

Digital Service Delivery: The IDEA Model

Information Type : Confidential
Company Name : NTT DATA
Information Owner : Jason Ford



Our **IDEA Model** for digital partnership is an approach to rapidly deliver digital products and services at scale to improve partners' business.

Through a combination of team types, processes, and expertise within our Digital Partnership framework we can focus on increasing efficiency and improving experience.

We provide multiskilled component, functional and platform agile teams with fixed capacity to deliver your requirements

Part of what we include:

- Agile orchestration
- Engineering excellence
- BDD
- TDD
- DevsecOps
- DevOps
- Demand Management Function
- Agile delivery including assets
- Reporting metrics
- Agile training and coaching



The success we bring to our digital partners is at the very heart of our business

Our IDEA Model for digital partnership is an approach to rapidly deliver digital products and services at scale to improve partners' business outcomes based on a risk and reward engagement model

Partners can be confident that we will bring them improved business outcomes because our digital partnerships are:

Structured: The Digital Partnership framework is a structured agile based approach to providing a team of teams to deliver digital products and services at pace

Focused: We align our team of teams around a value stream (such as digital self-care) because a value stream is a distinct, commercially-focused entity for which we can measure concrete business improvements

Proven: Our Digital Partnership framework contains a proven combination of team types that together enable us to commit to delivering business outcomes for a given value stream

Scalable: The framework is scalable allowing the initial team of teams to be sized for specific client challenges. It is also flexible (allowing growth and contraction where necessary) and can be adapted to support mixed client / partner teams

It is the specific combination of team types, processes, and expertise within our Digital Partnership framework that allow us to focus on increasing efficiency, improving experience, and expanding revenue.

Our framework is based on four key pillars in order to achieve this.

Our delivery partnership (IDEA) model comprises four key pillars and delivers improved business performance

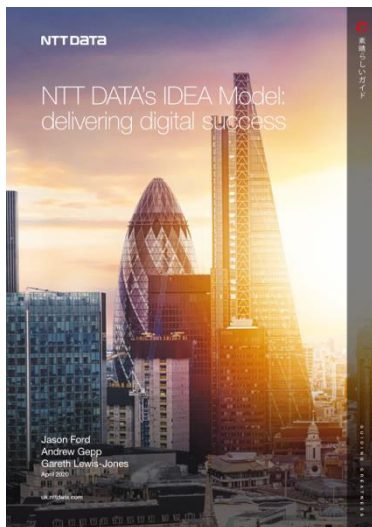
The four pillars of our model:

Innovation

Design-led thinking

Engineering Excellence

Agile orchestration



2. Design-led thinking

You can create the best experiences



3. Engineering excellence

Build them affordably and at pace



NPS, incremental revenue, improved profitability, and new revenue streams

1.

1. Innovation

With different thinking



4.

4. Agile orchestration

And deliver them brilliantly



Structure and focus are key for all team types to ensure improved business outcomes

1.



Our structured approach to **innovation** ensures that the best new products and services are defined and designed up-front

2.



By using market-leading **design** techniques driven by customer demand, we create the best digital experiences

3.



By bringing security, testing, and quality into our core **engineering** activities, we build robust, re-usable platforms that deliver value at pace

