



NTT DATA welcomed Dell Services into the family in 2016. Together, we offer one of the industry's most comprehensive services portfolios designed to modernize business and technology to deliver the outcomes that matter most to our clients.



# Drive Strategic Business Growth in the Digital World With Application Programming Interfaces

Digital Application Programming Interface Services by NTT DATA

**NTT DATA Services**  
formerly Dell Services

## Streamline and optimize your business processes with APIs

In today's connected world, your business needs to accelerate mobile and web application delivery in order to improve customer engagement, create new revenue channels and opportunities, and stay competitive. In addition, your organization has to keep up with the daily proliferation of new channels and devices, as well as competition from digital disruptors — all while providing a seamless user experience.

Application programming interfaces (APIs) can play a central role in helping you achieve all of these goals and facilitate your expansion and growth in a fiercely competitive digital world. They can help you extend business capabilities, functions and information assets for internal and external use.

Digital API Services by NTT DATA can help you be successful, no matter where you are in your API adoption journey. Our unique set of services provide end-to-end API solutions — from helping you create the right strategy, to selecting technology/tools, to actual implementations, governance and ongoing support. We tailor our services to meet your organization's unique goals and requirements, enabling you to streamline and optimize your business.

Digital API Services can help define the right architecture for your APIs, implement or customize commodity off-the-shelf API management products to suit your specific needs, and manage large-scale, multiyear API adoption programs across your enterprise. Our global support teams can help manage and maintain your APIs and API platforms, fine-tune and enhance your API quality of service through continuous improvement plans, and help manage and build your brand with your developer community.

### Key benefits:

- Deliver a seamless user experience across multiple devices and channels
- Productize, monetize and improve the reusability of your existing assets
- Give partners and developers easy, but controlled, access to your assets for building new offerings on your capabilities
- Get deeper insights into how your assets are used
- Increase productivity and reduce costs

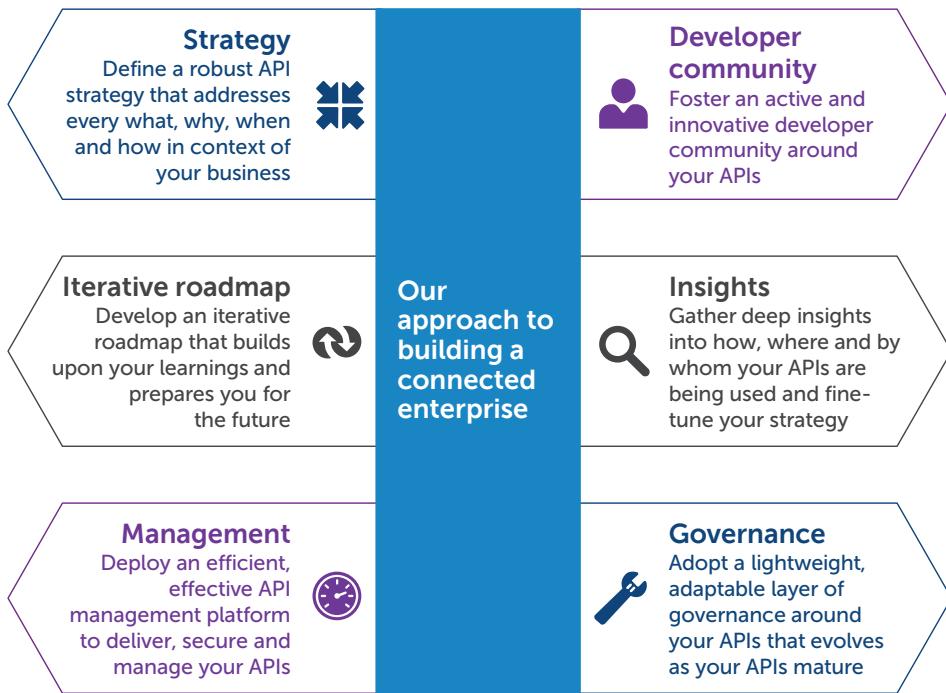


Figure 1: NTT DATA's approach for a successful API journey

NTT DATA Services can help you explore, envision, enable and execute your digital API journey with the expertise you need to be successful. Digital API Services is your one-stop shop for all API-related needs, from defining your API strategy and roadmap and developing your business case, to prototyping, API development, API management product selection, and implementation and managed services.

### About NTT DATA Digital Business Services

NTT DATA Digital Business Services enables digital transformation for clients by taking a business-first approach. Digital Business Services uses a robust consulting methodology to create digital strategy roadmaps for organizations, enabling new revenue models, exceptional customer engagement and superior operational excellence. Our services utilize digital technologies, including analytics, mobile, social media, cloud and the Internet of Things, to deliver end-to-end client solutions.

### Why NTT DATA?

- We offer a business-first approach to digital transformation.
- We provide a one-stop shop for your API, mobile, social media, business intelligence/analytics and cloud needs.
- Our in-depth industry knowledge and subject matter expertise help build your API strategy, as well as create the roadmap to execute it.
- We have proven experience in delivering valuable business benefits to clients across industries.
- We have a dedicated team of experts who specialize in APIs and related technologies, both open and proprietary.
- We have strategic partnerships with leading product vendors that extend our capabilities.



Visit [nttdataservices.com](http://nttdataservices.com) to learn more.

NTT DATA partners with clients to navigate the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. We're a top 10 global IT services and consulting provider that wraps deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.