Digital Transformation: A Roadmap for Success

NTT DATA Services
formerly Dell Services

Digital is disrupting markets and driving business transformation. Whether you need to create new revenue channels, increase profitability, enhance customer experience or improve efficiencies across business operations, digital transformation can deliver. Digital can be a catalyst for topline growth; the key is learning how to tap into that potential. By adopting a business-first approach and following established methodologies, you can ensure successful implementation and sustenance of your digital programs.

Whether your digital plans are modular or transformative, NTT DATA Digital Business Services can help. Our five-step methodology can help you create a digital strategy aligned to your business. We call it the 5-R Methodology.

Create and implement a sustainable digital plan with our step-by-step approach

The 5-R Methodology is designed to help you identify and understand the full range of digital opportunities in your enterprise, evaluate those options based on your business objectives and then implement a sustainable digital vision.

The five steps are **recognize, rethink, render, reorganize** and **realize**.

Steps one through four are consultation based, allowing you to define, articulate and measure your digital vision by evaluating possible ideas and scenarios. Step five is the execution phase, where we help you implement your plan using our in-depth project management expertise and extensive experience with analytics, mobility, social media, cloud and Internet of Things (IoT) technologies.

Through these steps, we help you define your overall digital strategy and address any additional elements required for successful implementation — taking your IT strategy, enterprise architecture, change management plans, business processes and risk management requirements into consideration.

Recognize
Understand and explore digital possibilities
In this phase, our multidisciplinary team of consultants and subject matter experts help you explore and understand the digital possibilities in your business environment. To achieve effective digital outcomes, you need a macro view of your business landscape. We achieve this by reviewing your business models, customer preferences, your employees and their processes, your partner ecosystem and your competitors' digital initiatives.

With this in-depth view in hand, we help you evaluate the impact of digital initiatives and how they can be strategically used to increase your overall business value. We then isolate and define the digital initiatives that are best aligned to your unique business strategies and desired outcomes.

In the recognize phase, we:
- Understand the macro business landscape
- Evaluate current-state business functions and delivery models
- Identify candidates for digital use cases

Rethink
Define the new vision
The rethink phase explores the art of the possible. It dives deeper into the digital transformation process by helping you define the strategies required for you to implement initiatives and the appropriate key performance indicators (KPIs) to measure success.

We help clients address questions, such as:

- How is digital being used across my industry today?
- What business challenges could I address through digital?
- How might new digital threats disrupt my business model in the future?
- What changes need to be made to my business processes and organization to adopt digital?
- What return on investment (ROI) could digital deliver to my organization?
- What digital initiatives are best suited for my organization given our current priorities?

Digital experience journey maps are created during this phase. Journey maps illustrate the impact revised processes will have on your organization internally and externally, detailing the new digital customer and employee experience from start to finish. For example, if a hospital wants to enhance the patient experience, we can help them visualize a digital future state by building an end-to-end customer journey map.

Recognize	Rethink	Render	Reorganize	Realize
Understand and explore digital possibilities	Define the new vision	Transform the vision into reality	Plan and prepare for implementation	Execute the vision

Figure 1. The five steps of the 5-R Methodology

This approach provides a framework to evaluate and then target the digital opportunities that offer you the greatest return.

In the rethink phase, we:
- Define a future-state vision and the appropriate KPIs for your digital initiatives
- Assess the impact of digital through journey maps
- Determine key digital initiatives

Render
Prototype and measure the full solution
During the render phase, we help you further evaluate digital initiatives by building out detailed architectural prototypes. These mock-ups take into account relevant business processes, people management and technology requirements, as well as potential ROI.

Each prototype is supported by examples of digital initiatives in action to show you the true value of the proposed solution. In this phase, a hospital's new digitally-enabled patient experience translates into practical solutions such as:
- A mobile app for appointment booking
- Social listening to capture patient satisfaction or complaints
- Analytics to create a personalized care strategy during a patient's hospital stay
- A cloud solution to host personal health information that gives caregivers anywhere, anytime access

The graphic below shows how a customer journey map — from pre-check-in to discharge and ongoing support — can be used to create real-world digital initiatives that support patient care.

In the render phase, we:
- Prototype digital ideas and evaluate real-world impact

- Document required digital technology architecture
- Advance the best course of action based on ROI

Reorganize
Plan and prepare for implementation
In the reorganize phase, we assess and prioritize your projects by how much impact each transformation will have on your business operations. This helps inform business continuity and allocate your resources for executing digital programs across your enterprise.

We then define the policies and governance mechanisms that will ensure success and incorporate any risk and compliance measures. Our team of experts will also help you determine what new skills will be required and show you how to develop training programs to get your staff up to speed.

Medical records
Cloud integration of physician office and hospital electronic medical records (EMRs)

Context-aware communications
Parking location and coupon
Appointment reminders
Personalized pre-appointment prep notes

Pre-check-in and arrival at hospital
Intelligent parking space assignment
Wait-time phone alert (real time)

Digital Business Services
for hospitals

Pre-admission appointment and check-in
Social profiling
Personalized choice of beds (analytics)

Clinic prep
Pre-populated forms in the EMR module
Personalized care and information delivery

Post-discharge
Peer group on social networks
Contextual promotions for hospital activities & services

Discharge & feedback
E-health education
Mobile satisfaction survey

Inpatient care
Auto-generated daily progress briefs to patient, family and attendants

Post-operative
Caregiver details via smartphone
Relevant patient video content in room

Operation
Real-time updates to family and attendants

Figure 2. Illustrative example of how NTT DATA Services can help a hospital rethink the way care is delivered and businesses are managed by applying the right mix of digital technologies.

NTT DATA

In the reorganize phase, we:
- Identify the right resources and plan for execution
- Define policies and governance mechanisms
- Establish the path to achieve successful digital initiatives

Realize

Execute the vision

During the final phase, we help you execute your digital vision, backed by our proven experience implementing digital technologies across the globe. Our experts can also guide your staff in project management tasks and help you execute your new initiatives.

In the realize phase, we help you carry out your digital vision with solutions for:
- Analytics
- Mobility
- Social media
- Cloud
- IoT

Digital Business Services enables digital transformation for clients by taking a business-first approach. We use a robust consulting methodology to create digital strategy roadmaps for organizations, enabling new revenue models, exceptional customer engagement and superior operational excellence. Our services utilize digital technologies, such as analytics, mobile, social media, cloud and IoT, to deliver end-to-end client solutions.

We have helped:
- **The American Red Cross** launch a first-of-its-kind digital operations center that connects people in real time during disasters.
- **The University of Kentucky** implement an innovative solution to rapidly analyze disparate data and create actionable insight into student retention.
- **Staples** deploy and manage a cloud-based social media listening and analysis service, as well as train staff in effectively using social media insights to help shape its business.

Visit **nttdataservices.com** to learn more.