

Why NTT DATA is a dependable partner for Jaguar Land Rover across its Refocus Programme

Jaguar Land Rover faces complex challenges as it drives ahead with its Reimagine Strategy. JLR will need to work in radical 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.

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.

NTT DATA is currently engaged in several projects with JLR in the UK. Three prominent examples include:

- **SM@RT:** NTT DATA took over an incomplete and stalled project from a long-term incumbent, introducing agile ways of working to deliver value more rapidly.
- **CXP:** NTT DATA has helped JLR to transition away from multiple vendors by combining development and support and introducing agile teams to accelerate deployment.
- **Data quality:** NTT DATA has turned a challenging project around by taking charge of inter-JLR relationships and investing in additional resources to meet original timelines.

A proven partner with top automotive marques

NTT DATA is a market leader 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.

- **Supporting SAP at Daimler:** NTT DATA has implemented multiple technology projects globally, including customer data management, car product planning, retail sales/after-sales and rating leasing contracts.
- **Defining the JLR digital strategy in China:** NTT DATA is working closely with JLR to develop a digital strategy under a project called the JLRC Digital Strategy Consultancy Initiative.
- **Creating a modern, flexible IT structure for McLaren:** NTT DATA is enabling McLaren Services' IT function to provide true business value rather than merely being a traditional supplier of IT.
- **Driving agile deployment at BMW:** In Germany, NTT DATA implemented a large-scale agile framework to transform IT backend processes and roles.
- **Transforming eCommerce for Daimler Financial Services:** In Italy, NTT DATA helped Daimler Financial Services to better serve its customers across digital channels.

An important element of these successes has been NTT DATA's experienced and stable teams that have provided consistency and have shown they are able to respond and roll out functionality quickly and effectively.

Contact

Find out more about how NTT DATA can be a partner of choice to help Jaguar Land Rover achieve more profitable growth as it implements its Reimagine Strategy.

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