

Whitepaper

A deep dive into the Artificial Intelligence revolution in the SAP world



What do we mean by AI?

The AI hype cycle

It seems the whole world has been talking, or rather, obsessing about AI over the past year, thanks to the rise and easy availability of Generative AI (GenAI). With both startups (like OpenAI) and well-established companies (like Google) launching new products and updates, the market has become both highly competitive and extremely fast-moving.

GenAI has demonstrated the potential for content creation in words and images to an unprecedented level of detail and sophistication. There are still mixed opinions about the full impact of this radical technology on different industry sectors, yet most commentators believe the long-term implications of AI in core processes will be significant, and that change will happen sooner rather than later.

Of course, there is nothing new about use of AI in at least some specific processes. The definition for AI that NTT DATA uses is simply this: “activities, processes and technologies that replicate the actions of humans”, and tools of this kind have been available for some years now. We have seen the pattern recognition capabilities of AI put to vital use in industries as different as healthcare (enabling more accurate diagnoses), pharmaceuticals (reassessing the potential of existing molecules), smart cities and motorways (improving traffic flow) or smart manufacturing (identifying anomalies, managing warehouse space).

AI is used to scan vast amounts of data to spot discrepancies or other patterns, while using self-learning capabilities to deliver continuous improvement in each task. In these cases, solutions use machine learning algorithms, while the new generation of AI (especially GenAI) also incorporates Large Learning Models (LLM) and often Natural Language Processing (NLP), both to enable better prediction of next steps and to improve interaction with humans.

AI of this kind, even when its performance seems truly groundbreaking, is not truly intelligent (the rise of Artificial General Intelligence- AGI- lies some time into the future, luckily for us). Yet the ability of such tools to replicate and mimic the action of humans in key areas is a gamechanger, and this is extremely important for all industry sectors in which SAP applications and processes are used. Let's investigate why.



AI and SAP

SAP began as the key application for handling the most heavy-duty and strategically important of all large enterprise activities. It is rooted in ERP and has naturally extended to cover oversight and management of related core activities, such as procurement; Finance & Accounting; logistics and transportation; storage, warehousing and supply chain. SAP is also at the heart of specialised Customer Experience processes and, through its role in procurement and logistics, with smart manufacturing, as well.

These activities require use of automated systems to drive operational efficiency, manage skills shortages in key engineering disciplines, enable fast intervention in case of faults, drive down costs and improve sustainability performance: in all of which intelligence is needed at every step. We need autonomous decision-making, predictive management and much higher levels of automation all through these complex value chains.

In manufacturing, self-learning systems are used to optimise production performance, eliminate faults and continuously improve the efficiency of processes. In supply chains, AI predicts bottlenecks, dynamically identifies workarounds and optimises delivery to specific locations, based on emerging demand. In customer experience, chatbots and other forms of AI are used to personalise services, improve customer focus and deliver exactly the right services, right down to individual level.

The uses for machine intelligence, machine learning, bots and other forms of AI are growing exponentially, and this is why SAP has developed its own strategy for incorporating AI in many different forms, right into the heart of its business models.



Strategic vision for AI

NTT DATA has been a leading partner to SAP for several decades. Our partnership goes back to the very beginning, as it is rooted in the German manufacturing industry (the original heartland for SAP), and the automotive IT service units that NTT DATA acquired 20 years ago. This partnership has very deep roots, in other words, and is based on a level of expertise that few- if any- ordinary systems integrators can match.

We have been working closely with SAP to build methodologies and processes that enable major enterprises to transition from customer owned and maintained SAP instances into the world of SAP S/4HANA Cloud. This major change combines large-scale technology transformation with the need to rethink key processes and working methods. That's because moving to cloud opens up new possibilities, new opportunities, but also a world of new challenges.

We believe this transformation is deeply engaged with AI adoption, which can be used as a toolset to enable transition, and will become a vital part of the way SAP and its related ecosystem operates in the future. Making a success of SAP S/4HANA implies having a practical, effective strategy for AI. In the rest of this paper we will look in more depth at how this strategy can be structured, and how it interacts with existing and emerging SAP processes.



Interaction of SAP with AI

SAP's AI strategy

SAP intends to embed AI at every level and in every part of its Enterprise Software, using the capabilities of GenAI, for example, to accelerate and simplify data retrieval, insights and production of reports. The key to the SAP approach, however, is to ensure that every activity is based on Business Context.

This addresses the main issue currently encountered with GenAI, which is the tendency to hallucinate (make things up), and to base insights on data found on the Internet (which will certainly include many errors and inaccuracies). The SAP strategy is to marry the speed and agility of LLMs in reviewing, analysing and presenting data to users, with an intense focus on business reality.

SAP will use its own Foundation Models to ensure that data used in AI-enabled activities is focused on the correct business context, with searches directed to relevant data sources. These models are trained on anonymised data provided by 25,000 existing customers, all designed to deepen and strengthen the context for AI usage. SAP's current AI services also use Retrieval Augmented Generation (RAG) to ensure that searches are grounded in relevant data, which cuts down the potential for inclusion of irrelevant or false data in searches.

SAP has recently launched its own AI Copilot: Joule, which will be developed in the years ahead to act as the essential interface between business applications, business data and metadata, and a GenAI hub for multiple new services. These include rapid, accurate retrieval of relevant information and insights, writing assistance, and automatic code generation. Supported by Just Ask for the Analytics Cloud, we can see the deep commitment being made by SAP today into this essential new technology area.

Finally, everything SAP does in this area is supported by a growing ecosystem of AI specialist partners, from the very largest (Google, Microsoft) to key innovators (Anthropic) and emerging European startups (AlephAlpha). There is now a highly focused strategic drive to bring GenAI into the Enterprise field by delivering outcomes that are contextually relevant and always accurate. Progress is fast. SAP currently offers 130 use cases and 360 partner apps that include AI capabilities. These numbers are growing fast.



What are the targeted benefits?

