



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.

Gain an Accurate, Single View of Your Customers by Integrating Newer Data Sources

Information Management by NTT DATA Single Score

NTT DATA Services
formerly Dell Services

Use modern information management techniques to turn data into actionable

Today's customers are socially connected and mobile. Driven by the always-on nature of smartphones and tablets, they want to interact with peers and companies — when and as they need it — and expect an almost-immediate response. But most business systems don't currently offer the level of insight or information management capabilities needed to gain a complete, accurate view of their customers.

Information Management by NTT DATA Single Score can help. Our solution generates actionable insights using real-time digital sources of personal information not found in your organization's current systems and combines the data with traditional business information and metrics to deliver predictable business outcomes.

This allows you to develop a 360-degree view of your customers. We provide several key services, including:

- Determining an information management strategy based on your unique environment and needs
- Customizing and implementing the Single Score solution
- Hosting the solution and providing infrastructure support

Key benefits:

- Promote your brand as one that listens and provides personalized attention
- Improve revenue by up-selling and cross-selling relevant products effectively
- Increase customer loyalty and reduce churn
- Engage more effectively through use of social media and newer technologies to reduce costs



Define a forward-looking information strategy	Integrate diverse data and derive context and meaning	Build and maintain data taxonomies	Store and process large data volumes	Implement richer master data management (MDM) solutions	Ensure data privacy
Recognizes the new data types and information providers. Identifies real challenges that can be addressed by this data.	Deals with large volumes of disparate data types confidently. Collects and integrates unstructured external data with enterprise data.	Removes ambiguities and inconsistencies arising from multiple similar data sources. Focuses on building a robust data dictionary.	Recognizes data volume and processing challenges. Implements a Hadoop Distributed File System platform for consolidation and analysis.	Deals with new customer attributes — customer MDM is at the heart of Single Score.	Deals with personally identifiable information. Implements rules and policies to secure data.

Figure 1: How we use information management to create a 360-degree view of customers

Empower your organization with highly actionable customer intelligence
 NTT DATA Digital Business Services understands that sound customer analytics are dependent on effectively utilizing as much customer information as possible. That's why we analyze a wide variety of real-time data sources to get you results — fast. Sources include:

- **Digital engagement data:** Primarily generated from engagement, such as purchases, research, inspiration, employment and education
- **Psychographic data:** Primarily generated from social media interaction, including personal expression, likes, needs, wants, affinity and clout

- **Physiological data:** Generated from smart clothing and accessories, otherwise known as wearables, such as smart glasses, watches and fitness trackers
- **Consumption data:** Generated by tapping into the network of devices that customers own, such as mobile devices, automobiles and home entertainment systems, otherwise known as the Internet of Things

enabling new business models, exceptional customer engagement, stronger employee engagement and superior operational excellence. Our services utilize digital technologies, such as analytics, mobile, social media, cloud and the Internet of Things, to deliver end-to-end client solutions.

About Digital Business Services

Digital Business Services enables digital transformation for clients by taking a business-first approach. We use a robust consulting methodology to create digital strategy roadmaps for organizations,

Visit 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.