



NTT and Cisco:  
**Together, we make  
you unbeatable**



**For over 30 years, leading organizations around the world have turned to us to tackle challenges, unleash potential and deliver results.** Why? Because of an exceptional partnership – best-of-breed NTT services and Cisco technology solutions – and a shared commitment to unlocking your long-term success.

**NTT and Cisco. When compromise is not an option.**



The partnership of the future

A track record you can trust

Together we make you unbeatable



## An enduring partnership, focused on the future

**Think back 30 years. The internet was in its infancy. There was no cloud. No IoT. AI was science fiction. And if you wanted to make a change to a network, it meant a truck roll.**

The partnership between NTT and Cisco was only just beginning. It was focused on reselling networking hardware. Over the last 30 years, we've seen technology evolve beyond recognition, and our partnership has responded in kind: transforming networking, opening up the cloud, expanding the edge and defining infrastructure with software.

We were the first to apply IoT to the challenge of wildlife conservation, protecting the rhino with the Connected Conservation project. We powered the advancement of science, connecting ALMA, one of the world's largest telescopes, to the scientific community.

Today we continue to evolve, giving you the services and technologies you need to accelerate your own transformation in every industry and on every continent.

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# Systems integration and multitower solutions

**It all starts with having the right business outcome discussions with you – talking about things like collaboration in the era of hybrid work, multicloud and application performance. By taking this approach, we can understand your objectives and design solutions that will deliver the business outcomes you require.**

We take a consulting-led approach to defining your business, technological and financial requirements; then we design the solution using multiple Cisco capabilities:

- Enterprise networking – Catalyst, Viptela, Meraki
- Cisco collaboration – Webex and Webex Contact Center
- Cloud networking and compute – Nexus, ACI and UCS
- Edge computing – IoT and private 5G

We optimize application performance across multiple hybrid clouds by providing full-stack observability using AppDynamics and ThousandEyes, and we embed relevant Cisco security controls throughout our solutions.

After designing the right architectural solution, we provide technical services to deploy and support the solution if you want to manage the infrastructure yourself.

## A focus on software adoption

In the past, our support offerings were focused primarily on reactive hardware maintenance. But as technology transitions from hardware to software, we've enhanced our support offerings to focus on software adoption and management, too.

Our Software-defined Infrastructure Services (SDIS) and Software Lifecycle Services leverage NTT platforms that are integrated with Cisco technology.

If you are not interested in managing your infrastructure, we can provide the solution as a managed service. We already have a wide range of managed services supporting Cisco's broad technology portfolio and will continue to enhance and add to this portfolio in the future.

As already mentioned, systems integration is our classic delivery model. It's how we've delivered together on thousands of projects over our 30+ year partnership, and it's a model we are still committed to.



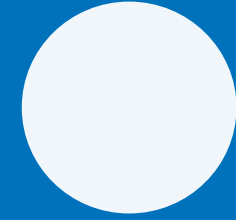
## Success stories so far



### International sports event delivered with zero downtime

In 2020, the **UEFA European Soccer Championship** was held across 11 stadiums in different countries. NTT and Cisco spent two years analyzing and planning the requirements for every venue and then delivered a secure, high-performance network infrastructure.

The design was optimized for efficient deployment and ease of troubleshooting. Combined with centralized and on-the-ground support services, this enabled broadcasters and journalists to enjoy uninterrupted access to every match throughout the event.



### Creating a modern, sustainable workplace

**Ashrae, a global association dedicated to sustainable technology in building systems**, wanted its new headquarters to be a next-generation workplace designed for the modern employee.

NTT's consulting-led approach used workshops to define different user types and their requirements. We then designed and implemented a reference architecture based on Cisco Webex and Meraki.

The new headquarters is a smart workplace environment that serves as an example of optimized employee and guest experiences, next-generation meeting spaces, and sustainability through integrated building management systems.

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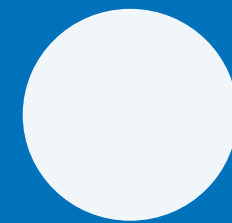
## NTT's Software-defined Infrastructure Services

As Cisco has transformed from a hardware to a software company, NTT has evolved their offerings as well, most notably in the area of support.

In the hardware world, support was primarily focused on availability and minimizing downtime, with the Cisco SMARTnet Service and NTT Uptime as our leading solutions.

While device availability is still important, the transition to software requires additional areas of support such as license management, configuration/image management, security advisories and technology feature adoption. All these need to be addressed to ensure you maximize your return on investment.

