

Intelligent Automotive Transformation. Smart Mobility Evolution.

NTT DATA – bringing a partnership
for automotive transformation



Accelerating towards a data-driven digital future

The race to become a frontrunner in the new digital era is bringing fresh challenges to auto manufacturing. OEMs must contend with rising prices and supply chain disruptions arising from geopolitical tensions and prolonged economic uncertainty. Society is also changing. Eco-conscious investor and regulator interest in measurable progress towards carbon neutrality is driving up EV investment. Customers, meanwhile, have a growing taste for connected, in-car experiences and are exploring subscription-based models as alternatives to vehicle ownership.

Auto manufacturers are transforming their operations to become more software-defined, connected and digital to make themselves innovative and agile enough to keep up with this unprecedented rate of change. Advanced technologies such as AI, ML, autonomous vehicles, Edge, 5G and IoT are being adopted in design, development

and the smart factory. This connectivity also extends to the cars themselves in the form of ADAS, sensors, Satnav, predictive maintenance, customized design and more. The focus on EV production is also creating spin off opportunities around charging infrastructure, battery life cycle management and mobility services as well as transforming the supply chain to produce software-driven market opportunities in value added services and customer experiences.

To enable all this, there's a strong case for auto OEMs to work closely with a trusted, global data connectivity partner that can bring the strategic vision, in-depth domain-level experience and outcome-driven approach to guide and effect digital transformation. NTT DATA can help you adopt software-defined workflows and technology to increase productivity, take control of in-vehicle sales and customer environments, develop joint-venture partnerships and bring innovative solutions for the electric age to life.

Before this you need to make sure your operations are in good shape with an agile, stable, secure IT infrastructure and efficient internal and external communications. By unifying your digital footprint with a collaborative comanagement partner, you'll be able to respond to current and future business-relevant challenges and opportunities, mitigate against the shortage of skilled resources, better manage costs, and keep up with the latest innovations.

A trusted, global automotive transformation partner

As a trusted, global Partner for automotive transformation, NTT DATA brings the capacity for OEMs to realize energy, mobility, digital production and customer experience transformation for the software-defined era. We enable auto makers to build the right architecture to support processes, operations and connected value chains worldwide.

Our “full stack”, B2B2X model delivers complex change requirements at industrial scale. We drive data securely across back-end processes and ecosystems through core connectivity layers from 5G, Edge, IoT and other areas to create, manipulate and orchestrate everything inside the vehicle and out.

Through our data design, AI intelligence, data management and cloud deployment capacity OEMs can build microservice capabilities that underpin advanced use cases across distributed environments. With intelligent automation across every area, we also enable the rapid scaling of operations and accelerated delivery. Our low/no code approach to application

development provides complete flexibility across the automotive landscape to support new use case development and innovation.

To achieve this, we bring together the diverse expertise and capabilities of NTT DATA as a whole. We enable data, connectivity, energy and security to be delivered across the full stack of technology from 5G and Mobile Network Operators (MNO) through to in-car intelligence. Our capabilities and services extend across OEM design, production and delivery, empowering OEMs to cocreate and coordinate everything end-to-end across the whole ecosystem.



Cocreating auto OEM environments that deliver rapid impact at global scale

We empower auto OEMs to manage and realize automotive transformation across every area of business. We deliver technology, connectivity, data capabilities and infrastructure to evolve operational capabilities, enabling auto makers to cocreate environments that support scaled product rollout and global execution of advanced automotive use cases as well as development of joint ventures to maximize market opportunity. We further drive value for auto OEMs by:



Empowering the cocreation of solutions and environments for rapid impact – We map change across your entire organization, prompting ideas and strategies around high value use cases like Industry 4.0, advanced robotics and advanced forms of production and taking them from MVP through to connected, data driven delivery.



