps organizations gain – and keep – the competitive edge.



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Streamlining operations

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# The imperative for innovation

**Innovation is no longer a luxury; it is a necessity for survival and growth. According to a recent survey by McKinsey, 84% of executives believe that innovation is crucial to their growth strategy. However, only 6% are satisfied with their innovation performance.<sup>1</sup> The gap between the desire for innovation to power growth and results highlights the challenges CIOs face in initiating and sustaining meaningful innovation.**

When done right, innovation pays dividends. 96% of participants in NTT DATA's latest Innovation Index<sup>2</sup> responded that innovation will be a primary source of growth over the next two years. The Index also indicates that organizations innovate because it is essential for generating business resiliency. It also drives superior digital experiences and leads to higher profits and margins, as evidenced by a select group of innovators. CIOs are uniquely positioned to lead the way to innovation. With their oversight of technology infrastructure and strategy, they have the insights and authority to spearhead digital transformation initiatives. Long gone are the days when the CIO was viewed as an IT manager; they are strategic innovation leaders.

<sup>1</sup> <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/how-we-help-clients/strategic-growth-and-innovation>

<sup>2</sup> <https://us.nttdata.com/en/insights/innovation-index>

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# Streamline operations, enhance productivity and increase innovation



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**In today's competitive environment, where margins are tight and customer expectations are high, efficient operations are crucial to success. They are the backbone of any thriving business, providing a solid foundation for containing costs and enhancing the quality of products and services.**

NTT DATA and ServiceNow play pivotal roles in streamlining operations, enhancing productivity and increasing innovation. By leveraging ServiceNow's powerful platform and NTT DATA's expertise, organizations can optimize workflows and eliminate inefficiencies, ensuring that limited resources are used in the most effective way possible. This approach leads to increased customer satisfaction as well as a more resilient business model.

For businesses aiming to gain a competitive edge, fast-tracking product development and delivery is essential. Efficient and consistent operations, supported by NTT DATA and ServiceNow, are key to scaling up activities without facing disproportionate increases in costs or complexity. This efficiency creates a robust platform for growth, allowing organizations to adapt and respond quickly to market demands.

Innovation is a driving force behind growth and competitiveness. When operations are streamlined and agile, organizations create an environment that nurtures continuous improvement and adaptation. Efficient solutions foster a culture of innovation, enabling the development of new products, services and processes that meet evolving customer needs and open new revenue streams.

Technology is pivotal to enhancing efficiency, productivity and innovation. CIOs have an equally important role to play, driving innovation by actively aligning technology with business goals, streamlining operations to cut costs and enhancing data accessibility for quicker decision-making. By fostering continuous improvement and adopting emerging technologies, they ensure the organization remains agile and competitive, positioning the company to seize new growth opportunities.

According to the 2024 ServiceNow Insight and Vision Report, enhancing security, improving customer experiences and leveraging AI and automation capabilities are the four areas businesses deem most strategically important. Implementing automation technologies can significantly reduce how many tasks have to be completed manually, prevent human error and speed up processing times. Cloud computing, data analytics and artificial intelligence and machine learning (AI/ML) are all speeding up automation.

For CIOs, implementing efficient and agile solutions is about more than keeping up with change – it is about creating it.



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# Maximize your return on investment



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**As a ServiceNow Elite Partner, NTT DATA specializes in helping organizations get the most out of their ServiceNow platform to deliver better outcomes, improved digital services and the highest return on investment.**

Our unrivaled expertise in service operations, enterprise resource planning (ERP) and customer and employee experience empowers us to work with organizations to measure and improve their service operations maturity. This brings them closer to achieving their digital transformation potential, whether that is replatforming core business applications to the cloud, operating large communications networks, transforming business models to IoT or simply meeting the daily needs of users.

