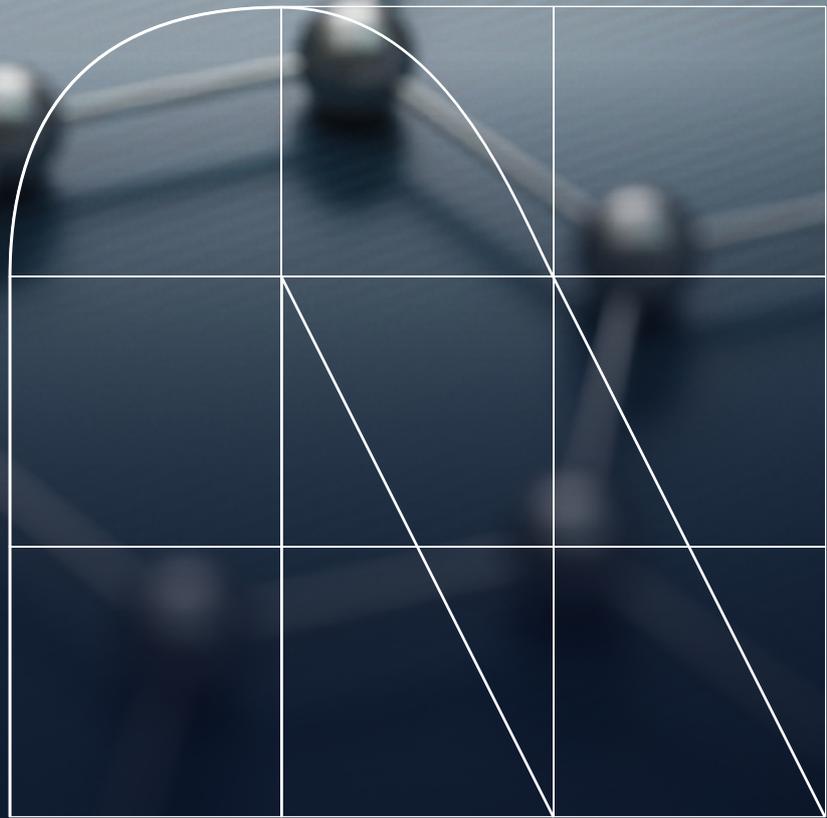


NTT DATA Perspective

The next awakening: Charting a course toward the conscious enterprise



Introduction

In the dynamic landscape of a business enterprise, much like evolution, only the fittest endure. This philosophy also resonates in the concept of the “conscious enterprise,” where organizations use cognitive capabilities to adapt, predict and thrive amid disruptive forces. Although technological integration is often a component, the essence of a conscious enterprise is its ability to sense, predict, act swiftly and engage with customers to achieve desired outcomes that exceed expectations.

To achieve this consciousness, organizations can follow the LEADER model:

- Lead with business objectives
- Enrich customer and employee experiences
- Automate tasks while innovating
- Be data-driven
- Execute through a customer-centric operating model
- Continually revisit and reinvent strategies.

Digging deeper into the LEADER model shows how it empowers businesses to set up a conscious enterprise and how they can infuse their organizational foundation with this model.

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The Darwinian principle of “survival of the fittest” is etched in the fabric of nature. It’s the continuous march of evolution. Human cognitive abilities are our means to survival and prosperity as a species. Nature equips the human brain with an unparalleled ability to recognize, assess and predict our ever-changing world. This cognitive prowess is the secret sauce behind the evolution of our species. It allows us to adapt and thrive in the face of existential threats.

The enterprise arena shares a lot of similarities with evolution. Organizations unable to read the shifting sands of market dynamics fade into obscurity, casualties of a competitive landscape that allows no complacency. Almost 52% of Fortune 500 companies share this fate, having met their downfall over the past two decades.¹ So, how can businesses maintain a competitive advantage over their peers?

The evolutionary pattern says the answer lies in achieving consciousness.



Unlocking the organizational mind to become a conscious enterprise



A conscious enterprise encompasses diverse interpretations. Usually, people view it as a shift toward using artificial intelligence (AI), machine learning (ML) and robotic process automation (RPA). However, limiting the definition to technology integration is superficial.

A conscious enterprise transcends a mere technological shift. It involves organizations unleashing cognitive capabilities to adapt, predict and act on the future precisely. These entities disrupt industries, assume leadership positions and establish a lasting market presence.