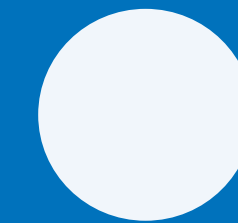
This is where NTT's Software-defined Infrastructure Services come into play. We still have all our hardware availability and support options from Uptime, and now we've added software lifecycle services to address software requirements.



### The transformative power of a software-defined wireless network

**Frucor Suntory** creates and distributes some of New Zealand and Australia's most popular beverage brands, and has 1,000 people in their offices and manufacturing facilities.

With a new, core software-defined network that leverages Cisco's Digital Network Architecture, employees have seamless access to information and applications. The network can also support a growing number of connected devices. Cisco Stealthwatch monitor the network for any anomalies and proactively address issues to avoid disruptive downtime.



### Accelerate and simplify store rollout

This retailer wanted to cut down the time it took to open new stores. They were also looking to establish a lean operating model and improve software asset lifecycle management.

NTT and Cisco designed and implemented SD-WAN, campus networking and DNA software as a managed service. We simplified software lifecycle management by integrating licensing, DNA Center (DNAC) and APIs.

The solution cut store setup time from 3 weeks to just 7 days, improved security and compliance with automated policy management for 40,000 devices, and gave the retailer centralized management of all Cisco software licenses.



## NTT's Managed Campus Networks

Our Managed Campus Networks service can transform your outdated campus network into an enabler of digital transformation. It's where Cisco technology and NTT services come together to, for example, refresh your legacy LAN and WLAN to Catalyst 9k and Wi-Fi 6 in order to deliver the workplace of the future.

The adoption of Cisco DNAC Appliances enables you to get the most out of your Cisco campus infrastructure, while the use of advanced DNA features such as DNA Spaces (smart workplaces) and ThousandEyes (network and application performance management) guarantee those superlative user experiences your users expect.



### Transformational network management improves patient care

An Australian healthcare provider was struggling to manage its 4,500-device network estate to the required standard. A Cisco-powered NTT Managed Campus Networks service, onboarded in just 90 days, not only delivered consistent service but also gave the organization greater visibility of operational metrics.

The client's IT culture matured from firefighting to proactive, as they were able to draw on better operational insight to refine the service experience for patients and clinicians alike.

## NTT's Managed SD-WAN

Our Managed SD-WAN services (available on Viptela and Meraki solutions) are underpinned by our Tier 1 Global IP Network, which delivers MPLS to 190 countries and includes 75 hosted nodes for SD-WAN and network function virtualization. Direct cloud connectivity is ensured by NTT's extensive global data center footprint of over 80 data centers in 20 countries. Both of these NTT-owned infrastructure assets extend the reach, performance and security of the Cisco network solutions which run on them.



### Wide area infrastructure transformation

This superannuation fund needed to transform its infrastructure so it could offer customized experiences to members.

NTT and Cisco delivered an SD-WAN with 100% encryption for high security, a dashboard providing visibility of network performance, and multiple diverse failover paths for resilience.

The fund now has visibility to manage cloud access capacity dynamically, so that it can deliver a distinct digital experience to employees and members.





## NTT's 360 Observability

In a digital world, you are primarily interested in the performance of your critical applications. We address this concern with our full-stack observability (FSO) portfolio, which includes Cisco solutions, AppDynamics and ThousandEyes. NTT has been a Cisco FSO partner on the systems integration side since 2017 and is now taking that one step further with our 360 Observability: a managed service based on AppDynamics and ThousandEyes.

By its nature, FSO can be daunting for organizations that do not have the technical skills to leverage it effectively. With 360 Observability, we ensure you get more value from your FSO investment – not just on day one but also as your network, cloud and application footprints evolve over time.



### Reservation system increases booking rates

Despite having multiple monitoring tools, this cruise line often found out about reservation systems outages from customers. Moreover, it didn't know how much money it might be losing when the system went down. Following a consulting engagement, NTT implemented a Cisco AppDynamics solution that gave the company both IT and business performance metrics in real time, enabling it to prevent incidents from affecting customers.

Booking rates improved, customer satisfaction went up, and the company's brand image was protected.

Our cloud-connected **PSTN for Webex enables you to migrate seamlessly** to cloud-based voice services integrated with your collaboration suite.

## NTT's Managed Cisco Collaboration Services

Our Managed Collaboration Services include advisory and migration services to help you move from on-premises (e.g. Cisco Unified Call Manager) to cloud-based (e.g. Cisco Webex) collaboration. These services offer a single cloud-based platform for employees to meet, call and message each other, with the underlying NTT network and data centers ensuring great user experience and cost-efficiency.

Our cloud-connected PSTN for Webex enables you to migrate seamlessly to cloud-based voice services integrated with your collaboration suite.

