

Innovation Ambassador Script

NTT Smart Solutions · Sales Enablement

North America Innovation Center · Plano, Texas

INTRODUCTION

Good [morning/afternoon] and welcome! My name is [first, last] and I'm the Innovation Ambassador [or other title] of [sector].

I'm excited to share with you how we partner with our clients in their digital transformations, and for the chance to share what our NTT Smart Solutions can do for your [city/organization/franchise].



"Immerse yourself in creativity and embrace a world of new possibilities for the AI era."

At the NTT DATA North America Innovation Center in Plano, Texas, we bring clients inside our world — demonstrating real solutions, sparking new ideas, and co-creating the future together.

THE DATA DILEMMA

All digital journeys begin with data. There is currently an unprecedented global explosion of data driving the modern business environment — and this data surge won't be slowing down any time soon.

By 2023, it's estimated that more than **14 billion IoT devices, sensors, and end points** will be spread across all industries — all of them collecting information.

With so much disparate data coming from different directions, it is normal for organizations to struggle to gain insights they can actually use. The challenges our clients often face:

- Is all this data too much? *[pause]*
- What do we do with all of it? *[pause]*
- How do we determine what data is important? *[pause]*

Are you able to relate to this? [pause]

Our NTT Smart Solutions empower our clients to harness the power of data to drive positive outcomes.

NTT SMART SOLUTIONS

Our NTT Smart Solutions help clients experience:

- Enhanced situational awareness
- Improved responsiveness
- Data-informed decisions
- Cost savings

Allow me to briefly explain how it works:

- 01 Collect**
NTT DATA collects complex, noisy data from various sources which our big data engine calibrates and curates.
- 02 Analyze**
We apply data analytics to transform raw data into valuable assets.
- 03 Alert**
We generate real-time alerts based on your [city/organization]'s specific needs.
- 04 Predict**
We apply predictive analytics to reveal powerful insights and discover emerging trends.

What does this mean for you?

Having the right data for your **[city/organization/franchise]** empowers you to:

- Make better, more informed decisions
- Improve planning
- Reduce spending

- [Other benefit here]

CREATING SMARTER CITIES

[Adapt this section depending on the client/industry]

NTT seeks to solve social challenges and help create sustainable societies. We are always listening and innovating — helping clients and communities build brighter futures.

Our NTT Smart Solutions empower you to more effectively connect with your citizens while better protecting them and enhancing their lives. We help you answer questions such as:

- How often are vehicles going the wrong way and for what reason?
- How many people are in a park, or will be at a specific time?
- How many police officers should be on duty at an event?
- What is the exact situation at the site of an incident?

Smart City Space Solutions

Enhanced Public Safety

- System detects unsafe situations (vandalism, broken glass, panic screams)
- Real-time information allows emergencies to be handled quickly and effectively

Enhanced Usage Analytics

- Provides area usage info about which facilities citizens use most or least
- Generates facility usage statistics to understand how citizens engage with infrastructure
- Appropriate assignment of resources as needed

Smart Traffic Solutions

Enhanced Traffic Predictions

- Data analytics generate traffic trends and make accurate predictions
 - Camera devices track the flow of vehicles
 - System cross-checks with weather data, social media, and other sources
- Accurate statistics enable better planning and empower city mobility

Enhanced Safe Driving

- System promptly detects unsafe drivers — wrong-way and reckless
- Real-time monitoring allows city personnel to respond quickly and effectively
- Data analytics detect risk sectors to improve infrastructure and prevent future accidents

HOW WE DO IT: ACCELERATE SMARTER, NOT HARDER

A Smart Project typically requires a substantial time and cost investment to evaluate its functionality and value. But NTT Smart Solutions offers you the chance to start **FAST** with a pilot program or with phased deployments.

We rapidly develop successful projects **on time and on budget**, reducing your risk — then escalate fast and efficiently.

- **We adapt to your needs** — 100% configurable
- **We expand on your ecosystem** — We integrate new and legacy technologies when possible, deploying compatible solutions when necessary
- **Faster development, better value** — Up to 80% of standard data scientist tasks are handled by our NTT-developed software

PRIVACY AND SECURITY

Your privacy is of utmost importance to us. We work within your data policy. And it's always your data — we don't keep any personal or protected information.

SUCCESS STORIES

But don't just take our word for it. Allow me to share a few success stories from our partnerships with recent clients.

CASE STUDY #1 · City of Las Vegas

NTT DATA partnered with **The City of Las Vegas, Nevada** to improve its ongoing traffic issues and health and public safety measures.

Solutions applied:

- Crowd Counting and Occupancy Analytics
- Healthcheck via Thermal Scanning
- Climbing Alerts and Notifications for Protected Areas
- Vehicle Count for Traffic Congestion and Patterns

Results at a Glance:

50%Fewer wrong-way
accidents**5.4M**

Vehicles counted

93%

Crowd control accuracy

\$1MPotential savings in
Year 1

CASE STUDY #2 · University of California, Berkeley

NTT DATA partnered with **UC Berkeley** to improve curbside traffic and transportation control around specific locations on the main campus.

Solutions implemented:

- Vehicle Count for Traffic Congestion and Patterns
- AI and Predictive Analytics

Outcomes:

- Identified **five unique reasons** for traffic congestion
- Counted **100,000+ vehicles**
- Identified key traffic patterns and average delays, reported in real time
- Classified traffic by congestion type

We at NTT DATA are excited to help you discover how our Smart Solutions can drive your company into the future.

We offer you a safe start — choose between a pilot program or phased deployments. We rapidly develop small, successful projects on time and on budget, reducing your risk and ready to scale with the proper requirements and goals.

NTT DATA is a global technology leader in more than **80 countries and regions**. This empowers us to fully support your enterprise for all its digital needs — from planning and strategic design to implementation and even local legal issues.

As your committed partner, we will be by your side every step of the way. Thank you.