The objective of all this strategic activity is to offer us practical benefits that will enable business leadership to make better decisions and achieve measurable competitive advantage. In headline terms, this should mean:

- Better forecasting, based on more timely and accurate data, leading to:
- Better decision-making, both at a strategic and tactical level, with many interventions now being fully automated, leading to process acceleration and improvement, together with:
- Increased operational efficiency, improved targeting, lower costs, reduced energy use and lower emissions, leading to:
- Enhanced sustainability and environmental performance, enabling businesses to create a “virtuous circle” in which predictive management and better advance knowledge leads to continuous optimisation and efficiency.

We expect AI to help businesses become more agile and scalable, while also being able to personalise services more effectively, based on deeper knowledge of customer and user requirements. This may be the greatest benefit of all: helping businesses to become more creative and innovative, as design/development cycles accelerate, more options for future concepts can be tested and enhanced collaboratively, and better options discovered earlier in the development process.

Above all, AI is about helping people to become better at what they do, to fulfil their potential more effectively by doing less repetitive work (thus also eliminating human error) and improving satisfaction. The prizes available in almost every industry through enhanced use of AI are very attractive. Now we need to understand how exactly to capture and deliver these benefits.



Risks and pain points

Looking at the current state of AI, we can see significant risks for enterprises both in non-adoption and adoption without the most detailed preparation, rigorous governance and constant, hands-on management.

Enterprises do not adopt AI because of the current hype cycle. They do it because AI has the potential to address current pain points and deliver competitive advantage. It really does not matter what the industry or business model: this is a universal truth. AI is the ultimate in process and system automation: it enables intelligence to pervade

business activities end to end, taking time, cost and resources OUT, while putting greater satisfaction, targeting and competitive advantage IN.

Manufacturers: reduce work in progress, cut energy use, eliminate errors and rework, build customised variants without extra cost. **Supply chains:** can be dynamically optimised, with automated changes in flows of goods, better management of product integrity and enhanced customer targeting. **Customer experience:** will be transformed through “market of one” targeting and personalization, leading to reduced costs and higher loyalty.

These are selected, headline examples, as there is a vast number of use cases now in development, all of which address specific client needs and pains. There is no viable argument any more about the benefits to be gained from applied AI, but the issues related to adoption remain considerable. Here we do not just mean the concerns that are widely expressed about GenAI (hallucinations, security) but the sheer effort required to adopt and optimise any knowledge based innovation.

In the world of SAP, there is no more challenging use of *Knowledge Engineering*. Enterprise leaders should not underestimate the time and resource needed, not simply to implement the technology but to train it through knowledge inputs, taking a generic tool and customising it to the precise requirements each enterprise may have. Time, specialised resource and expert management are all needed to turn AI from concept to vital tool. This is a topic that requires in-depth discussion.



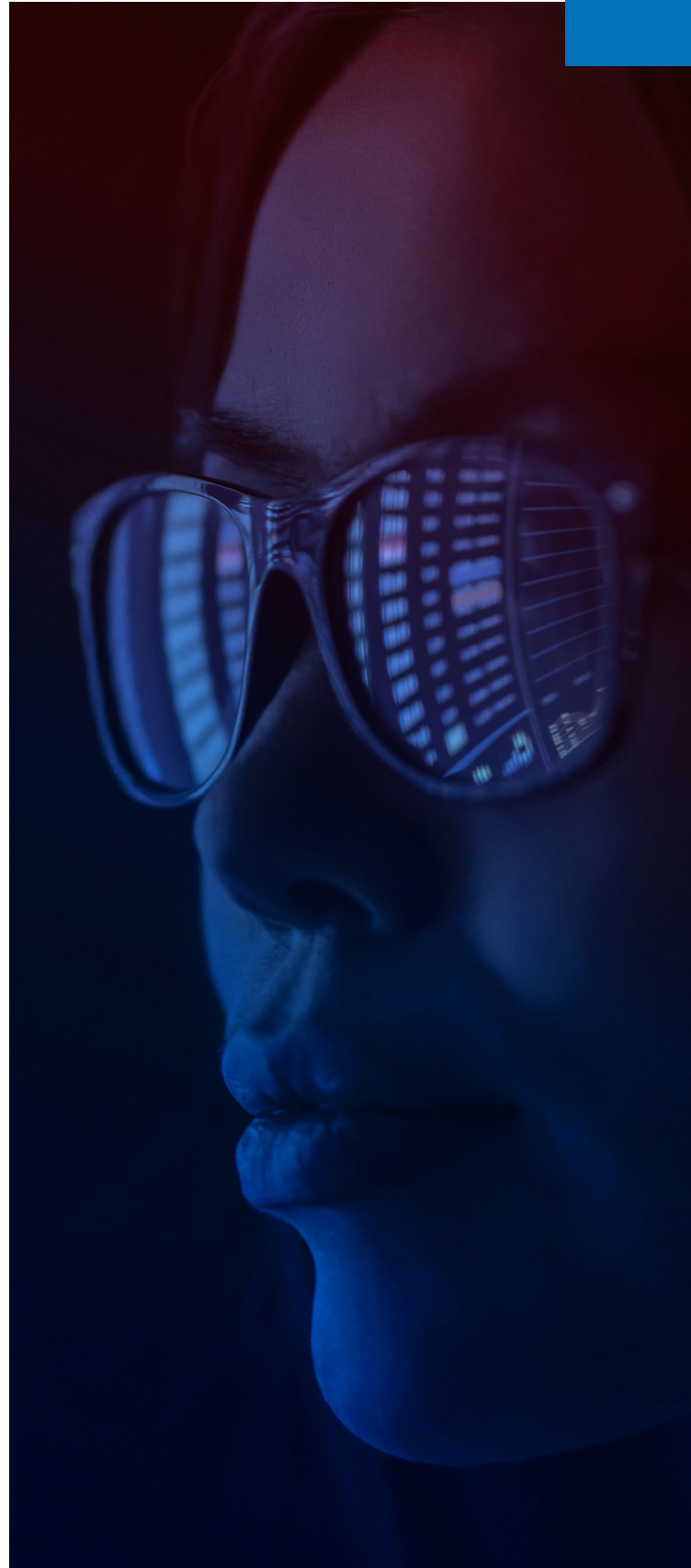
AI for cloud-based SAP

We cover the move to SAP S/4HANA Cloud, together with use of the SAP Business Technology Platform (BTP) in our Extensibility whitepaper. We will give only a headline overview of this concept now, and also need to emphasise that the strategic concept developed by SAP is likely to be implemented in a hybrid fashion for most enterprises, based on their existing investments (which may include contracts with hyperscale cloud providers).

