

NTT Data



How Jaguar Land Rover can accelerate its Refocus Programme

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NTT DATA offers JLR more than you probably realise

Jaguar Land Rover faces complex challenges as it drives ahead with its Reimagine Strategy. JLR will need to work in radically new ways to meet its ambitions and gain a competitive advantage. It must harness its existing skills, innovation and experience, as well as work with partners who bring their own capabilities and embed them in the programme.

Perhaps you haven't heard of NTT DATA, even though we have transformed several of your key platforms that help you engage with your customers. NTT DATA is a global company with Japanese roots and last year moved into the top five of global IT consultancies. Our core visions of Foresight, Teamwork and Clients First match JLR's needs as it commences this critical journey.

NTT DATA has already successfully demonstrated its approach while working with JLR on multiple projects. Although these are predominantly in CRM and Customer Engagement, our way of working is more agile and more collaborative than you have seen previously in these areas, delivering more features and value than before.

What JLR says about NTT DATA

"Although NTT DATA is a big and well established company, it does not have the bureaucracy typical of other large consultants that often makes them slow and inflexible. In contrast, I have found NTT DATA retains the ability to react rapidly to our needs and respond in fresh ways. With the Refocus Programme we are attempting to deliver many projects and often do not have the resources or right skills internally. This means we need to rely on partners like NTT DATA to help us guide our thinking. We also need partners that can work with multiple platforms and advise us on the most pragmatic approaches by making unbiased recommendations without being tied to any particular solution. We have a good relationship with NTT DATA. They have a personable and relaxed approach that makes them easy to work with, but they also deliver."

Simeon Highton, Head of CRM for SAP CRM delivery Europe, UK and North America

A proven partner with top automotive marques

NTT DATA can address JLR's needs in many areas. The wide scope of our capabilities, expertise and experience may surprise many of you.

NTT DATA is one of the market leaders in areas relevant to JLR - the premium automotive and luxury retail spaces. In Germany we are the top supplier of IT services into the BMW Group and number three in both VAG and Daimler. In the UK we are the top supplier into McLaren.

We have extensive experience in numerous projects for these brands across the entire value chain. From Digital and Data Strategy (we are the partner for JLR China in Digital), to IT Strategy, to Enterprise implementation to Operational Support.

We have already implemented many of the innovations that will become part of your programme, including Direct to Consumer, Single View of the Customer, Data Monetisation and Transformation of SAP CRM. Furthermore, we have delivered results using agile methodologies, often taking our customers on a journey that fundamentally changes the way they operate for the better.

Helping JLR achieve transformation

JLR is already making progress in many areas. We have witnessed JLR's desire to adopt new ways of working and have proposed the best ways for you to make that transition. We have advised on some of the platforms, tools and systems that will support your transformation.

Your goal, which we share, is to innovate rapidly and at low cost. The ability to change quickly is essential in today's unpredictable market. With NTT DATA as a partner, you will be able to implement effective business functions more quickly, achieve transparency of delivery and outcomes, eliminate waste and create extreme customer value.

In this paper we explain how NTT DATA can bring substantial benefits to JLR's transformational programmes. We describe our track record of delivery to other automotive brands and we show why NTT DATA is a committed partner that can help JLR progress in several areas of its Refocus Programme.



Transforming eCommerce for Daimler Financial Services

In Italy, NTT DATA helped Daimler Financial Services to better serve its customers across digital channels. NTT DATA implemented solutions in four key areas:

- Financial retail systems with apps to support processes from dealer quotation to contract definition. Processes are now faster with dealers able to more easily close quotations.
- Handling customer email by integrating Artificial Intelligence with Salesforce to automatically answer customer requests.
- A portal for dealers to pay loan instalments and use other services, leading to simpler payment operations and faster vehicle registration.
- A chatbot to help dealers retrieve frequently asked questions and finalise contracts. More than 75% of requests are now handled by the chatbot.

Processes, platforms and technologies to enable JLR to deliver its Reimagine Vision

The challenge for JLR's senior executives with commercial, manufacturing and corporate responsibilities is how to drive the organisation through the necessary transformation process in the coming years. From the highest levels of management, an agile and digital mindset needs to be encouraged. It is top management's responsibility to roll out a change in culture across JLR as well as introducing new ways of working that can deliver innovation at sustained pace.