The growth of hybrid working means that many organizations have access to multiple collaboration platforms and require services that combine Cisco collaboration tools with, for example, Microsoft Teams and various social media platforms.

We can integrate multiple vendor technologies into an effective hybrid collaboration environment, and provide the right network services to deliver the best experience when using the Cisco Webex Suite. This ensures that you continue to enjoy the enterprise performance and cost-efficiencies of your Cisco investments while allowing your employees to work the way they want.



### Pharmaceutical company migrates to cloud collaboration

Following multiple mergers and acquisitions, this client was looking to standardize collaboration solutions, consolidate suppliers and migrate to the cloud. They wanted to maximize existing vendor investments while moving from a capex to opex consumption model.

Using our Cloud Deployment Framework, we mapped the client's existing environment, users and infrastructure to define a future-proof cloud migration plan. NTT Calling plans and Cisco UCM Cloud were combined into a managed collaboration service for 30,000 knowledge workers.

The client benefited from a single, global collaboration environment delivered by a single provider.



# A track record you can trust



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# Who is Cisco?

Cisco has been a worldwide leader in networking security and collaboration for 37 years. We invest USD 6.5 billion a year in R&D and hold 25,000 patents.

We have the global scale and reach to serve the world's largest organizations. Our clients include 98% of the Fortune 500 and our employees think we are the number one best place to work.

Cisco's strategy is to help you connect, secure and automate to accelerate your digital agility in a cloud-first world.

## We help our clients address the following priorities:

- Reimagine applications
- Power hybrid work
- Transform infrastructure
- Secure the enterprise

## Cisco's innovation promise

- Customer and user experience
- Simplicity and cloud-first
- Flexible consumption
- Visibility and automation
- Security built in
- Interoperability and quality

## Cisco's industry recognition

- Leader in the 2022 Gartner Magic Quadrant for SD-WAN
- Leader in the 2021 IDC MarketScape for SD-WAN
- Leader in the Gartner Magic Quadrant for Meeting Solutions for 13 years in a row
- Leader in the Gartner 2020 Magic Quadrant for UCaaS
- Leader in the 2021 Gartner Magic Quadrant for WAN Edge Infrastructure

## Cisco's strategic pillars

- Secure, agile networks
- Optimized application experiences
- Future of work
- Future of the internet
- End-to-end security
- Capabilities at the edge





## Who is NTT?

**NTT's purpose is to help enable the connected future. Through technology and innovation, we deliver a secure and connected future that empowers our people, clients and communities.**

Not many people know that when you do a Google search, you're probably using an NTT network. We carry a significant percentage of the world's internet traffic, which means we're uniquely capable of delivering enterprise-grade connectivity as you implement your cloud strategy.

We're a top-three global data center provider. Roughly 80% of our global data center capacity is consumed by the three hyperscalers (AWS, Azure, GCO) and virtually every leading SaaS provider (Amazon, Netflix, Salesforce, etc.). This enables us to deliver substantial value by colocating your workloads in the same data center as your chosen hyperscaler.

We can also leverage our leading Global IP Network backbone, undersea cables and data center interconnects to provide highly reliable, top-tier connectivity services. And we were first to market with enterprise-grade private 5G.

These are just some of the reasons why 65% of the Fortune 500 and 80% of the Fortune 100 are our clients.

NTT Ltd. was formed by integrating 39 affiliate companies, the largest of which were Dimension Data, NTT Communication and NTT Security. We launched NTT Ltd. on 1 July 2019 as a USD 10 billion global company providing a broad portfolio of infrastructure services to our clients around the world.

And, as part of the broader NTT Group, we benefit from the financial strength, R&D and heritage of one of the largest and most respected IT brands in the world. NTT Ltd. represents roughly half of NTT Group's revenues outside of Japan.

These are just some of the reasons why **65% of the Fortune 500** and **80% of the Fortune 100** are our clients.



### NTT Ltd. in numbers

- USD 10.4 billion annual revenue
- 48,000 employees
- 5,000 clients
- Operations in over 55 countries

### NTT Group in numbers

- USD 112 billion annual revenue (USD 20 billion outside Japan)
- 310,000 employees
- Top 100 global innovator
- USD 3.6 billion annual investment in R&D

### NTT Ltd. industry recognition

- Leader in the 2023 Gartner® Magic Quadrant™ for Network Services, Global
- Leader in the 2021 Gartner® Magic Quadrant™ for Network Services
- Leader in the IDC MarketScape for Worldwide Co-location and Interconnection Services 2021
- Leader in the IDC MarketScape for Worldwide Network Consulting Services 2021
- Leader in the IDC MarketScape for Asia Pacific Cloud Security Services 2021



# NTT's capabilities

This single diagram explains our end-to-end stack and shows how we bring together a broad collection of assets and capabilities.