The SAP for Cloud concept is moving towards:

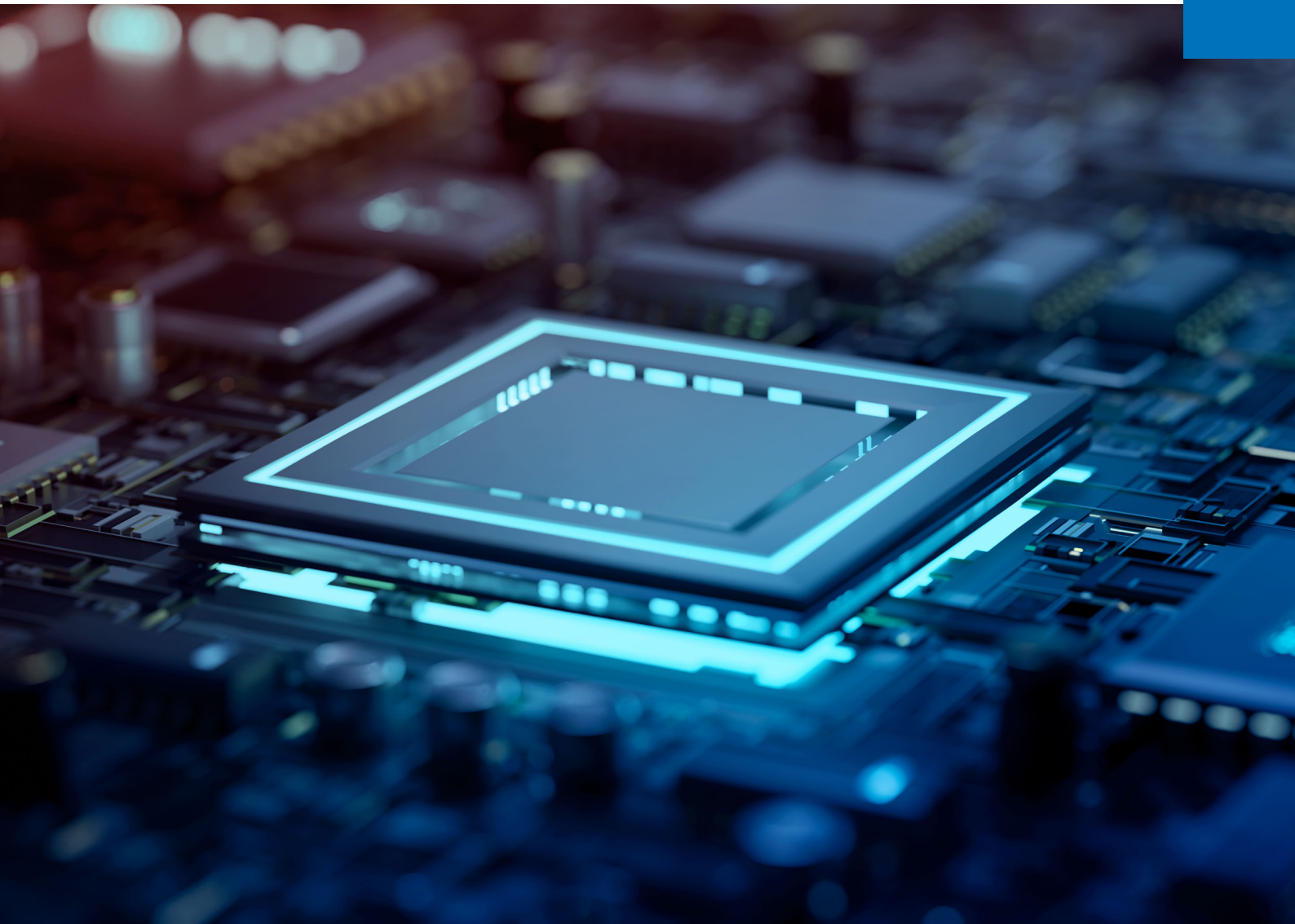
- Clean Core, in which SAP's own core code is ringfenced, being kept updated and at best practice level by SAP, rather than being maintained by a client IT department.
- SAP S/4HANA Cloud, which enables SAP applications to be managed with the same flexibility and agility we expect from any other cloud-based applications. This remains the case whether the cloud used for hosting is private, public or hybrid.
- SAP Business Technology Platform, which is SAP's own cloud-based PaaS. This platform is by design extensible and enables rapid, highly flexible business composability around the edge.
- Partner solutions, such as those provided by the unique NTT DATA Business Factory approach, which uses the extensibility potential of SAP BTP (and other PaaS offers, such as those provided by hyperscalers) to develop highly customised and targeted client solutions.

This concept ensures that enterprises can gain maximum benefit from SAP best practice, make best use of cloud agility and cost efficiency, while also defining and building their own portfolios of constantly evolving business solutions on top of a robust, industry-leading foundation.



This is the landscape into which NTT DATA, working closely with SAP, specialist vendors and Enterprise clients is introducing the benefits of new generation AI. We are already demonstrating operational and business benefits, and this starts at the very beginning, as we use GenAI to enhance the process for transition to cloud:

- GenAI can understand legacy code and rapidly identify what can be adapted for Cloud use what needs to be shut down and what can run as it is.
- This task is a critical, early requirement in any transition project and traditionally needs to be carried out by an expert team, using a rigorous and time-consuming consulting methodology.
- AI can be used securely and reliably to accelerate this process by using a well-established function of GenAI, which is to adapt existing code and write new code from targeted prompts.
- In addition, pre-trained AI tools can be used to simplify, speed up and enhance other change processes as well.