Boost buyer loyalty with a single source of truth for customer data

With its history of diverse ownership and phased investment, JLR runs multiple CRM and customer engagement-related systems built up over the years. Customer data exists in isolated systems and locations, held by different functions, from sales to aftersales, from finance to marketing. This makes it difficult to realise the full value of all customer data and benefit from a consistent and intelligent customer engagement that generates more revenue.

The challenge is finding a cost-effective and quick path through the legacy forest. This requires a technology solution that will enable you to truly know your customers and maximise your engagement with them. Without consistent and well-planned engagement, you have a customer loyalty problem.

With its experience from previous projects, NTT DATA has gained an understanding of JLR's CRM and customer data that can help map its target outcomes based on business needs.

We have built multidisciplinary teams of functional experts, architects, business analysts and designers, who can work alongside JLR champions in Feature (sometimes called Fusion) teams. Together, the teams can work to identify essential cultural and business changes. We can then advise you on the mix of processes, platforms and technologies that best suit

your culture and design the complete CRM and data solution, whether through a conventional development programme or by using an agile approach.

In general you will not be in a position to throw everything away and start again, so it is essential to decide what can be re-used and integrated, while also accepting that some systems will need to be replaced. For JLR there is no single answer. Even a greenfield development, such as the Jaguar only brand, cannot be completely decoupled from legacy.

Workshops find the best ways to boost Lexus and Toyota customer experiences

To enable Lexus and Toyota dealerships and corporate office employees to improve customer services and experiences, NTT DATA conducted a series of workshops and user testing to understand and help resolve major pain points.

The research enabled NTT DATA to establish new processes and enhanced analytics dashboards to ensure a consistent, positive user experience. The result was a more powerful tool to enable dealerships and corporate users to focus on improving the customer experience.

How can NTT DATA help? We can work with you to implement and roll out new customer engagement solutions, cloud-based or on-premise, ensuring they integrate seamlessly with legacy applications. Where it makes sense, we can apply new technologies to further support the integration process, and we can expand our JLR data quality programme to identify data integrity problems.

Today, the JLR overseas and EU Salesforce instances work with many of your other customer data platforms, which is a substantial step forward.

Improved customer engagement helps SEAT evaluate quality

NTT DATA developed mobile and web platforms that allow customers to evaluate their cars and report issues that the SEAT quality function can analyse and manage. By digitising the existing process, the solution has helped to increase customer feedback, improve customer engagement with faster responses and identify key client features in SEAT cars.

How the connected car unlocks new revenue growth opportunities

Vehicle telematics, dashcams and other sensors comprise one of the fastest developing technology areas in automotive, giving manufacturers innovative ways to improve the customer experience, support product development, enhance vehicle maintenance and create new revenue opportunities. The premium segment is one of the prime movers in this area, putting JLR at risk of falling behind without focused investment.

Combining connected car capabilities with other customer touchpoints, such as the InControl app, the web and Social Media channels, will provide a rich source of data. JLR will then be better placed to build an accurate digital footprint of the customer, enabling it to pursue multiple revenue growth and cost saving opportunities.

The challenge is that the proliferation of the technology is creating a flood of data which is unwieldy, expensive and in many cases untrustworthy – ultimately not creating useful insights.





At NTT DATA we have developed a platform that makes sense of the high data volume and create powerful insights by combining direct data collection, such as car location, vehicle data and safety and security alerts, with derived customer data such as travel patterns, music tastes, driving behaviour and even income bracket. For JLR this can mean:

- **Targeted JLR cross-sell** to generate revenue from the sales of remote services, accessories or to personalise the physical customer experience at the dealership.
- **Enhanced servicing** through predictive maintenance and proactive customer contact. The workshop can be readied, parts ordering made more efficient and customer feedback collected to support product innovation.
- **Improved driving experiences** through location-based infotainment; home automation such as garage door and lighting control; and augmented navigation using crowd-sourced data from other drivers.
- **Targeted insights** that help promote partner offers, to provide location-based services such as reserved parking, or to support EV charging.
- **Enhanced vehicle development and quality** by using condition information that provides insights into how vehicles are used and how they wear.
- **Added value for third parties** with generalised insights relevant to a wide variety of companies such as telcos for network monitoring or luxury brands with similar customer demographics as JLR.
- **Support for fair business practices** by making data on vehicle use available to insurance providers, vehicle leasing companies and used car dealers.