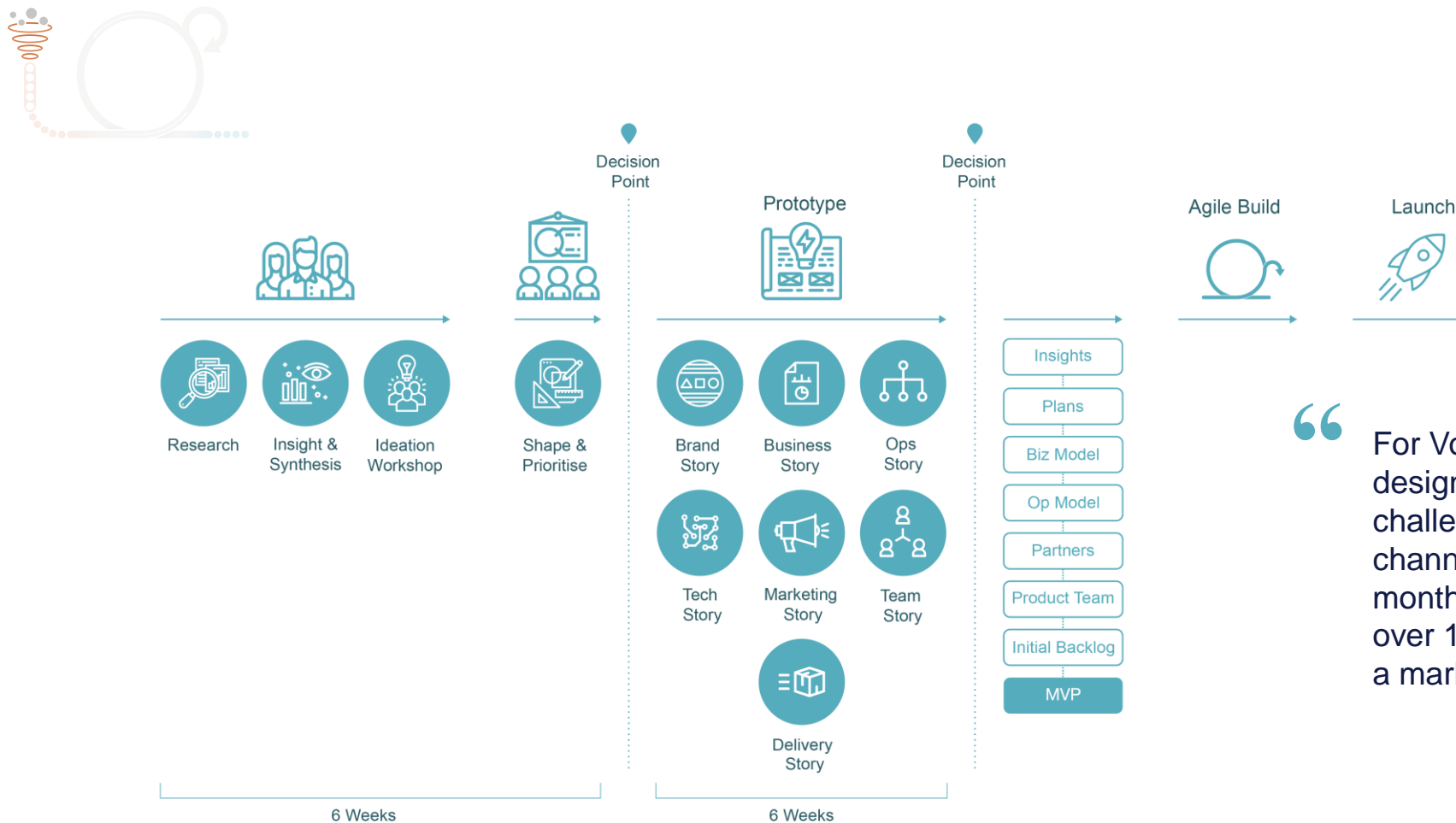
4.



Our **agile** coaches and delivery directors ensure alignment and a commercial focus by building these into how we operate and govern our partnership

