

# Innovate and evolve

Unleash AI and analytics today,  
with a hybrid approach to  
business transformation.



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# Introduction

**To create new value, increase productivity and reduce costs, organizations are increasingly turning to AI and cloud computing. We explore how NTT DATA and Microsoft can enable cloud adoption to help business and IT teams achieve their goals.**

# Innovation on hold



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# Innovation on hold

**Unforeseen challenges are inevitable in business. Hybrid working, increasing demands from customers and employees, supply chain issues... the list is endless. Innovation can help you stay flexible and ahead of the curve, and grow your company in the process.**

AI, generative AI and cloud computing are some of the innovations primed to make an increasingly strong impact on organizations over the next five years.

**AI** has gone through many hype cycles, but even to skeptics, the release of OpenAI's ChatGPT marked a turning point.

Gartner predicts that by 2025, 30% of enterprises will have implemented an AI-augmented development and testing strategy, up from 5% in 2021. By 2026, over 100 million humans will engage robocolleagues to contribute to their work. And that by 2027, nearly 15% of new applications will be automatically generated by AI without a human in the loop. This is not happening at all today<sup>1</sup>.

**Generative AI** is a rapidly evolving and presents both challenges and opportunities to organizations.

Navigating these successfully is crucial for organizations to stay relevant and competitive.

Finally, **Cloud computing**. Today, most people think of the cloud as a technology platform. But in the next few years, cloud computing be more than a technological approach to delivering applications: it will also be a key driver of business innovation.

Already, the era of one-size-fits-all is giving way to a more tailored approach that combines public and private clouds. Hybrid and multicloud environments are establishing themselves as the new normal for organizations of all sizes.

Digital organizations depend on technology for efficient operations and seamless customer experiences. Cloud is at the center of the most recent and emerging technological innovations, including AI. Together, AI and cloud can create significant value for organizations by enhancing their capabilities, reducing their costs and increasing their agility.

But currently, skills gaps, legacy infrastructure and data challenges are disabling, not enabling, innovation.

<sup>1</sup> [Generative AI: What Is It, Tools, Models, Applications and Use Cases \(gartner.com\)](https://www.gartner.com/en/articles/generative-ai-what-is-it-tools-models-applications-and-use-cases)

# Ignite business transformation now and empower an ongoing digital evolution



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# Ignite business transformation now and empower an ongoing digital evolution

**Accelerating high-impact business results often begins with cloud capabilities. Unlike the simple lift-and-shift method of relocating a workload, cloud transformation involves modernizing, optimizing and transforming applications to take advantage of cloud-native services and functionality. This means fundamentally reimagining the way these workloads or applications function.**

Consider a three-tiered system with web, app and database servers. Transition involves moving this system from on-premises to the public cloud while maintaining three separate workloads. Transformation, on the other hand, means adopting cloud-native technologies such as web apps and platform database services to eliminate the need for three separate systems.

Transformation is fundamental to efficient cloud optimization, but sometimes a level of transition is necessary, especially when there's an urgent need – like if a data center with numerous workloads is closing in six months' time.

In these cases, cloud transition and cloud transformation can complement each other. During a transition, workloads can be categorized and opportunities identified for transformation. Later, changes can be proposed such as splitting applications, adopting cloud-native platforms and implementing microservices – all part of cloud transformation.

This transformation enables you to realize cloud-native benefits such as cost optimization, greater speed to market and agility, reduced complexity and improved security.



Application modernization is crucial to stay competitive. To be successful, your app modernization initiatives will need a combination of expert knowledge, advanced tools and a methodology that works – well.

NTT DATA and Microsoft start each transformation project with a review of an organizations' objectives. Next, they examine the entire ecosystem to determine which components need modernization and which approach to take. To maximize investment, they may also explore change management and process transformation alongside technology modernization. Together, NTT DATA and Microsoft design a strategic app modernization roadmap tailored to your organization and optimized to drive results, efficiency, performance and savings.

“ Whilst transformation is fundamental to efficient cloud optimization, sometimes a level of transition is necessary, especially when there's an urgent need – like if a data center with numerous workloads is closing in six months' time.



**Coding by NTT DATA** is a cutting-edge platform that transforms the way custom code is created and modernizes legacy applications. It provides fast-code services that leverage AI-based internal tools to automate several tasks for software development and maintenance, as well as for app modernization and cloud migration. This innovative technology empowers organizations to streamline their software development processes and maximize the value derived from their applications.



