

# INNOVATION AMBASSADOR SCRIPT: NTT SMART SOLUTIONS

## 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 get to share with you what our **NTT Smart Solutions** can do for your [city/organization/franchise].

## THE DATA DILEMMA:

All digital journeys begin with data. There is currently an unprecedented global explosion of data happening that is 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 -- with all of them collecting information. (Slide 8 -- NTT SS Sales Enablement Deck).

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 are:

- 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]

I understand how the sheer volume of data that is available may seem overwhelming, but we at NTT DATA look at it as a great opportunity for business success. Why?

**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:**

Success begins with having the right data. NTT DATA collects complex, noisy data from various sources which our big data engine calibrates and curates.

We then apply **data analytics** to transform this data into valuable assets.

From here, we generate **real-time alerts** based on your [city/organization]'s needs.

And we apply **predictive analytics** to create accurate predictions that **reveal powerful insights** and **discover trends**.

### **What does this mean for you?** [repetition of benefits is OK]

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:** [change this section out depending on the client/industry]

NTT seeks to solve social challenges and help create sustainable societies. We are always listening and innovating. And we help 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 in a park and 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?

NTT Data Smart Solutions helps you make data-informed decisions regarding your current and future states (for example: public safety and traffic).

### **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
  - Provide area usage info about what facilities people are using most or least (parks, etc.)
  - System elaborates a collection of facility usage statistics allowing understanding of how citizens use infrastructure and amenities
  - 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-check with other sources such as weather data, social media

- Accurate statistics provide ability for better planning and empowering the mobility of the city [should be white bullet - not working]
- Enhanced Safe Driving
  - System promptly detects unsafe drivers
    - Wrong-way drivers
    - Reckless drivers
  - Real-time monitoring allows city personnel to respond quickly and effectively
  - Data analytics discover traffic trends and detect risk sectors that allow to improve infrastructure and help 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.**

As a global innovator, we have the capacity to **fully support you at all stages of your digital journey**. We partner with you **from planning and strategic design to implementation and deployment**.

We apply superior technology and enhanced features to help eliminate the risk of managing the ever-evolving IoT data environment and allows us to harness the full potential of data analytics.

- We adapt to your needs
  - 100% configurable
- We expand on your ecosystem
  - We integrate new technologies and legacy tech when possible, and deployed compatible when necessary

- Faster development and better value from data
  - **Up to 80% of the standard tasks a data scientist does are handled by our NTT developed software**

## **Privacy and Security**

It's important to note that 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 (CASE STUDIES)**

*[will add more here to swap out depending on the client]*

But dont just take our word for it. Allow me to share with you a few success stories from our partnerships with recent clients.

### **Case Study #1 --- ACCELERATING THE CITY OF LAS VEGAS (SMART CITIES CLIENTS)**

**(Slide 13 - NTT Smart Solutions Sales Enablement Deck)**

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

We applied data analytics and predictive analytics to create solutions for

- Crowd Counting and Occupancy Analytics
- Healthcheck via Thermal Scanning *[for employees only or guests as well?]*
- Climbing Alerts and Notifications for Protected Areas
- Vehicle Count for Traffic Congestion and Patterns

**The results are note-worthy:** *[do we have a timeframe?]*

- Up to 50% less wrong way accidents
- Counted 5.4 million vehicles
- Observed 688,746 distinct crowds
- Over 150 TB of data generated from sensors. Over 3.74 GB of metadata stored *[So what? What does this mean? This will mean nothing to the non-IT person in the room. How can we better translate this?]*
- 93% accuracy on crowd control
- \$1 Million in potential savings at the first year

## **CASE STUDY #2 -- University of California at Berkeley**

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

We implemented:

Vehicle Count for Traffic Congestion and Patterns

AI and Predictive Analytics

The outcomes:

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

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

We offer you a safe start when choosing between a pilot program or phase 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 to strategic design implementation or even legal local issues.

As your committed partner, we will be by your side every step of the way!

Thank you.