Begin the Journey Toward Data Center Transformation with NTT DATA

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Is your data center keeping pace with current trends?

In today's competitive and dynamic world, businesses and chief information officers expect a lot more from their data center investments. The data center ecosystem should not only support IT and business alignment but also provide an ability to introduce next-generation solutions such as software-defined data centers, virtualization, autononics, private and public cloud models and advanced security services.

Enterprises are looking to build a data center infrastructure that seamlessly integrates these next-generation solutions into their current architecture, allowing them to drive speed, agility and innovation. But businesses also require efficient, on-demand capacity that ensures security and compliance.
Our approach to data center transformation helps create a vision that is aligned to an organization’s business needs, direction and strategy, while ensuring ease of administration, high performance, cost efficiency and data security.

Agility plays an important role in achieving these infrastructure objectives. Organizations need to align IT investments with business outcomes and make IT a key enabler of business innovation. The data center investment strategy also has to be in sync so that it can drive business outcomes and solve existing and future business challenges. To achieve this, enterprises need to:

• Look beyond traditional channels to expand revenue. Invest in agile data center solutions such as virtualized services and as-a-service cloud models.

• Streamline operations and costs. Consolidate physical data centers into fewer, strategic software-defined data centers; standardize hardware, software and tools; and deploy world-class automation tools.

• Harness and analyze data for better decision making. Enable digital programs using virtualization and as-a-service cloud models.

• Create a unique user experience. Implement standardized IT Infrastructure Library service management and organizational change management methodologies, a scalable data center infrastructure (such as virtualized hardware and software) and as-a-service cloud models.

• Enable faster time to market. Deploy software-defined data center components, autonomies, virtualization and as-a-service cloud models.

New levels of competition are driving enterprises to quickly adopt new operating models and technologies that support expansion in emerging markets and creation of new revenue channels. Moreover, data center investments need to scale to tackle merger and acquisition transactions that can occur in the future. These investments also need to be flexible to support frequent changes in regulations and reforms.

Organizations struggle to develop a data center strategy and architecture that meets business goals. They are still dealing with outdated data center infrastructures, methodologies and processes. NTT DATA understands this challenge. Based on our extensive experience, we have built a transformation maturity model that helps companies develop and adopt the right strategy in line with their business objectives. Using this model, enterprises can move forward either in a linear fashion or quickly advance to a higher transformation maturity level.

Defining data center maturity
The maturity model maps an organization’s present data center maturity and works as a foundation to design the transformation journey in terms of strategy and roadmap. If an organization is at Level 1, it means that IT and the business are not aligned, and IT is operating at a slower speed than the business. IT is typically considered a back-office function, where cost control is the main objective. At this level, processes, hardware, software and tools are usually nonstandard, resulting in inefficiency. At Level 2, organizations have developed transformational roadmaps and, in some cases, have initiated the journey.

If an enterprise is mapped at Level 3, it shows that IT is operating exactly at the speed of the business. It supports business programs and projects, but is not able to foster innovation or thought leadership. Enterprises at this level have initiated basic transformational efforts such as data center consolidation and migration, standardization and virtualization.
Organizations at maturity Levels 4 and 5 are considered progressive. IT is seen as a service integrator and not a service provider, operates ahead of the speed of the business and drives innovation and thought leadership. Here, IT and the business work together to solve business challenges. Companies at Level 4 have partially or fully adopted transformational solutions to drive business agility. Enterprises at Level 5 are typically looking to adopt as-a-service models and outsource the data center infrastructure.

**Customizing the data center transformation journey**
At NTT DATA, we understand that the transformational journey of each organization is unique. In addition to business objectives, we consider the industry type and organizational structure and culture. We also assess the current state of the data center infrastructure and usage patterns.

Technology adoption in itself can be a catalyst for market penetration and competitive advantage. NTT DATA follows a business-first approach as the consumerization of IT continues to impact how enterprises interact with their customers, employees and partners. Our approach to data center transformation helps create a vision that is aligned to an organization’s business needs, direction and strategy, while ensuring ease of administration, high performance, cost efficiency and data security.

## Transformation methodology
Our five-phase plan aligns with an organization’s needs to transition to a higher maturity level.

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We have developed a five-phased transformation engagement plan that helps organizations transition to a higher level of maturity. It helps:

- **Adapt and focus.** Document expectations, principles and objectives
- **Assess.** Evaluate current capabilities across people, processes and technology, and provide ways to identify and document them
- **Identify opportunities.** Develop a prioritization framework to define next steps
- **Define the future state.** Rationalize the environment and design an end-state that meets business objectives
- **Build a roadmap and outline key initiatives.** Develop an action plan to address key challenges, take advantage of quick wins and drive maturity in areas that can accelerate business outcomes

Data center transformation integrates new technologies with existing legacy infrastructure and applications to support business strategies. It helps organizations:

- Foster decision making
- Communicate with and manage customers
- Deploy new capabilities
- Gain insight into the health of the service

**Making data center transformation a reality**

IT must operate at the speed of business. Partner with NTT DATA to begin your data center transformation journey. Our comprehensive portfolio of services addresses every aspect of your data center transformation, including strategy, design, transition, operations and ongoing improvement. We can help accelerate your organization’s key technology initiatives — enabling consolidation, reducing IT complexity, improving scalability and data center efficiency, implementing virtualization and automation and enhancing business continuity and availability. It’s time to move to the data center of tomorrow, today — and NTT DATA can help you get there.