

May 20, 2020

**“Abler™” Offering total support for advanced data management
 ~ “Understanding data” beyond accumulating, searching and visualizing data ~**

NTT DATA Corporation

May 20, 2020 - NTT DATA Corporation (NTT DATA) launched a new brand “Abler™.” Its goal being next-generation data management by providing total support for data management and data analysis utilization.

Advancement in the AI and IoT field have been driving companies towards Digital Transformation (DX). This increased competitiveness among companies and furthered the collecting and the using of data to maximize business opportunities. NTT DATA has used their vast know-hows obtained among the years, their latest technology, and combining those information with the use of knowledge graphs ^{*1}, furthering the movement of Data Democracy.

Abler supports the “Understanding of data” which is beyond the “Accumulating, Searching, and Visualizing of data”. “Understanding” means enabling machines to interpret data as humans do by combining ontology ^{*2}/semantic ^{*3} and etc. It becomes possible to offer total solutions for advanced data management by utilizing the unstructured data such as history of call centers calls, Email, SNS, or voice data (which had been difficult to be processed by machines), and shortening the time spent preparing data by automation of data management.

The brand name “Abler” is created by adding “r” to the end of “Able” -meaning "makes it possible". It includes the message that NTT DATA will “make it possible” and available to utilize a variety of data through this brand. NTT DATA will continuously support a change of the customer’s business and new value creation through Abler to achieve freedom from various limitations of society and customers.

NTT DATA will offer “Abler” to a wide variety of industries and aim at increasing sales in a ten billion yen scale in three years.

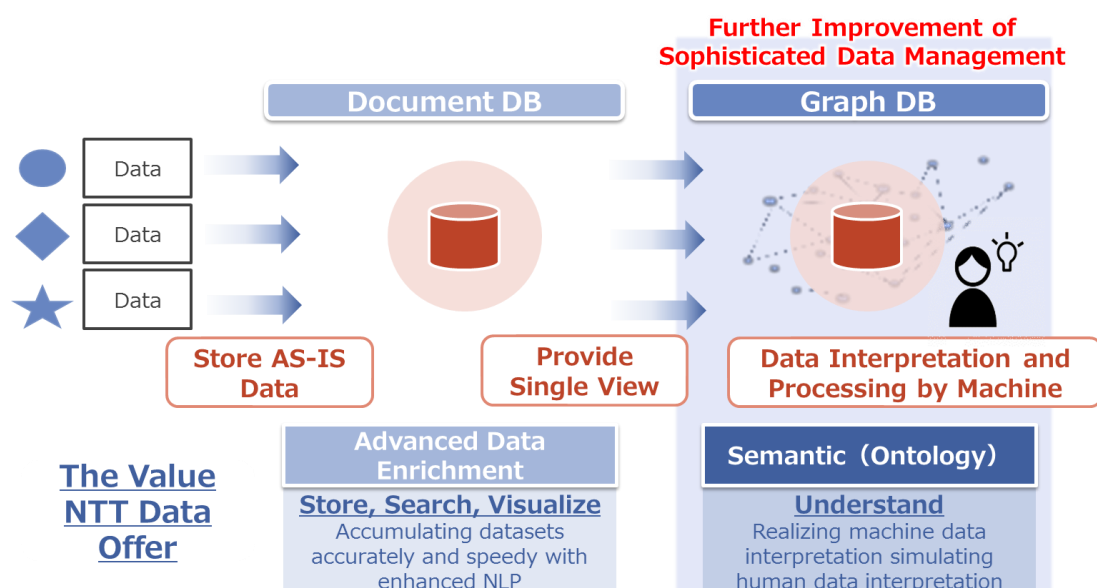


Figure 1. Abler Concept Advancement of data management

What is Abler?

- **Intelligent Data Fusion:** Implements a single view*⁴ with necessary processes from receiving of data to utilizing of data. Activate wide variety of information which has not been used by conventional information systems.
- **Intelligent Analysis:** Offers not only linkage with analysis tools, but also fast data utilization.
- **Intelligent Search:** Enables machines to search for information close to the humans' way of searching. Advanced search become possible by searching for datasets with its "value", "label" and "context".
- **Intelligent Know Your 3rd Party:** Integrates and visualize a wide variety of data from various viewpoints - Provides new insights into business activities. Supports users' crosscutting analysis through a single view across datasets aligned with their own business perspectives (e.g. customer axis, product axis, regional axis.)