Three intrinsic characteristics set these conscious enterprises apart:

- **Sense and predict.** By deploying cognitive capabilities to gain a deep understanding of both internal and external factors (such as consumer and employee behavioral shifts, competitive strategies and emerging technologies, among others), conscious enterprises can position their brands in tune with the changing times and act on trends before they start trending.
- **Act fast on the predictions.** The hallmark of a conscious enterprise is its agility. These organizations don't merely respond; they proactively create new products, services and business models with remarkable speed to engage their customers.
- **Engage to delight.** A conscious enterprise isn't simply about meeting customer demands and expectations; it's about exceeding them. By delivering connected experiences, these entities create meaningful interactions at every touchpoint in the customer journey. The result isn't simply satisfaction; it's delight. And it builds stronger connections and lasting relationships.

However, becoming a conscious enterprise is no one-size-fits-all affair.

Organizations are at various stages of this transformative endeavor, with no fixed recipe or definitive roadmap. While the sequence of initial programs may differ based on unique business imperatives, context and change factors, successful strategies reveal common threads.

Lead the way with the LEADER model

In the quest for consciousness, organizations often follow a playbook we call the LEADER model — a roadmap designed to adapt to the disruptive changes of digital transformation and fast-track growth effectively.

So, what does LEADER stand for?

Lead with business objectives. Conscious enterprises prioritize business objectives with organizational vision and mission. They align strategies and technological investments with overarching goals, so every move contributes to the larger mission.

Enrich and evolve customer as well as employee experiences. Customer experience is paramount. The key is consistently enhancing and evolving customer employee journeys, recognizing that delighting both isn't a one-and-done effort but an ongoing commitment.

Automate tasks while innovating. Automation is the backbone of a conscious enterprise. So far, we've been able to automate only routine tasks to free up resources. With further advancements in AI, including the advent of generative AI, we can now automate more delicate and intelligent tasks and create scope for innovation. Doing so has efficiency and creativity working together.

Be Data-driven. Conscious enterprises use data as a strategic asset. Informed decision-making, predictive analytics and a comprehensive understanding of market dynamics are at the core of their operations. This approach gives these organizations an edge against unforeseen operational disruptions and builds business resiliency.

Execute through a customer-centric operating model. Every action involves customer expectations. Conscious enterprises take a metric-driven approach. Teams focus on the customer journey, augmenting and adjusting that journey through a rapid feedback loop, to deliver greater value to customers.

Continually Revisit and reinvent strategies. Adaptability is key. Conscious enterprises constantly reassess their strategies, processes and technologies. They see and embrace change as an opportunity for reinvention rather than a threat.

Leading with a business and data-driven approach enables organizations to sense trends and predict the future confidently. This approach relies on historical records; demographic, psychographic and geographic data; and observed patterns. It leads to improved calibration of products and services, which maximizes the customer value proposition. An automated, customer-centric operating model allows businesses to act swiftly and proactively in response to market changes and competitive pressures. As companies adapt to market dynamics and customer expectations, it becomes easier to engage and delight customers with richer experiences.



The benefits of embracing the LEADER model

Choosing the path of the LEADER model is more than a strategic move. It's a game-changer with tangible benefits for businesses. These include:

- 1. Market leadership.** Businesses adopting the LEADER model position themselves at the forefront, leading in market share, innovation, product quality and customer service. It's not only about keeping up; it's about setting the pace.
- 2. Targeted dominance.** By defining the market and focusing on the target customer, businesses go beyond surface-level engagement. The LEADER model empowers businesses to dive deep, establishing dominance and shaping markets to their advantage.
- 3. Technological empowerment.** The LEADER model isn't just a philosophy; it's a technological enabler of desired business outcomes. Businesses unlock efficiency by seamlessly integrating digital capabilities into routine processes. Doing so creates a tech-powered engine for success.
- 4. Strategic vision.** A clear vision and a practical product or service strategy are the cornerstones of business excellence. In the LEADER model, businesses have a roadmap and the capability to create a sustainable advantage through flawless process execution and digitization.

A simple yet powerful example is National Life Group (NLG), one of the fastest-growing life insurance companies in the U.S.² The insurance company's vision is "to bring peace of mind to everyone we touch" and offer a better experience to both customers and agents alike. After a complete digital overhaul in partnership with NTT DATA, NLG has significantly improved its operations. An NLG customer can now complete the necessary insurance documentation in less than 15 minutes, and a policy can be delivered in 50% less time. Modernization, along with automation, has helped improve the NLG customer experience, delivering that peace of mind by removing multiple visits for data correction and fast-tracking the policy issuance process.

The overall benefits?