The NTT DATA vision for AI in SAP

When we talk about AI it is natural to focus on the technology, sometimes to the exclusion of everything else. Yet no major change activity is ever about technology alone.

We always begin with business strategy and consider the ways in which each application of AI contributes to achieving core goals. How to manage governance is critical: AI is too important to implement without controls and effective management. And nothing happens in a vacuum. This requires understanding of the wider ecosystem, the emerging technologies and how the wider engagement is managed.

Based on recent research findings, we believe that 63% of all large enterprises are considering the use of AI, while only 12% are actually achieving positive commercial outcomes as a direct result of implementing AI. Others (13%) have advanced ideas, but struggle to operationalise them. Our approach to the early stages of AI implementation can be seen in figure 1 below:

Our approach

AI is more than technology. We recognize strategy, governance and data maturity as keys to success with AI and next-gen technologies.

Our methodology

We create robust solutions for the domain, not the technology. Our in-house agile processes ensure transparency, involvement and composability.

Our engagement

We engage in partnerships and guide our clients through their unique AI maturity journey – From exploration to leadership.

Our organization

As a global organization, we operate as a network of dedicated technology experts across sectors and industries to create value for our clients.

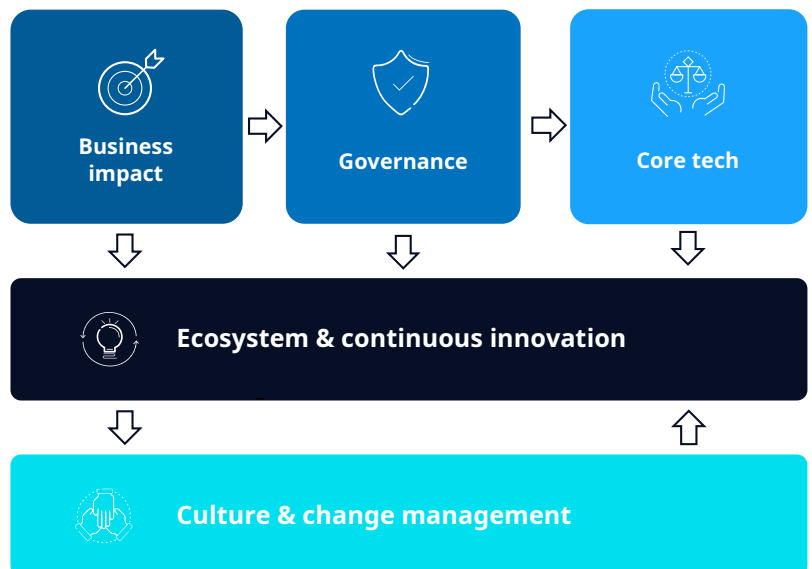


Figure 1. Top level analysis of likely business impact.

Our view is clear: AI can and should play a crucial role in how enterprises move to SAP Cloud (through SAP S/4HANA and SAP BTP), and in how they target and capture the operational and competitive benefits that we have already noted as a key goal for applied AI.

The great issue for most of them, however, is how to implement and operationalize AI to deliver its full potential. That is why the NTT DATA AI strategy is so relevant. In the next chapter, we will look at the implementation approach we propose, and then show how we capture the benefits on our clients' behalf.

Using AI to build the Intelligent Enterprise

The importance of intelligence

NTT DATA has established its own Data & Intelligence (D&I) practice with the specific task of building a roadmap and toolset that will help a large enterprise move step by step towards the status of Intelligent Enterprise. This involves building a data culture, with associated tools that enable secure self-service access to data, confidence in how to build data environments (data mesh, data fabric) and a culture that enables everyone in an ecosystem to make the most effective and positive use of data as a first step towards true corporate intelligence. In more detail, the D&I value proposition from NTT DATA is based on two principal components:

Data Democratization. This involves removing barriers between employees and the data they need to enhance and evolve their own work/business practices. Our goal is to give employees and other authorized persons equal access to data, while implementing protocols to keep data trustworthy and current, provide upskilling in data literacy and usage, and applying effective governance to all data related activities.

Business Disruption (through D&I). We recognise that AI has the potential to revolutionise industries and deliver transformationally enhanced business solutions and methods. We help enterprises unlock the full potential of AI and data to bring highly innovative solutions to market quickly and at scale, while ensuring responsible data use and full regulatory compliance.

Once this new vision and its associated culture is in place, it becomes easier to introduce AI tools in a targeted manner, delivering better performance in selected areas and then building on these initial successes, until machine intelligence becomes pervasive throughout the organisation and its processes. This is done via a methodical change activity, in which risks are kept under control, governance is established early to enable ownership by all key stakeholders, and positive outcomes are delivered and demonstrated at each stage.



AI is the key to making the entire organization- and its wider ecosystem- more “Intelligent”, but we implement and operationalize AI in a very systematic and controlled manner, as shown in figure 2 below:

Core AI service categories

Our AI services help teams discover use cases, build maturity and succeed with AI and next-gen technologies.

