

## Unlock Your CEO's Digital Transformation Rosetta Stone: A Practitioner's Guide

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# The CEO Rosetta Stone – Translating the New CIO Agenda

## Then

**Systems of record**

**Transactional**

**Large waterfall  
projects**

**Enable processes**

**Cost center**

**Back office**

## Now

**Engagement & insights**

**Strategic**

**Agile delivery & rapid  
prototyping**

**Enable new business  
models**

**Growth engine**

**Customer experience**



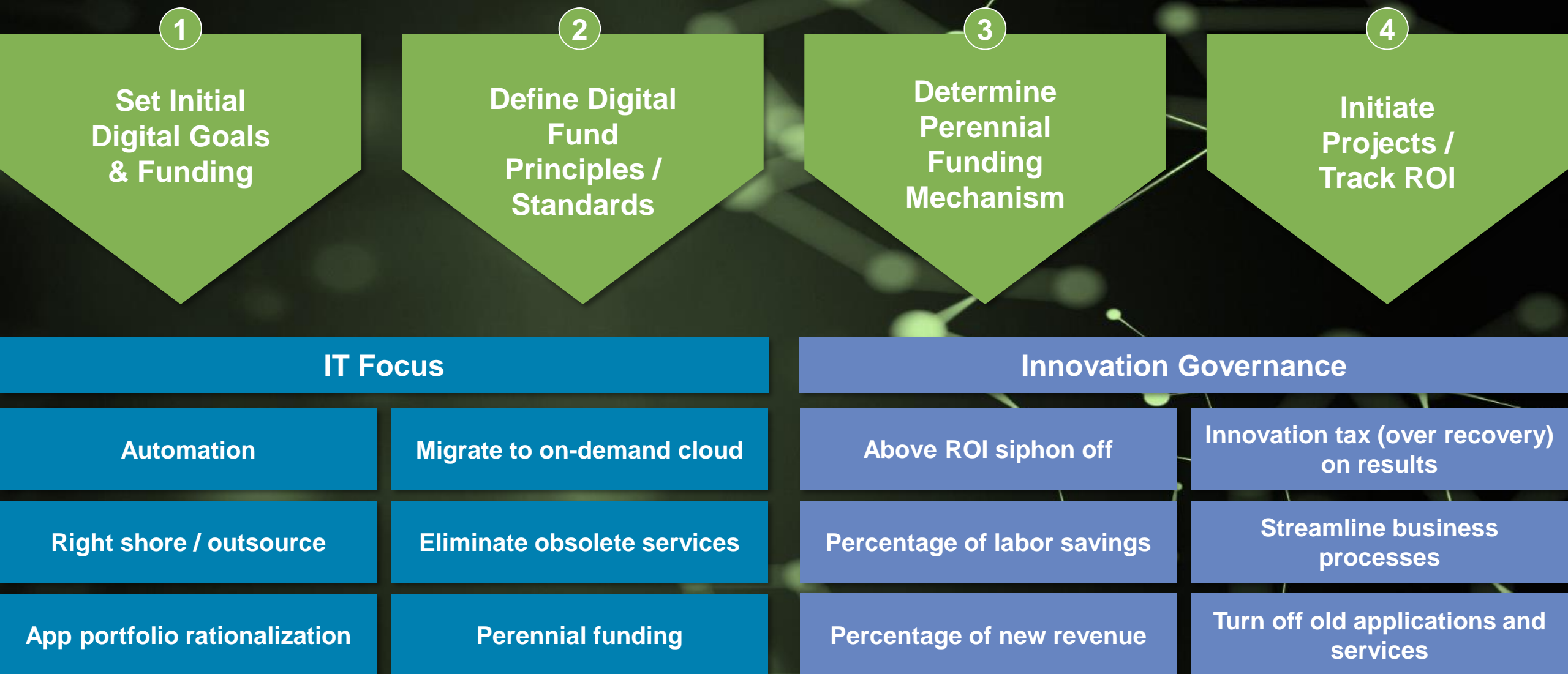
**Create a Funding Pool for Digital Transformation**