# A model for change



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## A model for change

To unlock the full potential of technologies like AI, generative AI and cloud, and to drive innovation and growth, organizations need a clear understanding of how to integrate technology into their processes and business models. This is more than a technical undertaking. It is a strategic step that, which needs precision, alignment with organizational goals, and needs continuous monitoring and refinement. It's business transformation, enabled by technology.

“As organizations look to adopt generative AI for virtually every business process, leaders are increasingly searching for more unique, customized solutions.”

### Empower and connect

Microsoft Copilot presents an opportunity to reimagine the way we work. With AI, organizations can unearth value from the mountain of data generated by productivity tools like Microsoft 365 and business applications.

Microsoft Copilot has already created ways to help organizations unleash the full potential of everyday AI to enhance collaboration, elevate the employee experience and maximize productivity.

Use cases range from helping employees run more effective meetings to enabling marketing, sales and field service professionals to provide exceptional customer experiences. By eliminating mundane tasks, they can save time, improve their productivity and maintain their focus on connecting with customers and closing deals.

As organizations look to adopt generative AI for virtually every business process, leaders are increasingly searching for unique, customized solutions. But building, deploying, and analyzing comprehensive AI tools can be complex.

Copilot gives businesses more control over their AI experience. It provides access to a broader range of applications, with over 1,000 prebuilt connectors for tools like SAP and Workday.

The low-code approach allows organizations to build apps, automations, and chatbots through conversation, in minutes.

NTT DATA and Microsoft are working together to develop new ways to help businesses improve their customer and employee experience by revolutionizing the way that organizations operate with AI.

### Optimize and expand with a multicloud approach

The cloud is often a great platform for innovation. Many technologies, such as blockchain, big data, machine learning, artificial intelligence, can only exist in a meaningful way on a public cloud.

The rise of multicloud – as opposed to working with a single cloud provider or remaining wholly on-premises – can be attributed to the flexibility and agility gained. For example, if you need to create extra capacity for seasonal demand or for testing new products, multicloud offers the ability to spread, migrate, expand or contract workloads on-demand.

However, organizations need to carefully consider their investments to ensure that they get a positive return on. Ultimately, a multicloud strategy should serve an organization's specific requirements regarding what to house in the cloud, where and why: these are the levers that deliver increased flexibility, agility, resilience and control.

A multicloud platform also helps to reduce complexity by eliminating the extra work and effort caused by silos. It also reduces multiple interfaces and improves cost governance by providing visibility of cloud spend across all environments.



Cloud makes it easier to adopt a composable, platform-based approach with codevelopment allowing for the reuse of proven components, codevelopment allowing for the and testing in production environments will make new services more robust and profitable from day one.

Applications are becoming “greener”, thanks to the take-up of low-code and no-code options, an approach closely linked to composability.

High-maintenance apps that require a lot of power and human resources are gradually being replaced by cloud-optimized apps, which require less of both.

However, moving to cloud doesn’t result in immediate savings or automatically make your business more environmentally friendly.

To get the most out of an investment in cloud, continuous modernization and optimization are essential. These are complex processes that require a strategic approach – and the right partners. Together, NTT DATA and Microsoft Azure are an ideal choice for cloud-native transformation.

NTT DATA supports its organizations in assessing their current technology stack, creating a modernization plan, implementing generative AI solutions, taking advantage of the cloud, ensuring effective AI governance, and providing ongoing support and maintenance. We base these projects on our AI Service Design and Prototyping Studio and Modernization Studio capabilities.

### Securing your multicloud environment

As businesses look to optimize productivity, user experiences, and backup and recovery, they are migrating critical operations and customer-facing applications to hybrid multicloud platforms. Improved business agility and resilience can be key outcomes of secure, automated workflows and processes.

**A multicloud approach can help ensure that your data is always available.** Multicloud solutions allow you to spread risk by distributing workloads and data across multiple cloud platforms. You can also separate and isolate sensitive data and workloads by storing them on different cloud platforms. This can reduce the risk of damage caused by data breaches or other security threats, because it makes it more difficult for attackers to gain access to your sensitive information.

**Automation and workflow orchestration help IT teams prevent downtime and efficiently manage recovery across hybrid multicloud environments.** Intelligent data protection and monitoring capabilities utilizing machine learning and AI can monitor, detect and mitigate suspicious activity.

A managed cloud service provider like NTT DATA can help you plan and deploy multicloud faster and more securely. Our approach ensures that all aspects of your ongoing multicloud environment are continually optimized in terms of security, risk management, performance, cost and sustainability.