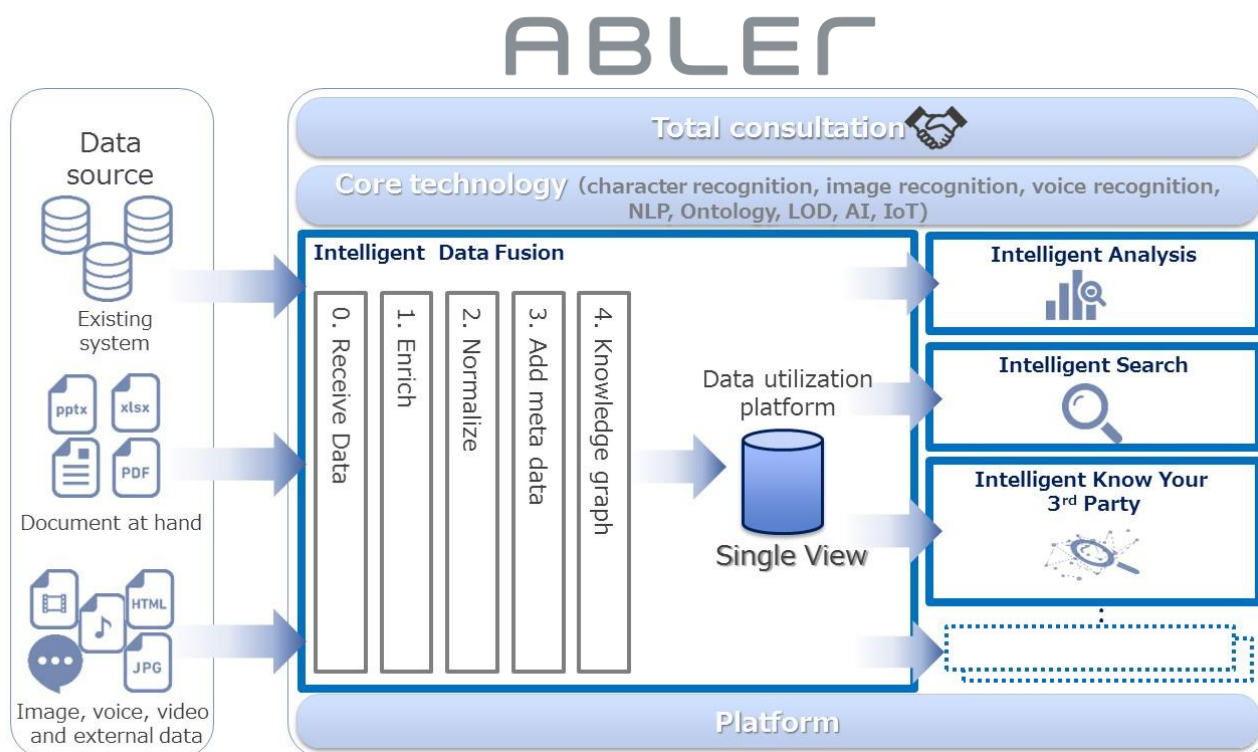


Figure2: Abler Overview

References:

Abler website: <https://abler.nttdata.com/en/>

(*1) Knowledge graph: Data management technology that sets contexts and relationships to data stored in a graphical format.

(*2) Ontology: Technology that organizes human knowledge as a conceptual framework and models it into a data model, enabling us to define relationships and extend knowledge.

(*3) Semantics: Methodology suitable for expressing relationships between things by adding relationships (subject, predicate, and object) to data and making it meaningful.

(*4) Single view: State in which data is centralized and integrated, and data can be used as needed by business or department.

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【Contact】

■ Product and service inquiries

NTT DATA Corporation

Marketing & Promotion Group

Business Development Promotion Office

Fourth Financial Sector

Email : abler.prom@kits.nttdata.co.jp