- Automated underwriting and a 21% reduction in operational expenses
- Processes up to 250,000 applications every year
- Processes one policy every 30 seconds

NLG is only one example of how following the LEADER model can provide beneficial outcomes for businesses by becoming conscious and leading their target markets. That's why it's the foundation of NTT DATA's Conscious Enterprise Services framework.



Doubling down on the Conscious Enterprise Services framework

Our Conscious Enterprise Services (CES) framework is designed to integrate services, analytics and IT estate resilience. It's a catalytic force for businesses aiming to evolve with tech and market changes, deliver faster innovation, simplify and standardize IT, enhance user experiences and expand enterprise consciousness.

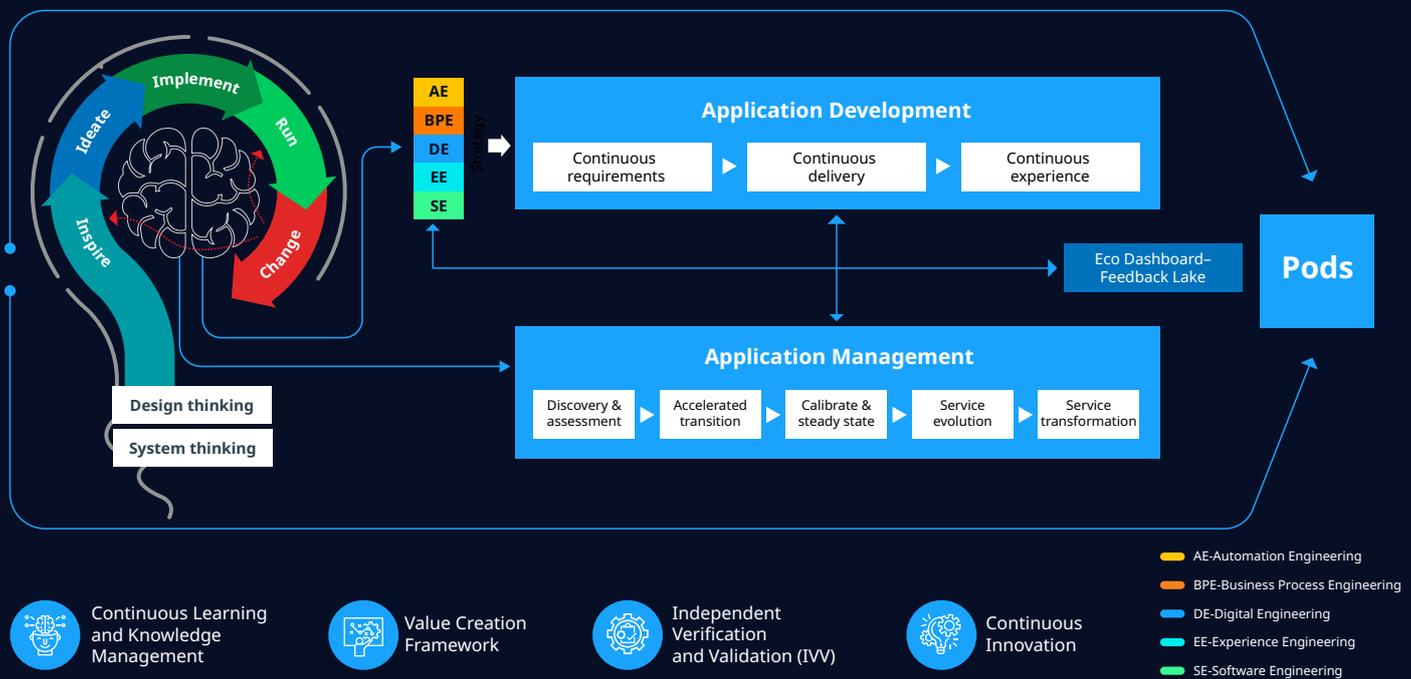


Figure 1: NTT DATA's Conscious Enterprise Services framework

The CES framework strategically aligns with client value chains, boasting deep industry knowledge and dedicated subject matter experts for each product/application. This provides efficient service deployment across diverse business landscapes. CES, which encompasses a methodology and application management, addresses L2 and L3 support needs. Using AI and ML, the framework employs proactive application monitoring for predictive analysis, protecting business continuity by avoiding disruptions.

NTT DATA Digital Application Services powered by CES

Built on the principles of the CES framework, our Digital Application Services (DAS) suite makes it easier for your organization to achieve the consciousness it needs to win the race today and be prepared for tomorrow.