- **Efficiently handled breakdowns and queries** through analytics-led Chatbots and helping vehicle drivers to resolve faults themselves.

NTT DATA recommends an approach which starts with a data strategy that defines JLR's vision for connected car and customer data. The next stage would then be to help you define optimised end-to-end customer journeys incorporating multiple connected car use cases.

NTT DATA is investing in building a connected data platform to more easily connect to JLR legacy platforms, such as Salesforce and SV CRM. We can refine our Connected Data Platform to ensure that the JLR Customer Data Platform accesses the right data and can help the hyper-personalisation process.

Creating a modern, flexible IT structure for McLaren

Having evaluated how it can best deliver a modern, cost effective and flexible IT service to its three businesses, McLaren selected NTT DATA for its flexibility and expertise in critical applications such as SAP, ServiceNow and CRM platforms, as well as broad knowledge within end user compute and infrastructure.

The objective is to enable McLaren Services' IT function to provide true business value rather than merely being a traditional supplier of IT.

Build hyper-personalised customer experiences that capture market share

NTT DATA is already working with JLR China to develop channel strategies that will build a single customer view and engagement, combining multiple data sources, analysing responses and personalising content for customers.

A good example of how we have helped a leading brand to develop luxury customer experiences is our work with De Beers. When De Beers saw a discrepancy between how people perceived its brand and the dated digital experience it offered customers, the high-class diamond trader partnered with NTT DATA to define and deliver its digital transformation, including both client and internal services.

The objective was to create a personalised, multi-channel and content-rich diamond discovery experience with the aim of consolidating the brand's position as the 'Home of Diamonds'.

NTT DATA ensured a single and consistent view of the customer through a Salesforce-based CRM transformation programme. It also redesigned the digital experience by implementing segmentation and driving personalised experiences. Finally, the logistics process was transformed, implementing key Oracle Supply Chain to ensure seamless product fulfilment.

Similarly, NTT DATA can help JLR to create luxury digital customer experiences that are high value and highly automated, as well as being delivered with costs substantially lower than those of today. As well as helping to improve operational efficiency and margin, such intelligent experiences would increase the revenue generated by JLR services.



Defining the JLR digital strategy in China

In China, NTT DATA is working closely with JLR to develop a digital strategy under a project called the JLRC Digital Strategy Consultancy Initiative. The project spans four areas:

- 1. Mapping:** NTT DATA is undertaking detailed Customer Journey and Experience Mapping to help create a seamless, connected and superior customer experience across all digital platforms.
- 2. Priority setting:** NTT DATA is creating ideas and prioritising initiatives according to an agreed framework and in line with the key themes of Digital Roadmap and Design. We are also assisting the JLRC digital team in the design of quick win initiatives.
- 3. Organisation:** NTT DATA is helping to design the next phases of JLRC's Digital Organisation. We are identifying the key areas of the organisation that need to change first and how this can be phased across the rest of the business.
- 4. Cooperation landscape:** NTT DATA is analysing technology partners and consultancies that JLRC should engage with and identify what internal actions are needed. This work will also consider existing JLR Global Digital Programmes, Partnerships and Planning.

Beyond the hype - intelligently manage data to drive up profitable growth

Within JLR, many people talk about data and how it can be harnessed. As we have interacted with JLR's organisation at various levels we have seen that some efforts are being duplicated with the potential for initiatives to work against each other.

This is understandable. JLR has a fragmented data technology landscape with multiple legacy systems that result in cumbersome access to data such as sales records, customer records, production and order management information. This not only makes it hard to meet rising customer expectations for seamless digital journeys, but also slows the delivery of digital capabilities.

Possibly even worse is that people do not trust the data, improving data quality is one of the highest priorities. Without quality data, backed by lean and standardised business processes across boundaries, everything built by JLR will be at best unreliable and uncompetitive, and at worst, useless. NTT DATA is already engaged in helping JLR address its data quality issues through the SAP Data Quality Management project.