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# Microsoft services from NTT DATA

**NTT DATA and Microsoft's partnership helps organizations realize value from their investments in integrated technology platforms by providing holistic solutions across cloud, networking and security.**

NTT DATA's Cloud Services and global Microsoft solutions certifications make us uniquely qualified to assist organizations across their entire modernization and migration journey. We drive cloud transformation as an Azure Expert Managed Services Provider (MSP), we can assist with cloud transformation. As a Microsoft Security MSP and member of the Microsoft Intelligent Security Association (MISA), we have the credentials to ensure the highest levels of security for our clients.

We've also joined forces with Microsoft to drive best-in-class collaboration offerings, including Operator Connect and Microsoft Teams.

We guide organizations on their journey to Microsoft Teams, providing end-to-end service management and support. From planning and design for engagement and fully-enabled global Cloud Voice to support and managed services, our Microsoft Collaboration Solutions enable our clients to take advantage of the entire Teams enterprise hub.

NTT DATA was one of the first partners to launch offerings for Copilot for Microsoft 365, a powerful AI tool that will enable us to assist clients in realizing the full potential of generative AI technologies. The collaboration with Microsoft is part of NTT DATA's continued commitment to providing innovative AI solutions and helping businesses enhance the power of next-generation AI to enable new ways of working and unlock productivity and growth.



# Inside the steel manufacturer's data-driven approach to Industry 4.0

Headquartered in Luxembourg, ArcelorMittal is a leading steel and mining company. They have been migrating their on-premises SAP applications to the cloud with NTT DATA and Microsoft. This has led to cost savings and increased flexibility and, most importantly, it has created greater opportunities for ArcelorMittal to innovate and focus on what matters to them: inventing smarter steels for a better world.

Driven initially by a desire to reduce costs, the initiative has triggered a ripple effect of benefits that continues to this day – enabling the business to drive innovation by analyzing and optimizing data in the cloud.



[Read the ArcelorMittal case study](#)

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# NTT DATA and Microsoft: proven enablers of business transformation



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# NTT DATA and Microsoft: proven enablers of business transformation

**Choosing trusted and knowledgeable partners who understand your business, industry and technology stack makes modernization smooth and cost-effective.**

With Microsoft, we focus on industry-specific platforms and solutions for digital businesses, transforming our clients' workplaces, applications and cloud infrastructure.

We're a recognized Microsoft Solution Partner across Infrastructure, Modern Workplace, Security, Data and AI, and Digital and App Innovation. NTT DATA has received over 20 global Microsoft partner awards in the last decade.

Our deep technical knowledge, as demonstrated by our top Microsoft accreditations, means we can provide exceptional service and outcomes. Additionally, our long-standing partnership with Microsoft demonstrates our commitment to driving joint growth and innovation, and enabling unrivaled customer and user experiences.

NTT DATA has also signed the Microsoft Partner Pledge. Signatories of the Pledge join Microsoft in committing to the ethical adoption of technologies such as AI and the Internet of Things (IoT), with a view to maximizing the social benefits of these technologies and minimizing any undesirable impact, such as damage to the environment.

# Is it time for your organization to transform?

As technologies evolve, they present new opportunities to create value and save costs. However, mounting tech and talent debt can stand in the way. Whether your goal is unlocking business value and innovation for today or preparing the organization for the tomorrow, you will need to change the way you architect, develop and operate infrastructure—including compute, network, workplace and data platforms. Moving from a capital-intensive, hardware-oriented infrastructure discipline to one that is intelligent and software-defined will deliver benefits.

**Organizations that take the leap now will reap the rewards sooner. Will you be one of them? Consider these five questions to help you decide:**

1. Are you embarking on a cloud transition or a cloud transformation?
2. Is your cloud transformation helping reimagine the way you work?
3. Is your multicloud strategy designed to meet your organization's objectives?
4. Are you using automation to secure and protect your organization?
5. Are AI and cloud enabling or stifling innovation?





**NTT DATA is a USD 30+ billion trusted global innovator of business and technology services. We serve 75% of the Fortune Global 100 and are committed to helping clients innovate, optimize and transform for long-term success.**

We invest over USD 3.6 billion each year in R&D to help organizations and societies move confidently and sustainably into the digital future. As a Global Top Employer, we have experts in diverse fields, 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 world's leading providers of digital and AI infrastructure. NTT DATA is part of NTT Group and headquartered in Tokyo.

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