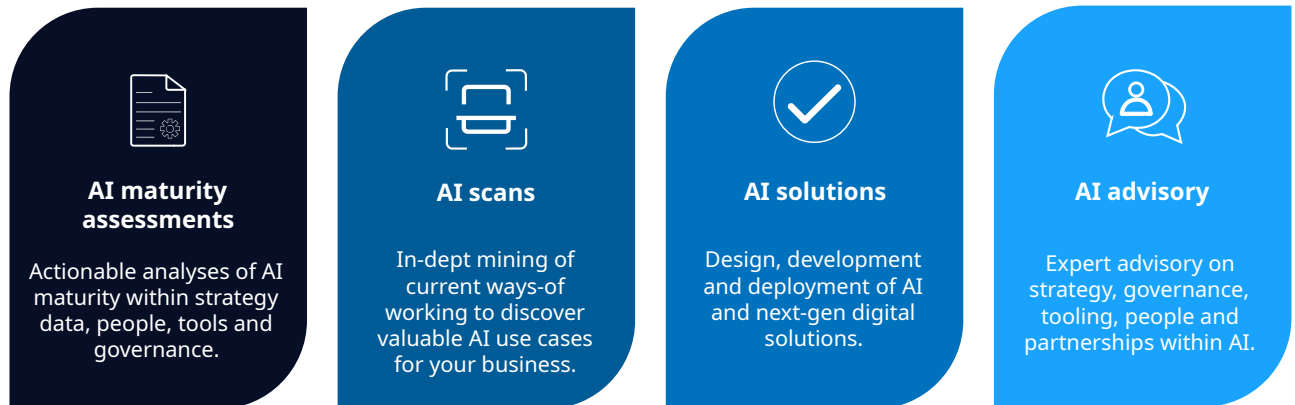
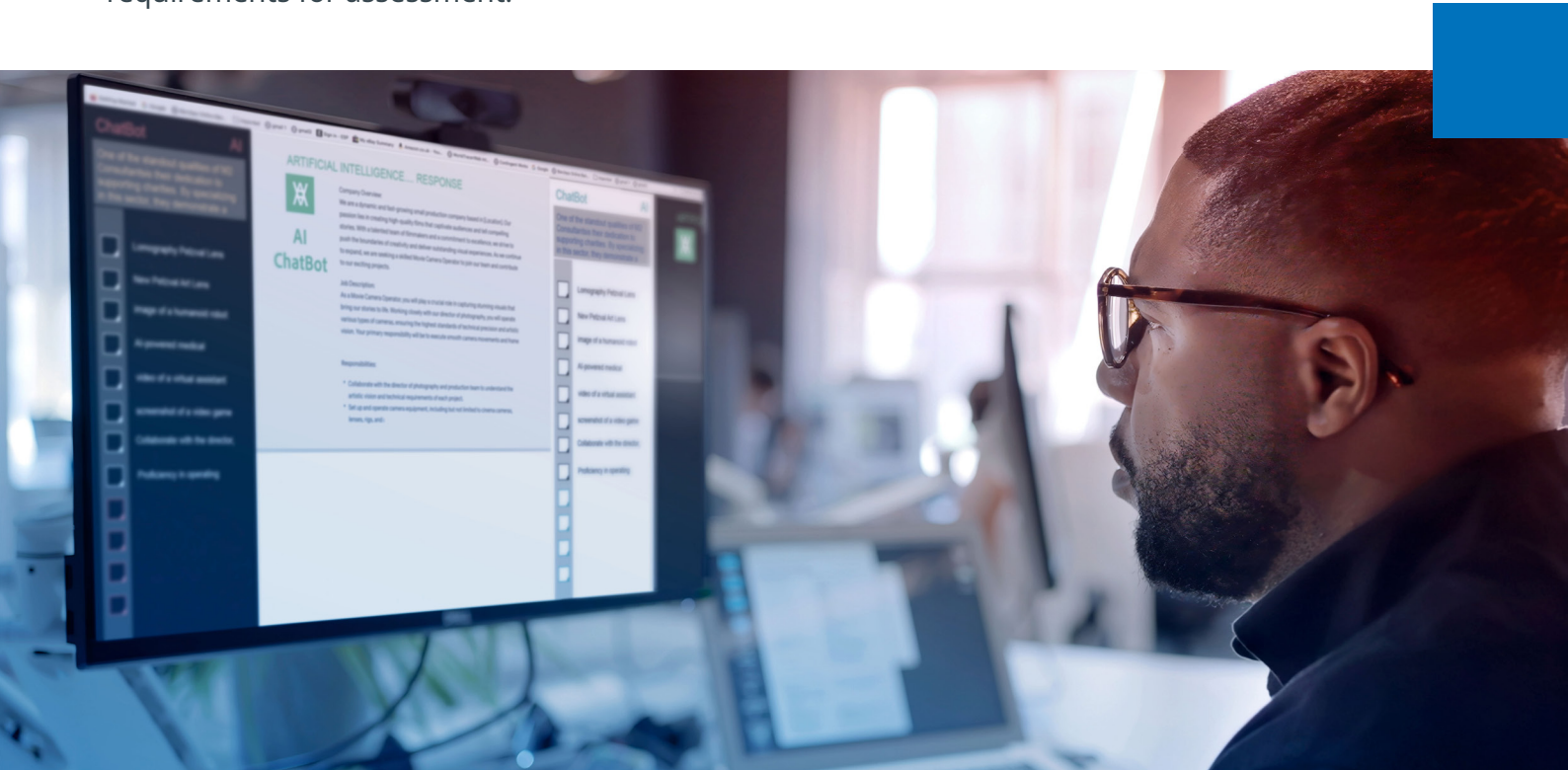


Figure 2. The 4 stages of AI engagement.

This simple diagram shows the step-by-step approach that our AI implementation team uses to identify best opportunities for operationalizing AI, together with the potential issues and requirements for assessment.



Building a roadmap

The first step is to identify how ready each enterprise or business unit is for implementation of AI. At this stage we look in depth at the business processes, governance structures, data maturity and cultural readiness for change. This may lead to a requirement to carry out remedial work in key areas before we believe it is appropriate to attempt AI implementation.

AI scanning then uses our own methodology to review specific areas of the business (processes, value chain, units, specific tasks) to identify the most promising priority areas for implementing AI. As stated earlier, our reference is to “invest in success”, that is, demonstrate “quick wins” to gain buy-in from employees and prove the concept in a specific area. We can then build on success and spread from the initial starting

point more widely through the business. This initial choice of most promising start point is thus extremely important.

Once we have been through these initial stages, we need to work with stakeholders to build specific solutions. By this stage we will have clearly identified areas in which improvement is both necessary and achievable, based on our initial review.