To assure the success, and maximise the value of future JLR data initiatives we recommend:

- **Improve data literacy** or 'the ability to read, work with, analyse and argue with data.' According to Gartner, [poor data literacy is ranked as the second-biggest internal roadblock to success for Chief Data Officers \(CDOs\)](#), and we believe improving data literacy is crucial to building trusted data. Until people throughout your organisation understand how data can drive improvements in customer experience and other business priorities, there will be a lack of motivation to support initiatives that seek to improve your underlying data. Moreover, it presents a barrier to your people's efforts to maximise the value of the investments you have made in tools and platforms, and diminishes your capacity for innovation in a rapidly changing automotive market. Our work on the [Legal & General Data Science Launchpad](#) demonstrates the value that can be unlocked through enhancing data literacy, and unleashing the innovation of your people.
- **Implement effective governance** to maximise the value of your investments. As noted above, we have seen duplication of effort at various levels in your organisation, and we recommend identifying Global Data Owners and Stewards to increase your control. These roles would focus on improving governance within specific relevant data domains (e.g. vehicles, vehicle telematics) and establish policy and standards for prioritised data. Being able to share and collaborate with data across markets will only become more crucial going forward, and a common definition for key data points (e.g. a Lead) will accelerate the delivery of value and build confidence in the results of your advanced analytics.



- **Focus on delivering business value through actionable insights**, rather than collecting as much data as possible. Unfortunately the analogy that 'data is the new oil' has well and truly stuck, and data for its own sake can be the driving force behind many initiatives. In our experience, this has been particularly true of connected car initiatives, with a lack of consideration of how data will enhance the customer experience. Technology alone cannot improve your business decision making or enable you to influence your customers - we have taken our knowledge from [delivering actionable insights on the racetrack](#) and [personalised customer experience](#) then applied them to everyday business intelligence. Supported by our network of 17 global design studios, we deliver Next Generation BI that can produce 80% reductions in manual reporting and make it three times more likely that decision makers make faster decisions.

[Partner and collaborate with others](#) in the increasingly complex modern automotive customer journey. As seen in the rapid emergence of new players such as Cazoo, there is a rapid influx of new entrants to the market creating new or enhanced customer channels that are multiplying and fragmenting the typical customer journey. Not only are customer expectations evolving at breakneck speed, but new, valuable data is being created exponentially. JLR has an opportunity to establish itself as a partner of choice if it can provide high-quality data, and diversify its route to market. We have already worked with you extensively to improve your exchange of data with dealers, and can enable you to do so with a wide range of other partners.

Address the changing route to market – direct to consumer

One of the major changes sweeping across the automotive market is the rise of online purchasing. This has led to more demand in the ways people buy cars, from the traditional route of buying through a dealer to the direct purchasing from a manufacturer, most prominently seen with Tesla. Yet even this is not the full story as hybrid routes with various levels of interaction from the manufacturer and dealer also likely to be popular.

Meeting such varying approaches to selling calls for the provision of a highly personalised and integrated omni-channel purchasing experience. Yet too often, there is little personalisation of customer interactions because of the fragmented systems common among dealers as well as a lack of coordination between dealer and manufacturer.

The challenge is to ensure that the digital journey feels modern and luxurious, but also aligns with the fundamental elements of building, delivering and servicing the car, while also recognising that the end-to-end experience will require collaboration and coordination between the OEM, NSCs and retailers.

NTT DATA has worked with the Special Operations team, proposing engaging customer solutions to bring that personalisation and exclusive appeal to life.



NTT DATA China transform's Geely customer experiences

NTT DATA is helping Geely in China to overhaul its digital customer experiences. The work focuses on five areas:

Online digitisation: The initiative has transformed the website comprising 150+ pages, cut marketing campaign costs by 60%, supported more than 20 online ecommerce campaigns and revitalised the membership club which now has almost one million members.

Offline digitisation: Integrating online and offline experiences has solved Geely's inability to identify and track offline user behaviour and conduct targeted marketing. More than 60 digital showrooms were created, with omnichannel capabilities being implemented.

Social media marketing: Severe issues around a lack of data integration and analysis restricted social media marketing effectiveness. The upgrade project has enabled Geely to manage more than 140,000 followers across multiple platforms and is helping generate substantial leads from online and offline marketing campaigns.

Big data analysis application: A lack of centralised data prevented Geely from forming customer profiles to support sales and marketing. Using big data to accurately identify customer profile, the initiative has helped boost sales while reducing costs and improving efficiency.

China to the world: The project's successes in China are being rolled out globally with Russia being among the first countries to benefit from reduced costs and improved sales and marketing effectiveness.