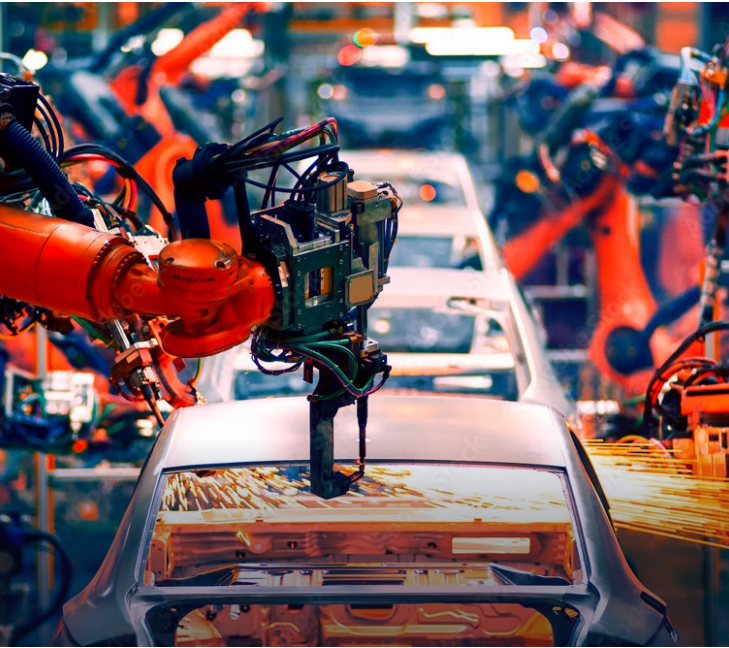
Enabling joint ventures across consortiums to leverage connected strength – We empower OEMs to create new products, services and mobility platforms through joint proposition and JV delivery across all existing and new automotive consortiums, eco-structures and partnerships.



Scaling product rollout to support the global delivery of new service offerings – We deliver and support global rollout and infrastructure deployment across critical areas of execution including connectivity, data, energy management and security.



Leveraging new tech capabilities to accelerate change – We help OEMs realize their strategic transformation ambitions by unlocking the value of new and emerging technology through a disruptive coinnovation approach to drive innovation, increase productivity and support the rapid development, deployment and delivery of new use cases.



NTT DATA brings global capabilities and in-depth experience across software defined infrastructure that few can match. As a proven pioneer of B2B2X business models and a global leader in P5G and SD-WAN data connectivity we understand your challenges better than anyone else because data is in our DNA.

In addition, our collaborative model is completely outcome driven and we're globally renowned for our innovation and unmatched scope of our patents. Other aspects that set us apart from other include:



Global leadership in data and data centers – matched by highly precise, reliable and responsive local delivery teams and unmatched agility covering every aspect of the IT and operational environment.



Pioneers in B2B2X, P5G, SD-WAN and business ecosystem connectivity – committed to achieving objectives across industrial value chains, the invigoration of local economies, the enhancement of customer platforms, and the development of mobile and cross-data infrastructure, apps and platforms.



Technical innovators – spending \$3.6bn p.a. on R&D to help businesses rapidly scale and innovate as well as bringing industry-leading global network connectivity, API-level partner integration and thousands of new patents each year across new services, technology and infrastructure.



Trusted reputation – numerous industry accolades such as award-winning, world-class Tier 1 network infrastructure leadership aligned to a full stack, secure-by-design offering, global delivery with 24x7 support resources and trusted by 80%+ of the Fortune Global 100 as well as thousands of other business across diverse, complex industries.



A strategic partnership for software development.

As the concept of software-defined vehicles (SDVs) raises the value of vehicles and services, software development has become increasingly important and requires close linkage between vehicles and infrastructure.

The Partnership

Being long-standing partners, Denso and NTT DATA have strengthened their ties with further initiatives to transform the automotive industry, including:

- Expanding global software resources
- Cultivating advanced software engineers
- Enhancing the platform to support software development
- A joint initiative to tackle social issues

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BMW and NTT DATA accelerate digital transformation with new IT Hub.

NTT DATA and BMW Group add a chapter to their long-standing partnering to make their shared vision for the automotive industry a reality. Together we:

- Use the strength of our 30 year partnership to expand BMW Group's global network of IT and software hubs
- Combine our strengths to deliver innovative and transformative solutions
- Create an environment for growth to attract and retain the best IT Talent with the aim to double the number of BMW Group developers by the end of the year

[Read more >](#)



A Gartner Magic Quadrant Global Leader.

NTT DATA has been recognized as a Leader in 2023 Gartner® Magic Quadrant™ for Network Services, Global for the tenth consecutive year, and is positioned highest on Ability to Execute and furthest in Completeness of Vision for the third consecutive year.



Partner for intelligent automotive transformation and smart mobility evolution

NTT DATA is the right partner choice for wholesale automotive transformation with capacity to enable the wider mobility change that lies beyond.

With us, auto OEMs can bring energy, mobility, digital production and customer experience transformation for the digitally connected, software-defined era to life through having the right underlying architecture to support processes, operations and connected value chains worldwide.

We deliver technology, connectivity, data capabilities and infrastructure to evolve operational capabilities, empower them to manage and realize automotive transformation across every area of business, scale up new product roll-outs and pursue joint ventures that make the most of market opportunities.



Our global capabilities and in-depth experience across software defined infrastructure is second to none, trusted as a safe pair of hands by automakers to consistently deliver outcomes that give them the agility and resilience to compete and grow their business effectively in the digital era.