## Edge-to-cloud services

Leader in Gartner Magic Quadrant for Network Services	Cloud-based network functions virtualization services hosted out of 75+ global cloud centers, 190+ countries with MPLS coverage	Leading enterprise private 5G capability	Top MSP accreditations for AWS, Azure and Google; SAP-certified hosting partner	227,000 security events analyzed per second; leading extended detection and response capability	Cloud voice presence in 39 countries
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## Systems integration

#1 or #2 partner globally for most major IT vendors	4,700+ network and 2,000+ security certified experts	End-to-end services for hardware and software – from deployment and support to full adoption	Operating model at scale across the world
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## Digital infrastructure backbone

Third largest global data center footprint – 500,000m <sup>2</sup> + data center space (1,500 MW capacity) in 20+ countries	Leading global IP backbone provider – 200+ points of presence across 100 countries	Over 16Tbps capacity in global submarine cables	A significant portion of the world's internet traffic passes through our backbone
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## Digital infrastructure

Starting at the bottom of the diagram, with our infrastructure, we have a comprehensive portfolio of market-leading connectivity and data center assets. Coupled with the deep security insight we gain from viewing a large percentage of global internet traffic, this means we're able to deliver comprehensive connectivity solutions.

## Systems integration

We then have our systems integration business. We are among the largest partners of every major IT vendor and have deep technical and delivery expertise to design, deploy, support and manage the most complex projects globally.

While NTT has many technology partners, Cisco is far and away the largest and most strategic. Cisco spans all our solutions and service towers, and is many times larger than all other partners combined. So, while we do have an ecosystem of technology partners, Cisco is a very important partner to our business.

## Managed services

The top layer of the diagram represents the comprehensive portfolio of edge-to-cloud managed services we've built across major technology areas to address the fastest-growing segment of the market and be ready to help you transition to as-a-service consumption models. These are ideal if you want to focus on your core business and don't want to have to deal with the day-to-day operation of your IT infrastructure.

### Our strategy is to help every client:

- Transform to software-defined infrastructure
- Consume Cisco software capabilities
- Maximize value from their investments through our software-defined infrastructure and lifecycle services
- Transition to managed services so they can focus on their own digital transformation and relationships with their customers

## Solutions any way you want

In summary, NTT provides the infrastructure solution that you need, in the consumption model you prefer, bundled with complementary services to meet your complete requirements.

We see this as a unique differentiation in our partnership with Cisco. We meet you wherever you are:

- Do you want to outsource the management of your IT infrastructure? We can do that.
- Do you want to manage your infrastructure yourself but need help with technology design and installation? We do that too.
- Do you currently manage your own infrastructure but want to get out of that to concentrate on your core business? We can help you with that.
- Do you need connectivity, voice or colocation services that complement your Cisco investments? You're in the right place.





# The integration of NTT Ltd. with NTT DATA

NTT Ltd. is already a major global force in IT and a powerful partner for Cisco. Our recent merger with NTT DATA – a trusted global innovator of IT and business services – will create a USD 20 billion global IT powerhouse: NTT DATA, Inc.

[Read about the NTT Ltd. and NTT DATA merge](#)

[Read more about the new company name and outline](#)

NTT DATA brings a wealth of industry expertise in addition to their consulting capabilities and portfolio of digital transformation and application development/management solutions.

NTT DATA'S services perfectly complement the infrastructure solutions delivered by NTT Ltd. and Cisco, enabling us to provide full-stack IT solutions. This is the best way to deliver business outcomes since, in a digital world, application performance equals business outcomes.