**Unplug Your Data Center and Move to the Cloud**



**Redesign the Customer Adventure**

# Create a Funding Pool for Digital Transformation



# Create a Funding Pool for Digital Transformation: Results



***Top 5 Ranked  
U.S. Customer  
Satisfaction  
Insurer***

**43% improvement in  
team productivity  
enabled funding pool**



***Top 5 Global  
Bank***

**71% increase in  
productivity through  
automation**



***Top 5 Global  
Beverage  
Company***

**Decommissioned  
mainframe creating  
\$4M in annual funding**



***Top 5 Largest  
Chemical  
Company***

**67% reduction in  
applications portfolio  
created funding pool**



***Regional Health  
Insurer***

**31% savings in  
application support  
and maintenance built  
innovation fund**



***\$3B IT  
Services  
Firm***

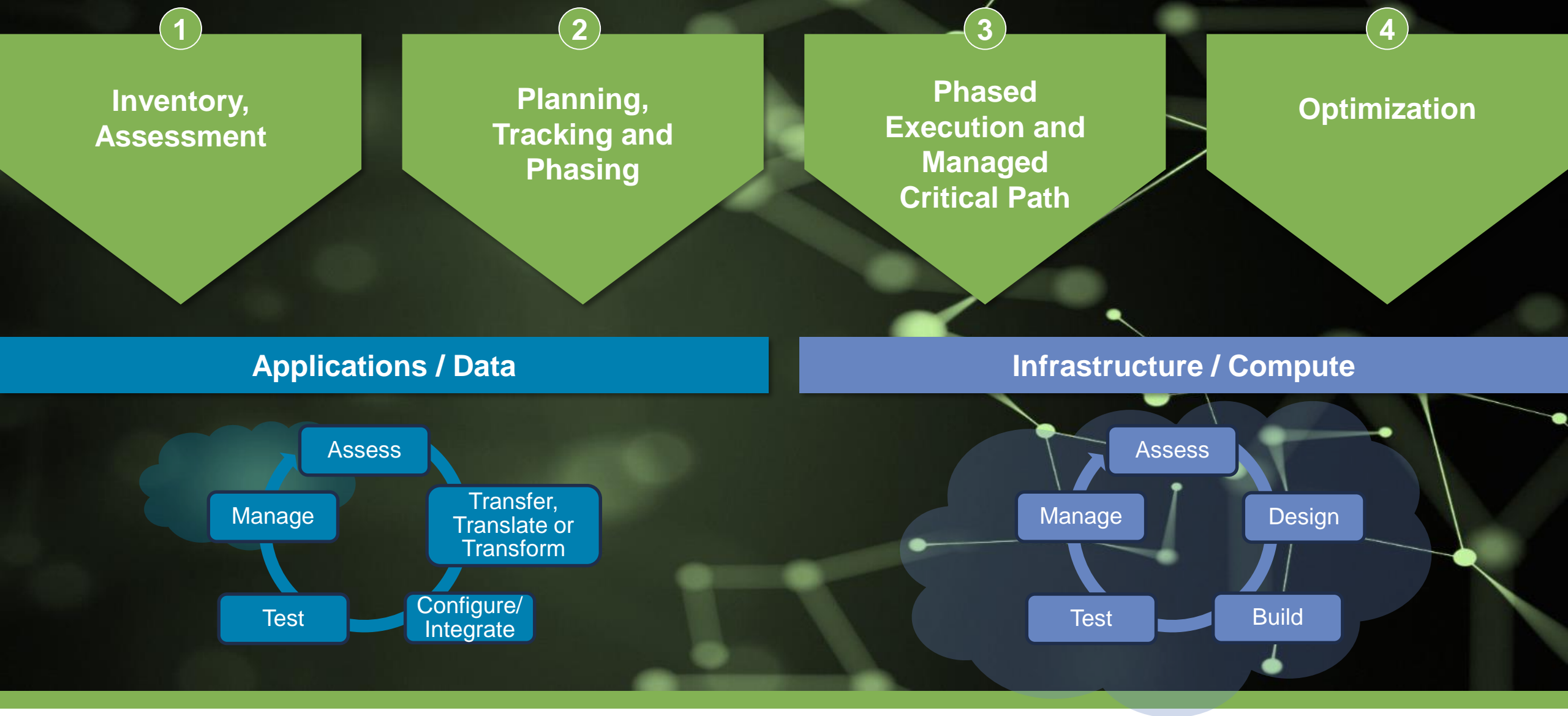
**Modernization of legacy  
applications resulted in  
savings of 70%**