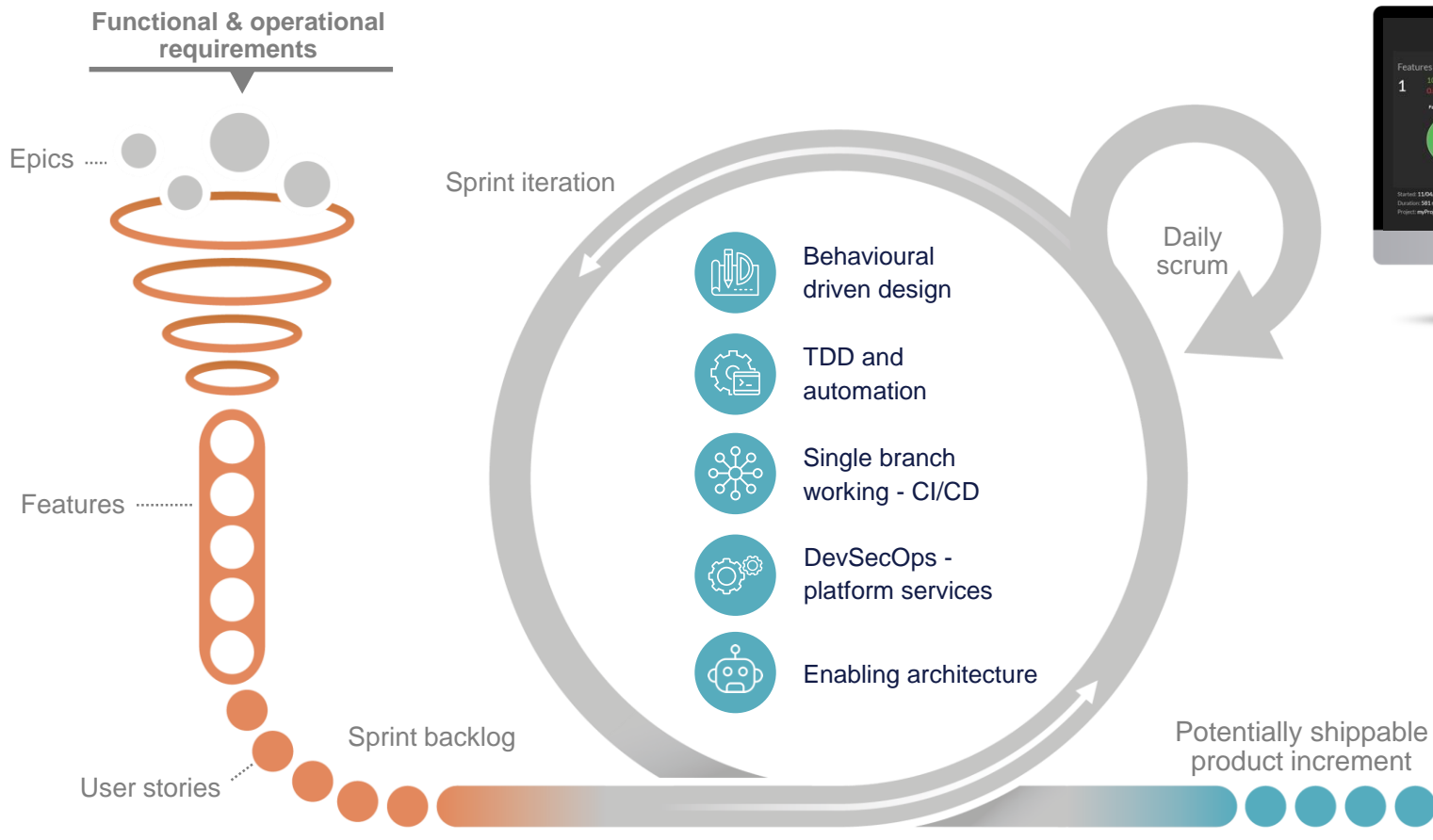


Our process for creating new products and revenue streams minimises the risk and maximises the ROI of innovation