Develop strategic platforms to support the Refocus Programme

Multiple critical technology platforms are used across the JLR business. Three of these are named in the IT North Star strategy - Adobe, Salesforce and SAP. NTT DATA has a centre of excellence for all three and we score highly as an integration partner. For Salesforce, we are now the principal partner within JLR, and for SAP we are the market leader in implementation across European automotive clients. We work on both, in concert, in the SM@RT programme in the European markets.

As a result of these JLR and third-party experiences, we have an independent view on what is possible for JLR. Within the Salesforce space, we have been developing and extending the capability for Lead Management and CRM. There is significant potential to add more capability, and critically, improve the adoption of this capability among retailers and NSCs. As a core part and enabler of many Refocus Programme initiatives, a wider Salesforce implementation offers an effective way for JLR to address its disparate CRM landscape across its marketing, sales and service regions.

It is important, however, to be realistic about coalescing everything into Salesforce. The SV-CRM SAP based platform is so embedded into the customer engagement business that untangling key capabilities will be potentially costly, and in some cases unnecessary. NTT DATA's aim is to provide the right guidance about what and when JLR makes strategic decisions on its SAP and Salesforce platforms.

Having implemented an agile model of delivery for Salesforce, we can take JLR on that same journey for SV-CRM and other platforms to achieve the efficiency goals that the Refocus Programme sets.

Supporting SAP at Daimler

As part of a long-standing global partnership with Daimler, NTT DATA is a key provider of consulting, app development, SAP and CRM solutions. NTT DATA has implemented and supported multiple technology projects globally, covering business functions ranging from customer data management and car product planning; to car retail sales/after-sales and rating leasing contracts.

For example, NTT DATA supports more than 35,000 global users of SAP application landscapes. Supporting SAP products and Web applications, NTT DATA delivers more than 30,000 tickets per year while reducing the cost of operations and improving turnaround times by executing all tasks from offshore.



Empowering the JLR senior leadership by implementing the principles of the Refocus Programme

The scope of the JLR Reimagine Vision is ambitious. To achieve its objectives, JLR will need to deploy multiple systems that can be integrated to provide the required agility and digital capabilities.

NTT DATA offers expertise and proven credentials in many areas to help ensure JLR has both the tools and the right culture to innovate. We can help you define new tools and business processes that are adaptable and can be augmented to meet the needs of each new iteration of the JLR business.

How agility creates innovation to meet changing market demands

In our experience, the automotive industry's decision-making process is slow and uncertain. JLR can differentiate itself in the market by implementing a methodology that makes the business, as well as the technology stack, more agile. A prominent example of this being done successfully is Tesla, which can innovate quickly, unhindered by legacy systems and processes.

Agility is based on the principles of decentralised decision-making, empowerment, collaboration, feedback and constant improvement.

NTT DATA has extensive experience of helping senior management to implement and run agile processes that are coordinated to business goals. However, transitioning to agile isn't always straightforward, as moving an individual business function into agile may reduce costs, but there is little further value if its output is then stalled by the next process in the chain running to a slower script.

A more agile JLR will be able to increase productivity, predictability and quality, resulting in faster time to market and higher market share.

Driving SAFe® agile deployment at BMW

Traditional agile delivery methods are not designed for large, complex organisations. To gain the full benefits of agile at scale, organisations need to shift to delivering agile practices across the enterprise.

Large-scale agile is not just more of the same. There are several frameworks that an organisation could adopt to achieve agile at scale for the whole organisation. One of these is Scaled Agile Framework (SAFe), which NTT DATA recommends and has implemented with BMW's FG-2 IT department in Germany. FG-2 is responsible for IT backend solutions (infotainment, navigation systems, function on demand, remote diagnosis) for new vehicle and mobility developments.

NTT DATA helped introduce a SAFe Large Solution and reorganisation of processes and roles, as well as SAFe portfolio management at the divisional manager level. To support the conversion of projects to 80 agile teams, NTT DATA ran training and coaching for FG-2's leadership, scrum masters and teams.

How business-wide digital approaches will enable JLR to create extreme customer value

Business-wide digital transformation requires elimination of the divide between operational technology (OT) and information technology (IT), while ensuring no process is disrupted because of change.

NTT DATA can help JLR to integrate digital technology into every area of its business to fundamentally change how it operates and the customer value it delivers. The model is tailored to JLR's digital evolution but comprises two core elements: a delivery engine of design-led thinking, engineering excellence, and market-leading agile orchestration, and an innovation capability to create new digital services and revenue streams.

