



# **NTT DATA Services Big Data and Analytics Services**

**Vendor Assessment  
Report Abstract**

**September 2016**

**By Dominique Raviart  
IT Services  
Practice Leader  
NelsonHall**

**Eight pages**

**[research.nelson-hall.com](http://research.nelson-hall.com)**





## Who Is This Vendor Assessment For?

NelsonHall's Big Data & Analytics Services Vendor Assessment for NTT DATA Services is a comprehensive assessment of NTT DATA Services' big data, analytics, enterprise data warehousing and BI offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for big data & analytics services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the big data & analytics services sector.

## Key Findings & Highlights

NTT DATA Services provides big data, enterprise data warehouses (EDW), BI and advanced analytics services through its Advanced Analytics & Omni-Commerce practice (AA&OC).

AA&OC was launched in 1996 and has a headcount of 700 globally. NelsonHall estimates the AA&OCC revenues to be ~\$70m in 2015 (and ~\$80m in 2016) and that it operates mostly in the North American market (~90% of revenues). The unit derives the majority of its revenues from standalone big data and analytics engagements (NelsonHall estimate ~60%), with the remaining 40% being bundled contracts involving other Dell Services units. AA&OC provides mostly project services (mostly in big data and advanced analytics), with durations lasting from six to twelve months. The company services EDW and ILM as part of multi-year contracts.

At a high level, the practice is positioned at the intersection of digital commerce and analytics with a focus on business needs. AA&OC highlights that the majority of its engagements start with a business requirement (as opposed to a technical need for expertise). Clients tend to be business lines, marketing departments, risk management offices and COOs rather than IT departments.

## Scope of the Report

The report provides a comprehensive and objective analysis of NTT DATA Services' big data and analytics offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components, accelerators, and "platforms"
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy
- Analysis of the company's strengths, weaknesses and outlook.



## Contents

1. Background and Strategy
2. Offerings and Capabilities
3. Delivery Network
4. Client Examples
5. Strengths and Challenges

## Report Length

Eight pages

## Report Author

Dominique Raviart

[dominique.raviart@nelson-hall.com](mailto:dominique.raviart@nelson-hall.com)

## Forthcoming Profiles

Accenture, Atos, Capgemini, CGI, Genpact, HCL Technologies, Infosys, TCS, Tech Mahindra, Unisys, Wipro, and WNS.