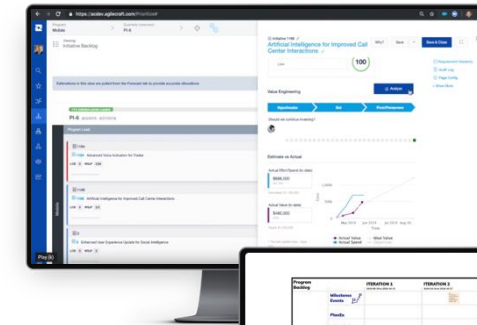
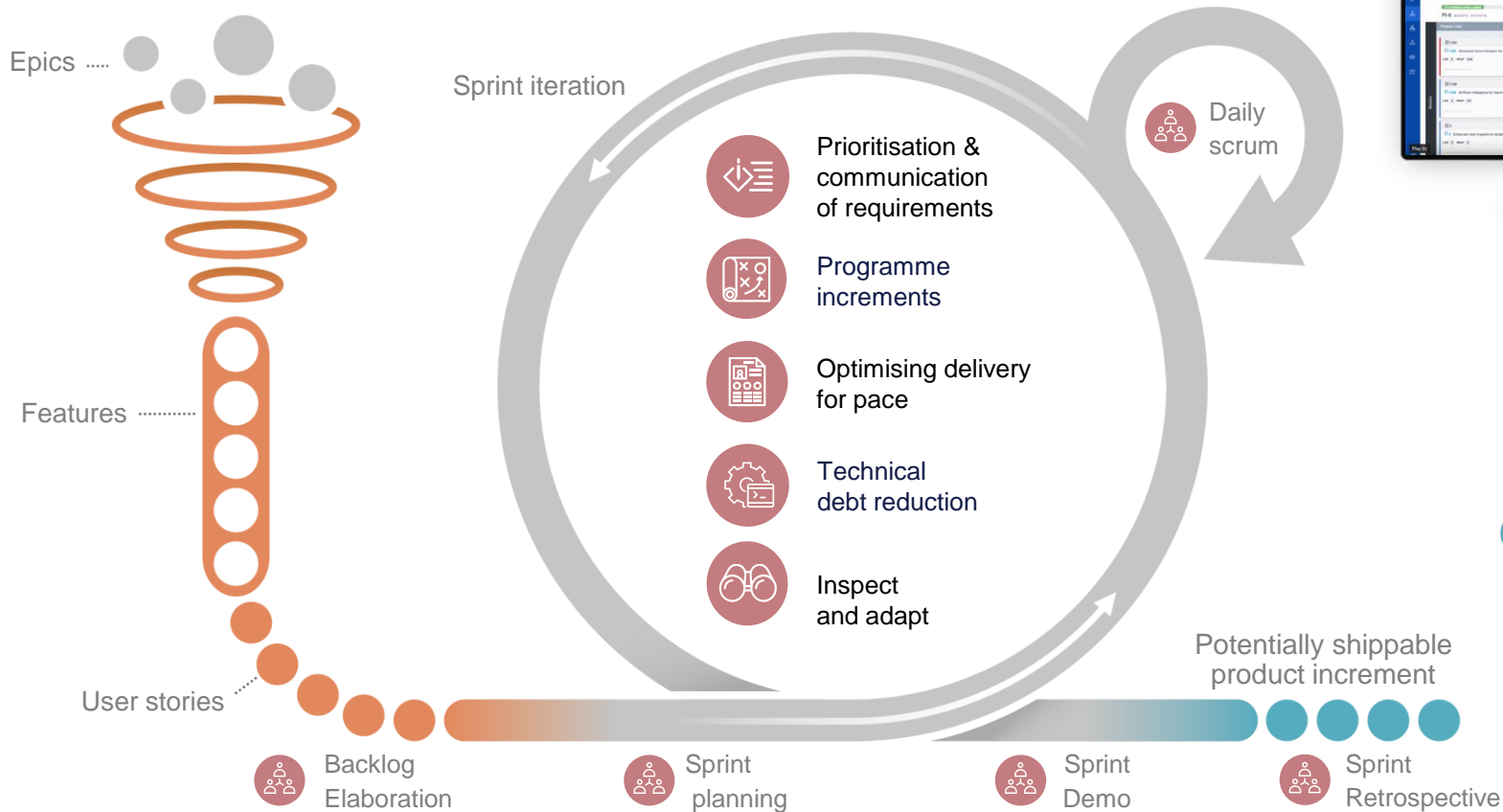
“For Vodafone, we defined, designed, and delivered a challenger brand across 5 channels in 8 months. After 6 months, this brand acquired over 1 million customers with a market-leading NPS of 65”

We ensure engineering excellence to deliver products efficiently and at pace to drive improved profitability



“At Mark's & Spencer, we have reduced test suite execution time by 95% using our Cinnamon framework.”

Our market-leading agile orchestration drives alignment, focus, and ownership for teams to improve delivery speed and quality



JIRA
Align



PI Planning

“ At Legal & General we have delivered 20+ SAFe training courses and launched three distributed Agile Release Trains using PI Planning to deliver their Digital Customer Initiative. ”