By exploiting digital technologies such as automation, AI, ML, cognitive computing, IoT and more, JLR will be able to manage the delivery of products and services more efficiently.

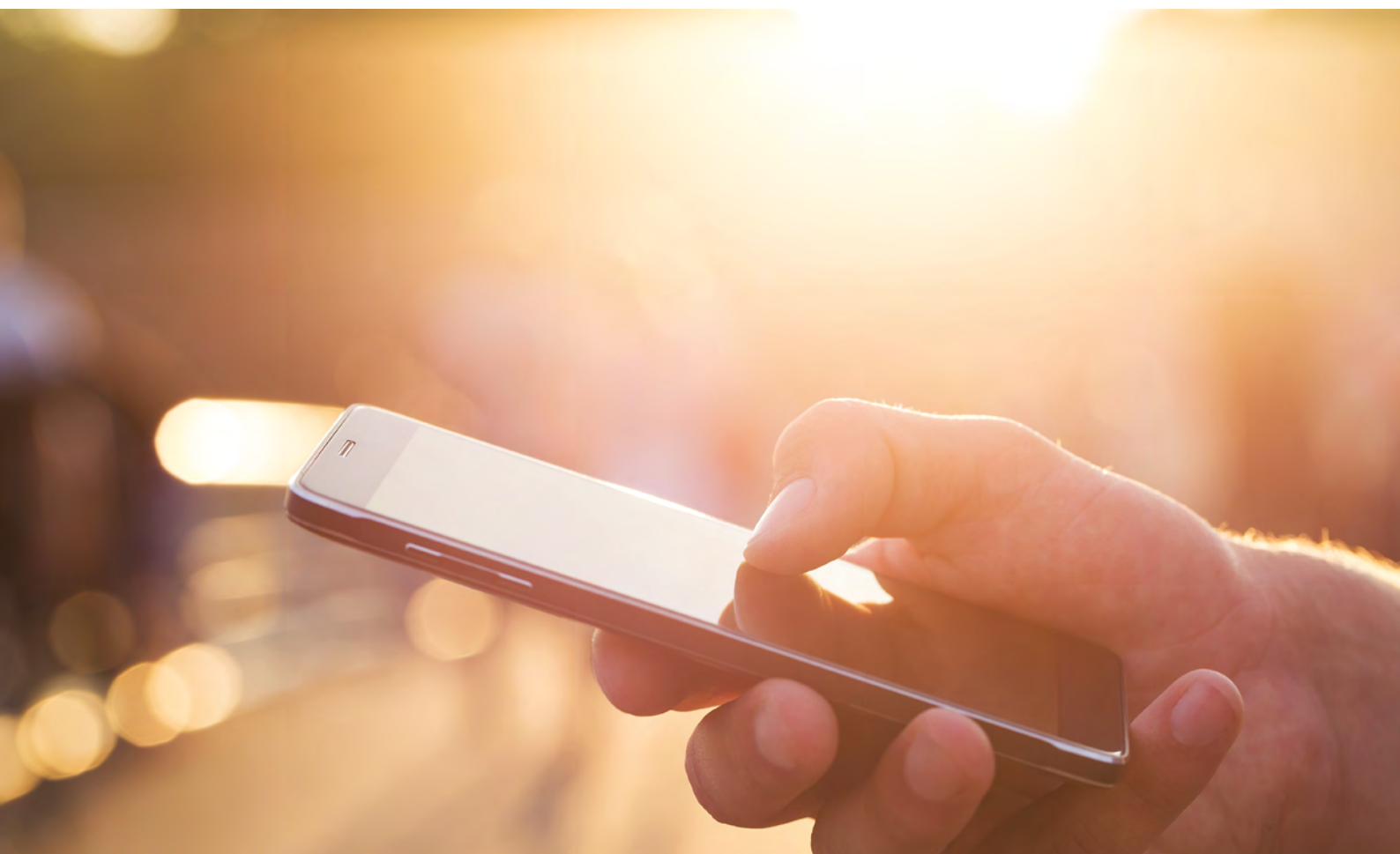
NTT DATA applies approaches including digital twins, DevOps, rapid prototyping and testing to enable faster

creation of potentially successful concepts. Connecting agile DevOps techniques to an SAP backend enables a direct link between concept and practical implementation. This, in turn, enables better risk reduction and faster benefits.