***Top 10 Global  
Telecom***

**Reengineered business  
processes and reduced  
cost by 24%**

# Unplug Your Data Center and Move to the Cloud



# Unplug Your Data Center and Move to the Cloud: Results



*Major  
Healthcare ISV*

**Saved \$750K/yr. and  
enabled scalability  
moving to the cloud**



*Financial  
Services  
ISV*

**Enabled 75% faster  
insight & increased  
revenue by 23%**



*Top 5  
Clothing  
Retailer*

**Identified top clients  
and trends 23% faster**



*Regional  
Children's  
Hospital*

**\$1.3M year 1 savings;  
cut outdated inventory  
by ~50%**



*Italian Retailer  
Operating in 22  
Countries*

**Cut IT spend in half;  
enabled greater  
flexibility**



*World's 8th-  
largest listed  
exchange*

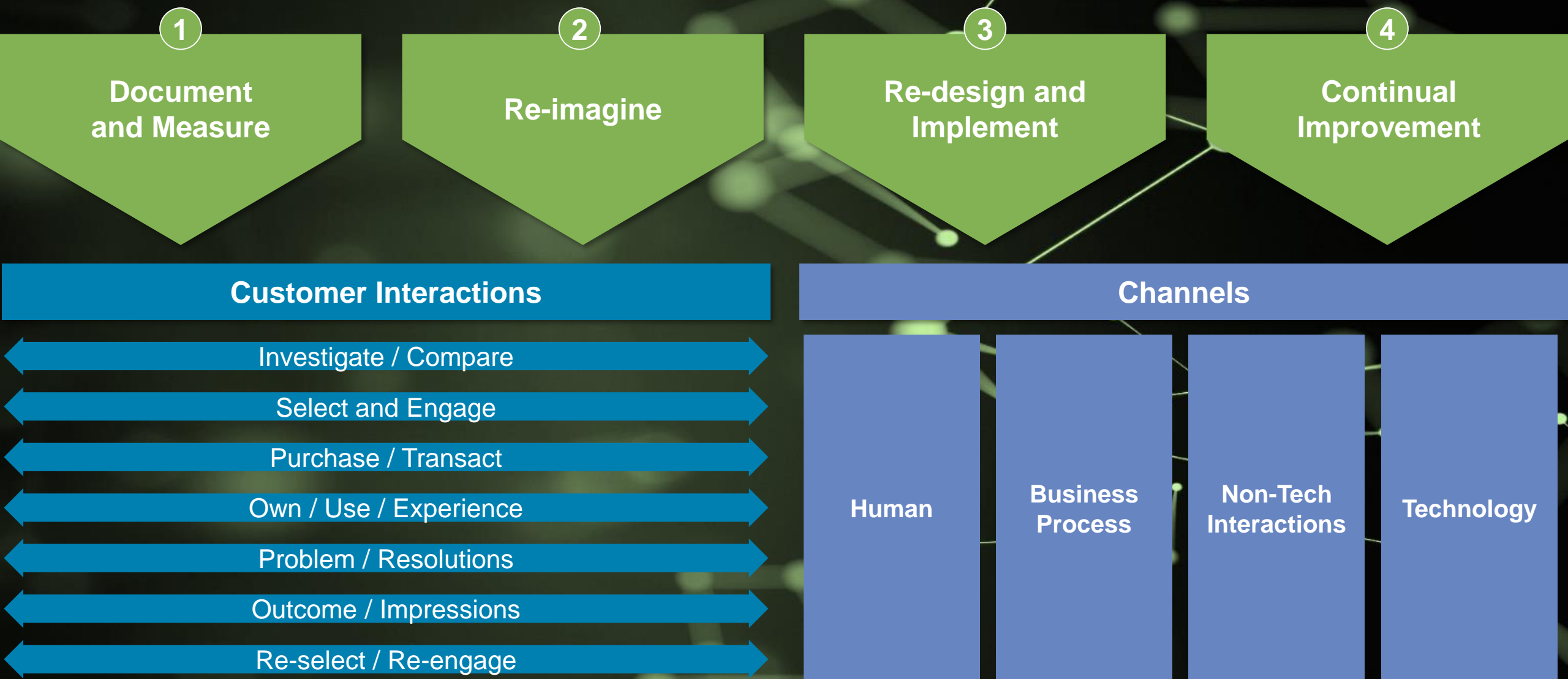
**Doubled online  
performance; batch  
window cut in half**