So what specific uses of AI can we propose that will deliver measurable benefits to the business, can be delivered at a reasonable cost, risk level and timescale, and will position the business to further developments? This kind of solution may be highly specific, very targeted and require joint development with the business and its partners. Alternatively, it may be a COTS (Commercial Off The Shelf) type solution. It is important to keep an open mind about this and focus only on what is best for the business.

The final service, though it is relevant at every stage of development, is advisory, which covers the deep business consulting support we can provide to every client. As experts in AI, D&I, SAP and change management, we provide expert support to client stakeholders at every stage of development.

Making AI work for the business, not just as a source of innovation but as part of the enterprise fabric, requires an holistic vision. It has to embrace people (talent management), ecosystem (partner working), customer experience, culture and structures, as well as technology and solution implementation. Everything fits together and must be fully integrated.

These are the basic building blocks for implementing AI: now we need to use the roadmap to build a customer journey, as shown below.



Customer journey to AI

We believe there are four key stages in this journey, and NTT DATA's core capabilities have been developed to align with them in a rigorous and logical manner.

First, **Explore**. AI began in the mid 20th Century as a theory, a thought experiment more than anything else (the Turing Test of 1950 is probably the first example of AI used as a research theory). Thanks to very recent advances, AI has now developed into a practical, ready to implement set of concepts and tools. Yet this is not a product portfolio: it is necessary to match capabilities to opportunity inside each specific enterprise.

We work with clients at this initial stage to test organisational maturity, priority opportunities and then to work with stakeholders to build a detailed, strategic implementation plan.

The second stage is **Experimentation**, but this term must be used with care. This is a targeted and focused development phase, in which we continue to measure maturity and applicability, but also begin the process of developing concepts that can be tested and evaluated for use in practice.

And indeed, **Practice** is the next phase, when we take the concepts now in development and start to implement them within the business. Our consulting skills and in-depth assessment of readiness (through AI scans) remain relevant at this stage because implementing any radical concept for the first time must be done with care, based on the ability to roll-back if issues are encountered, together with built in methods for rapid adjustment and fine tuning. This phase should see the first real business solutions, incorporating AI, in use across the business and starting to deliver measurable results.

A top level view of how we scan for maturity and readiness to change is shown in figure 3 below:

Targetered services categories by client AI maturity

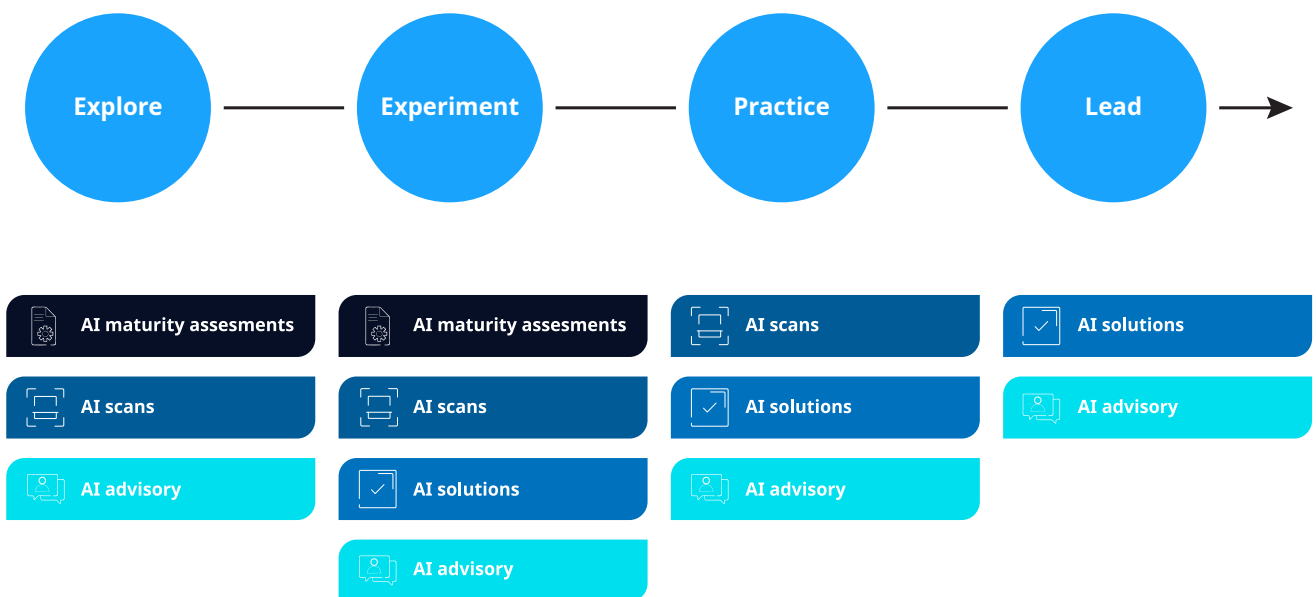


Figure 3. The AI maturity assessment approach from initial exploration to leadership status.

In the final stage, we build on the achievements to date and start to develop **Strategies for the future**. This is where the idea of a “virtuous circle” becomes relevant. The enterprise is starting to benefit from applied AI and this is revealing new opportunities, which will go through the same development process, leading to more and more sophisticated solutions and a rise in “corporate IQ”, as use of AI starts to pervade the entire organisation.

Naturally, these developments must advance in step with effective governance structures, development in people management (from recruitment to ecosystem working), and updates in processes. This is how we move, step by step, logically and with low risk towards the status of Intelligent Enterprise.

All of this fits into our wider D&I strategy, which cover business strategy and advisory:

Defining the strategic role of data, transforming their **culture**, and **upskilling** their workforce to generate **business value** and market differentiation through Data & Intelligence. Our expertise covers all areas of adopting a data-driven culture, including business impact analysis, organizational transformation, change management, and creating a customized Data and Intelligence strategy.