**A global manufacturing organization has been supplying in-demand parts for commercial vehicles for over a century – delivering safe and reliable parts is the core of their mission. They have had to adapt to changes fast, all while keeping the lights on. By modernizing their IT asset management (ITAM) environment in ServiceNow, this manufacturer could optimize software spend, eliminate waste and redistribute software budgets to better support strategic initiatives moving forward.**

Our specialists have delivered many of the most advanced Service Operations deployments of ServiceNow. Our best-practice methodologies, service operations, artificial intelligence for IT operations (AIOps) intellectual accelerators and our depth of expertise in the ServiceNow platform mean we are a partner of choice for many digital-first businesses.



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Our expertise in enterprise digital operations platforms (ERP, facility management services, human capital management, enterprise asset management) means we can extend the power of ServiceNow Employee, Industry and Creator workflows across businesses as they look to streamline, simplify and automate how their business works on the ServiceNow platform. With the Enterprise Experience Platform from NTT DATA and ServiceNow, companies can improve user experience, optimize cost and derisk upgrade paths with their ERP system. By positioning user experience at the center of every transaction, organizations can react more quickly to shifts in client demand and increase resilience to their operations. NTT DATA's SAP accelerators help enterprises quickly evaluate customizations, integrating various decision-making systems into the ServiceNow platform. This integration enhances data accessibility and consistency, leading to more informed and efficient business decisions. Companies benefit from faster, more accurate access to crucial information, enabling better and quicker decision-making for the business.

**Organizations worldwide understand that offering a world-class employee experience is key to recruiting and retaining talent. A global media company partnered with NTT DATA to transform its employee services program by deploying ServiceNow's HR Service Delivery solution. As a result, the organization now delivers a streamlined, modern experience for team members, from their onboarding through to offboarding or retirement.**

We support our clients in adopting sustainable practices and technologies, securing business continuity and operational effectiveness. We have put measures in place to reduce the environmental impact of our solutions and aim to use renewable energy. We are committed to sustainability and business excellence. We prioritize AI and innovation as key drivers of success for clients and technology partners. We are leading the charge in AI advancements by spearheading proofs of concept, roadmaps and initiatives across our global partner ecosystem.

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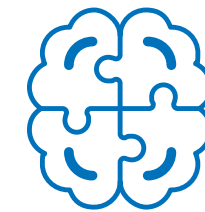
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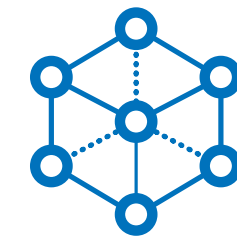
### Deep knowledge

Our deep ServiceNow experience working with some of the world's most digitally dependent businesses makes NTT DATA the ideal partner to choose as your ServiceNow advisory services provider.



### Operational insight

Our multi-expert teams are made up of experienced ServiceNow consultants, process experts, certified implementation specialists, development engineers and project managers. We deliver some of the most demanding and complex applications on the ServiceNow platform to meet operations challenges.



### End-to-end global service

Our ServiceNow managed services help you operate your environment and maintain it; we deploy new releases and take care of day-to-day operational overheads. With operations in over fifty countries, NTT DATA focuses on customer-centric innovation, so solutions are tailored to meet the unique needs of each customer.



# Find out more



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[Visit our website to learn more about our partnership](#)

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**NTT DATA is a US\$30+ billion trusted global innovator of business and technology services.** We serve **85% of the Fortune Global 100** and are committed to helping clients innovate, optimize and transform for long-term success.

As a Global Top Employer, we have diverse experts in more than **50 countries** and a robust partner ecosystem of established and start-up companies. Our services include business and technology consulting, data and artificial intelligence, industry solutions, as well as the development, implementation and management of applications, infrastructure and connectivity. We are also one of the leading providers of digital and AI infrastructure in the world.

NTT DATA is part of NTT Group, headquartered in Tokyo, which invests over **US\$3.6 billion each year** in R&D to help organizations and society move confidently and sustainably into the digital future.

[Visit us at nttdata.com](https://nttdata.com)



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