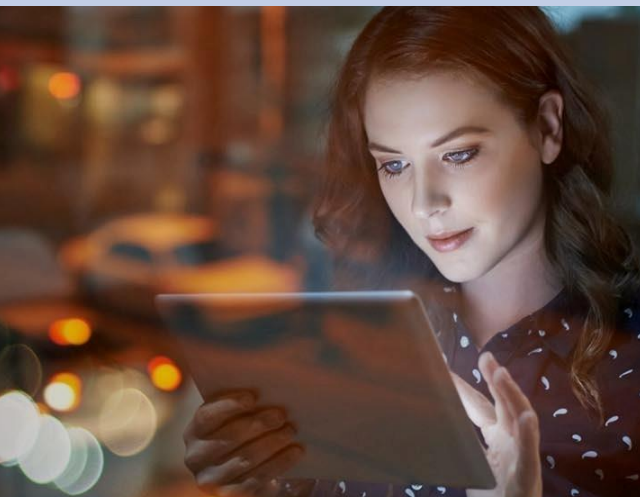
*State & Local  
Government*

**Modernized 4 systems  
into 1 and eliminated  
data silos**

# Redesign the Customer Adventure



# Redesign the Customer Adventure: Results



*Top 3 Car  
Rental  
Company*

**Improved CX and  
agility in bringing new  
services to market**



*World's Largest  
AC Drives  
Manufacturer*

**Accelerated dev 50%;  
improved supplier &  
customer CX**



*State Public  
Transportation  
System*

**>\$2 billion collected  
revenue**



*Global Beverage  
Manufacturer*

**Improved customer  
support with 360-  
degree insight**



*Multinational  
Financial  
Services  
Company*

**25% increase in  
loan application  
completion**



*Humanitarian  
Emergency  
Assistance Org.*

**15% reduction in no  
show rate**



*Not-for-profit  
U.S. State  
Health Plan*

**Streamlined payment  
processing, improved  
competitiveness to  
grow business**

# Mastering the CEO's Digital Transformation Agenda — The First Steps



## Engage business & IT leaders to define perennial innovation fund and strategy

- Create Funding Pool governance board; identify seed funding and initial projects

## Engage your IT team to define what can be migrated

- Assess current portfolio for cloud readiness and execution; begin migration and modernization as quickly as possible



## Engage your team to identify how you are currently measuring customer satisfaction / user journey

- Identify critical transactions and current gaps in measurement

# NTT DATA

## Services



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