And for technology modernization:

Our solutions are designed to adapt to our customers’ evolving ambitions and drive innovation by enabling organizations to keep pace. This leads to a substantial improvement in organizational capability and supports organizations in reaching their objectives. Our **Data Platform architecture design & AI solutions** are designed for maximum impact, driving progress towards strategic Data & Intelligence initiatives.



Ethics and safety

A final point we need to cover here is that AI, as an emerging, still immature area of technology development, comes with a lot of questions about how it can be used ethically, to deliver positive outcomes without risks for a business or the wider public. Issues related to hallucinations in LLMs for example have been headline news for some time, and our response is outlined in figure 4 below:

AI safety and contextualization

Success with AI takes more than the technological expertise. At NDBS, we champion adherence to AI regulation, best practice compliance guidelines and human-centric considerations to ensure safety and reliability for our clients and their customers.

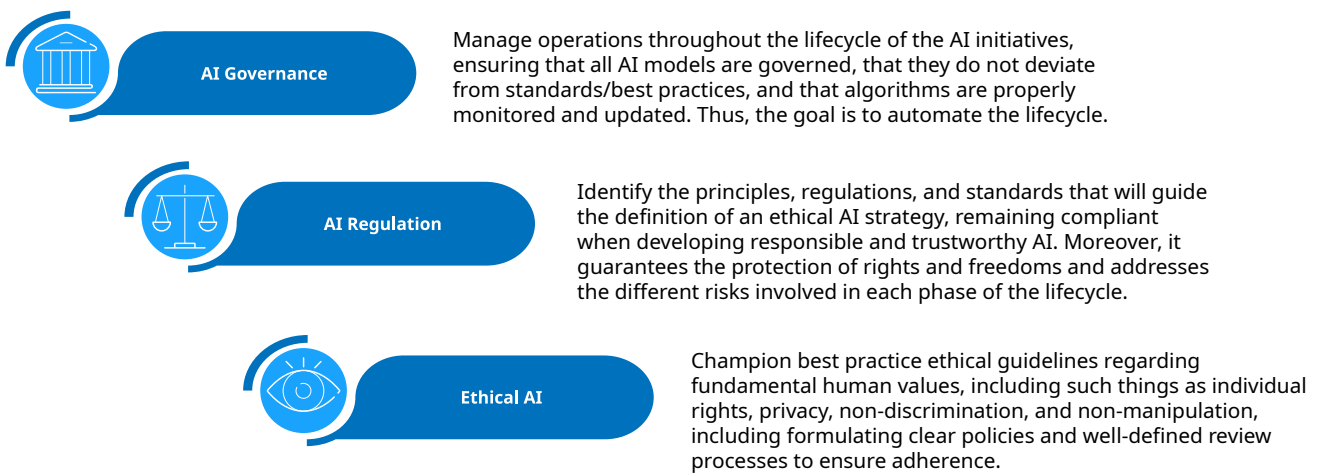


Figure 4. Safety, ethics and compliance in AI practice.

The NTT DATA approach prioritises rigorous governance, full compliance with all emerging regulations, and an uncompromising commitment to ethics at all stages and in every application. We have a non-negotiable approach to human rights and core values, while our high profile involvement in public bodies that set common standards and monitor outcomes make us better placed than most consultants to act as reliable, trustworthy guides through this complex, emerging field.

Implementation

Our core goals

NTT DATA is an AI leader and visionary, but in terms of business service to our Enterprise clients, we are extremely pragmatic. Everyone is interested in AI and its applications, and the market does not need yet more interesting speculation on the subject. Our goal is to provide practical benefits to our clients. We do this by focusing on three core areas:

Product and service quality. We use AI to improve innovation across the entire organisation, thereby building capability for the future. We do that by enabling:

- Collaborative innovation and knowledge sharing across teams and departments, providing platforms for virtual brainstorming, idea sharing, and feedback loops.
- Rapid experimentation and iteration, helping organisations test different ideas, designs, and strategies in real-world scenarios.
- Future-proofing operations, enabling them to adapt to emerging technologies.



Operational efficiency. We use AI to improve and rethink processes, leading to:

- Process optimization through effective solutions that address inefficiencies and bottlenecks to reduce operating costs.
- Task automation to cut down on the time and resources required to implement manual processes. This allows employees to focus on critical, high-impact activities.
- Drive revenue and market growth by enhancing client services for greater differentiation and scalability, resulting in tangible business impact.
- Granular analytics, which could be the most important advance of all. We will use advanced analytics, real-time monitoring and predictive insights to enable enterprises identify areas for improvement and optimisation. This includes use of decision-support AI interactive dashboards that transform complex operational metrics into intuitive information.

Customer satisfaction. Our goal is to use AI as an aid to strengthening and adding value to customer experiences and relationships.

- We use personalization, recommendation engines and conversational AI, to offer customers personalised experiences.
- We use predictive analytics to make customer relationship management more proactive, allowing our customers to address issues, retain customers, and build long-lasting relationships.
- Finally, we apply customer analytics to understand client value drivers and target audiences in depth, building strategies to increase engagement and brand loyalty.

By applying this pragmatic vision to AI in SAP applications, we can target measurable, high value benefits early and start to deliver them fast.



Core use cases

NTT DATA has been working with customers in different sectors on proving core concepts, building practical use cases and delivering measurable benefits over the past few years. So far we have built effective examples in all the following sectors:

- Automotive (IoT predictive maintenance, virtual driver assistant...).
- Industrial Manufacturing (smart factory BTP, ML predictive maintenance, SAP intelligent product configuration...).
- Life Sciences & Healthcare (Predictive QA, water quality AI, DENIA AI assistant...).
- Chemicals & Sustainability (smart agriculture platform, smart silo, carbon footprint tracking...).
- Consumer Products (destination digital, ML customer visit report...).
- Wholesale Distribution (vehicle tracking & fleet management, ROI IoT track & trace, logistics bridge...).
- Higher Education & Research (AI learning helper, blockchain education certification...).
- Professional Services (XR hands-free, business process adviser, AI process assignment...).