## Why is this important to you?

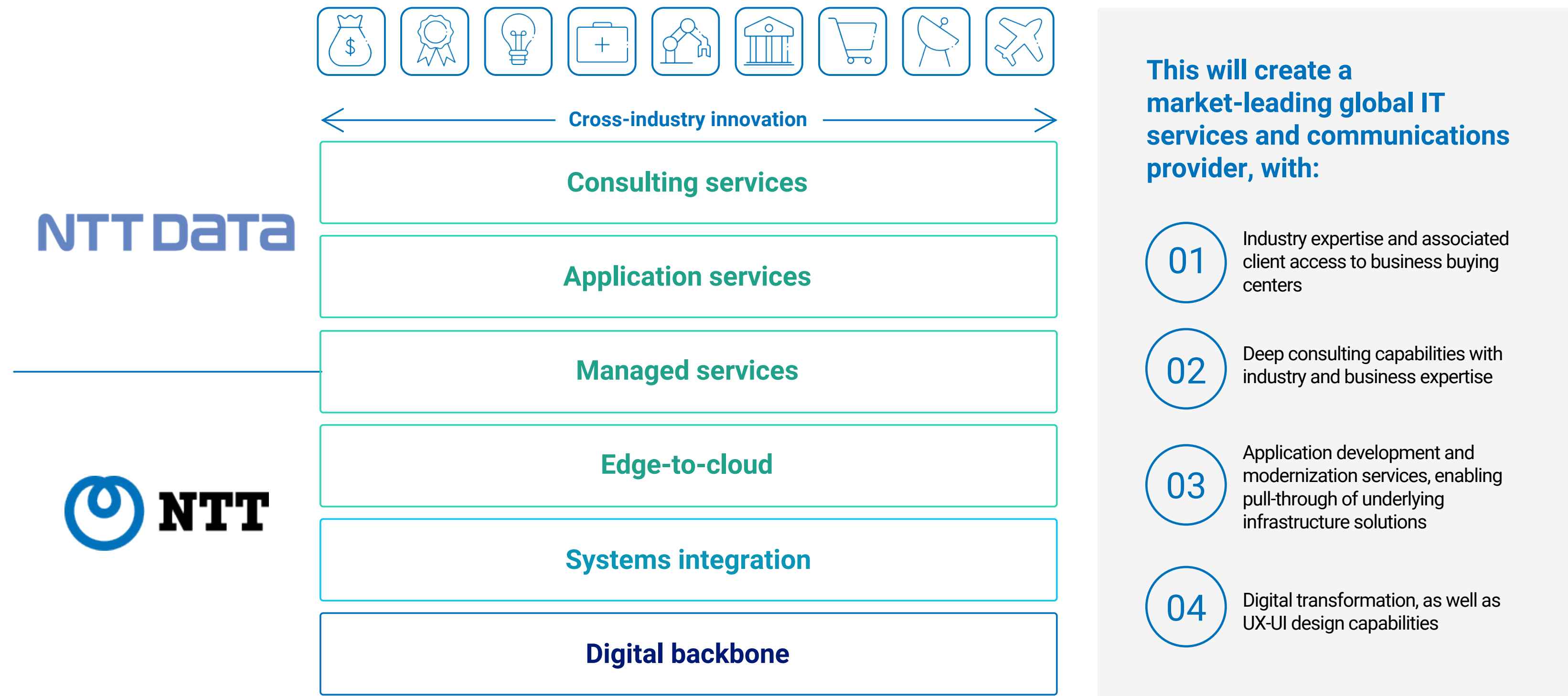
Robust end-to-end capabilities and a full stack of services will enable the new entity to deliver advanced digital innovations around the world. Our combined areas of expertise will put us in an even stronger position to:

1. Understand the business challenges in your sector
2. Define the IT requirements you need to address those challenges
3. Tailor our IT infrastructure services to your specific applications and interfaces

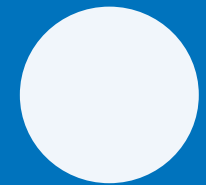




# NTT DATA and NTT Ltd. combining to form a leading full-stack global IT services provider



# An incredible collaboration



## Global

- Cisco's [Global Managed Services Partner](#) of the year 2022



## Americas

- Latin America Partner of the Year
- Managed Services Partner of the Year



## APJC

- Application Experience Partner of the Year
- Technology Excellence: Enterprise Networking & Meraki Partner of the Year



## Brazil

- Brazil Partner of the Year
- Digital Transformation Partner of the Year



## EMEA

- Cisco Capital Partner of the Year
- Service Provider Partner of the Year



## Germany

- Cisco Capital Partner of the Year
- Software Partner of the Year



## India

- India Partner of the Year



## LATAM

- Latin America Partner of the Year
- Managed Services Partner of the Year
- Transformation Partner of the Year



## Mexico

- IoT/Industry Partner of the Year
- Multinational Enterprise Partner of the Year
- Enterprise Partner of the Year
- Managed Services Partner of the Year
- Software Partner of the Year



## Middle East Africa:

- SMB & Commercial Partner of the Year



## North EMEA

- Customer Experience Partner of the Year
- Service Provider Partner of the Year





## Together, we make you unbeatable

**NTT and Cisco have been here for you for over 30 years, and we're ready and eager to be part of the next stage of your organization's future.**

Whatever business outcomes you require, we will design and deliver the right solution that you can consume any way you want.

Adaptive, innovative and committed to your success, NTT and Cisco together are the partners to turn to when compromise is not an option.

[Connect with us](#)