Automating many routine business tasks, particularly those associated with consumer interaction, will enable JLR personnel to take on higher level issues, such as reduction of technical debt, innovation and problem solving.

With data analytics, NTT DATA adds a new depth to quality through predictive intervention to avoid issues arising in the first place. Each component, however low cost, can be provided with its own auditable data pedigree, so that all relevant details are known in real time as production takes place and during sale and aftersales.

It is also vital to ensure that the right flows of quality components, parts and raw materials are always available as needed. This means correct prediction, strong data pedigree systems to manage quality, and a well-managed supply chain. This will help JLR to optimise stock and throughput of goods to meet fluctuating and constantly evolving demand.



NTT DATA helps Ford China connect with customers through an electric vehicle experience platform

NTT DATA in China is helping Ford to create an advanced electric vehicle retail digital experience platform encompassing content creation, marketing campaigns, creation of a boutique mall and member centre. The project is helping to deliver data-driven, personalised marketing to win and incubate sales leads.



Deploy a new partnership ecosystem to accelerate innovation

Today's automotive sector is increasingly shaped by rapidly developing market demands. Technological change is accelerating, requiring new tools and ideas; consumer expectations are evolving requiring rapid innovation; and customer buying journeys are being fragmented by new entrants.

Many automotive manufacturers find the environment challenging because they lack the ability to quickly scale up innovations to seize new market opportunities. Many also find it difficult to locate and retain the skilled staff they need to maintain and expand their core capabilities.

The answer is to be able to work with multiple partners to co-create solutions and accelerate development. However, to do this you must have a significant rethink about how your organisation is structured and how you can build flexibility within a broader ecosystem. If you can connect to market leaders succinctly you will be able to adapt and innovate quickly. New ways of managing partners and vendors are needed to enable JLR to scale existing partnerships, new partners to be rapidly integrated, new vendor functionality to be introduced quickly and to improve data quality and sharing.

To achieve these aims, JLR needs to adapt its IT functions to enable the business to take full advantage of the new partner ecosystem.

JLR and NTT DATA already work together successfully

NTT DATA is currently engaged in several projects with JLR in the UK in different business areas. An important element of these successes has been NTT DATA's experienced and stable teams that have provided much-needed consistency and have shown they are able to respond and roll out functionality quickly and effectively. Three prominent examples include:

SM@RT

1

NTT DATA took over an incomplete and stalled project from a long-term incumbent, introducing agile ways of working and implementing changes previously considered unachievable. The result was value delivered sooner than that envisioned in the original plan.

CXP

2

NTT DATA has helped JLR to transition away from multiple vendors by combining development and support. Introducing scaled agile scrum teams has increased the frequency of deployment.

Data quality

3

Working flexibly and collaboratively within JLR requirements, NTT DATA has turned a challenging project around by taking charge of inter-JLR relationships and investing in additional resources to meet original timelines.

NTT DATA streamlines Jeep's sales funnel

In a project to upgrade the digital experience of its Chinese customers, Jeep engaged NTT DATA to create a new sales funnel and mark Jeep's 80th anniversary with a campaign. The new approach targeted audiences with greater brand awareness and lifestyle content, guided offline traffic to download the Jeep app and promoted showroom visits. As well as creating an engaging digital experience, the project supports continuous optimisation based on detailed data analysis.

Contact

Find out more about how NTT DATA can help Jaguar Land Rover achieve more profitable growth as it implements its Reimagine Strategy.

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NTT DATA is a leading consulting and IT services provider, combining global reach with local expertise in over 50 countries. Whether it's business transformation, enabled by digital, data and technologies, safeguarding against security breaches, improving operational efficiency or driving new revenue streams, our vision as the Trusted Global Innovator can help organisations navigate the ever-changing digital landscape and deliver outstanding results.

NTT DATA offers a portfolio of best-in-class consulting services and innovative enterprise solutions tailored to suit the entire life cycle of IT investment. Supported by our international Centres of Excellence, our team of local experts can deliver on a wide range of services from transformation to agile development and intelligent automation for industries across manufacturing / automotive, banking, insurance, telecommunications, media and public services.

For more information about NTT DATA please visit uk.nttdata.com