All these and many other examples are available for in-depth review at any time, following a request to our AI team [[click this link](#) for more details]. Headlines from other use cases include:

AI Spare parts identification. Our client needs to deliver spare parts to the production line with maximum efficiency, and looks up 16,500 spare parts each month, which requires a great deal of human time and effort. We delivered an AI solution that uses phone or other handset vision systems for rapid scan, instant transmit to AI model for matching, with the most likely parts highlighted, leading to time saving and error reduction.

Almirall data analysis. Almirall is a Spanish pharmaceutical company specialising in dermatology. The company reviews vast amounts of data to identify relevant insights, and this is very time-consuming. We delivered an AI based solution with a 3 stage process (preprocessing, information extraction, excel presentation). This has measurably improved efficiency, cut errors and demonstrated scalability for future evolution.

SCM connected business planning. Our client is a leading manufacturer with operations that are sensitive to supply chain disruption and changing market demand. We used ML and other forms of AI to improve visibility, enhance forecasting accuracy, automate key decisions and use these actions to create a single point of truth that integrates strategic, tactical and operational factors, leading to better management of demand and supply. This has improved all aspects of planning, together with inventory management and sales.



What's next?

SAP has built AI into the heart of its future strategy, and that is alone enough to mean that forward thinking enterprises need to have their own AI roadmap, vision and detailed plans in place as quickly as possible. As one of SAP's longest established partners, NTT DATA understands the direction of travel, key principles and core priorities that SAP has developed, but that is not enough in itself to ensure that enterprises have the best and most appropriate strategy for their own business needs.

The world of cloud is essentially collaborative, focused on business composability, agility and joint working, from initial development onwards. This is a very complex world and we recognise that enterprises will currently be at different levels of maturity and have established investments that need to be optimised, rather than replaced. The future will not belong to any single applications business, no matter how capable or powerful it may be. The future will belong to enterprises able to make effective use of AI, ML, automation and personalised solutions across multiple platforms: SAP, hyperscaler and hybrid.

As a technology visionary with its own AI position and a growing level of Intellectual Property in this and related areas, NTT DATA is well placed to help enterprises navigate what may be a sometimes tricky and complex journey into the future. Enterprises know they need AI, but how to implement it and how to build on existing investments is a challenge: we will help you meet that challenge successfully.



Why NTT DATA?

Adoption of AI within SAP-based applications and services is an integral part of the more strategic transformation processes linked to SAP S/4HANA Cloud and SAP BTP adoption. We explore these issues in more depth within our SAP [S/4HANA](#) and [Extensibility](#) whitepapers. We strongly recommend you to download these and review the step by step process we have developed for painless, low risk transition to Cloud, and for developing highly customized solutions that use the full potential of the SAP BTP Extensibility platform.

Our approach to AI in the world of SAP builds on the same kind of experience, tools and methodologies used for other SAP/Cloud related activities. Headlines include:

NTT DATA is an SAP Platinum partner and SAP Global Service Partner, defined by leading analysts as a global leader in the field of SAP S/4HANA Application Services, worldwide. Thanks to our industrial heritage, as part of the wider NTT Group, we are also a major researcher and innovator in our own right. We have developed methodologies, solutions and tools - all approved by SAP - that form the basis of our SAP practice. Our business consulting teams are located all over the world, which means we have strong capabilities in virtually every market. Technical consultancy for SAP is closely integrated with SAP consulting teams, providing a single point of contact, no learning curve and fast transit to high intensity, evolving high performance operations.

NTT DATA employs 19,000 SAP consultants worldwide.

NTT DATA includes powerful Business Consulting Services. We know many customers will need both technological as well as business advisory to clarify their needs, understand the alternatives SAP offers and plan a long and mid-term roadmap ahead. NTT DATA is rated by leading technology analysts as a top performer and leading in all aspects of SAP S/4HANA, SAP BTP and AI for SAP adoption. Our consulting capabilities play a major part in achieving this recognition.



We have more than 3000 business consultants ready to support major transformation projects.

Preconfigured SAP Accelerators. NTT DATA can deploy high expertise and advanced capability to suit all architectural requirements, from pure SAP to a wider ecosystem of software and technologies. Our teams are always focused on client outcomes, so they are technology agnostic, able to select the right partners to provide platform services.



We have preconfigured SAP S/4HANA implementation templates for Life Sciences, Automotive, Manufacturing and Medical Devices, with others in development.

Technologically Agnostic Capabilities. We understand that transformation projects will take place in an industry context, so we are ready at all times to deploy our SAP-based *Industry Solution* templates, which enable faster project commencement and reduce the level of new work required, enabling NTT DATA to accelerate definition and creation of solutions customized to individual enterprises. In case our templates are not sufficient for a particular customer requirement, we can also Build industry-specific HR solutions at speed due to the presence of a mature and experienced global development practice, covering every part of the world and backed by rapid onboarding and training techniques.

Global Presence. We are committed to an uncompromising “People First” strategy. We know that a main reason for the high analysts rating NTT DATA achieves year after year is a result of the high project delivery quality, which would be nothing without our people and tools.

Training Excellence. Our SAP Academy is one of the world’s leading establishments for recruiting, training, mobilizing and constantly developing outstanding professionals in the field of SAP systems, solutions and technologies. We believe in lifelong technical and business education: our people are not simply trained and left to do the best they can. They are always within the scope of our development processes, always motivated and empowered to develop new capabilities, while contributing to our uniquely rich knowledge base.



- **17 Industry Solutions and 60 Rapid Deployment Solutions developed by NTT DATA.**
- **NTT DATA will have 200,000 employees worldwide from January 2024, following completion of the ongoing merger activity to bring together all NTT DATA entities outside Japan within a single company.**
- **NTT DATA SAP S/4HANA certified Trainings, NTT DATA SAP S/4HANA Learning System, Training Management Support, Client Foundation Enablement, Client tailored Trainings, Project Support, Project Team Training.**

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