DAS accelerates digital experiences, workforce transformation and data-driven enterprises. Encompassing application development, managing enterprise applications, configuring platforms and collecting data intelligence, DAS prioritizes security and fosters business resilience and innovation. These capabilities are supported by the Nucleus Intelligent Enterprise Platform, which automates our offerings and features a comprehensive suite of bespoke software solutions to fast-track enterprise outcomes.

Figure 3 shows how we help businesses harness the power of the LEADER model to become a conscious enterprise.

[View a quick video](#) on how the DAS suite can help you design, build, run and transform your applications across the entire lifecycle.

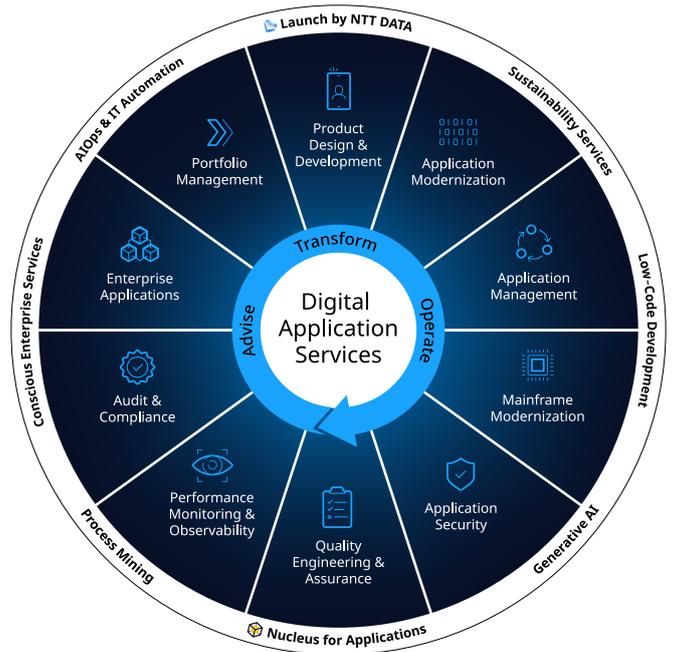


Figure 2: NTT DATA's Digital Application Services suite

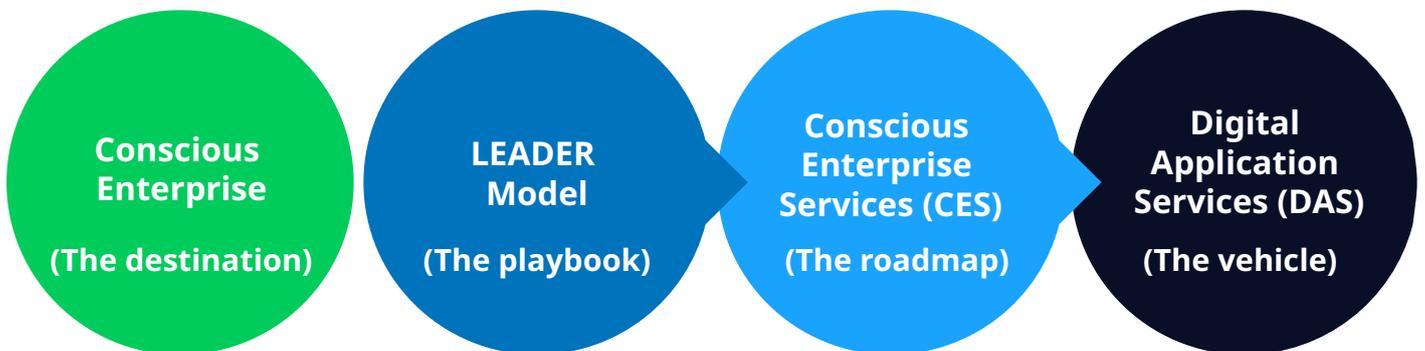


Figure 3: Harnessing the LEADER model to become a conscious enterprise

The road ahead

The evolution of enterprises to embrace a heightened standard of consciousness is crucial in today's evolving application development market. In this scenario, the LEADER model offers a robust and comprehensive framework. It guides organizations as they lead with clear objectives, enrich experiences, automate intelligently, use data, execute with a customer-centric focus and continually reinvent strategies. By embracing this model, businesses not only thrive but also set new benchmarks in market leadership and innovation. NTT DATA is well positioned to empower organizations to seamlessly integrate these principles, powering sustained growth and achieving market dominance.

With NTT DATA as your partner, you can proceed on your digital transformation journey at your own pace while scaling and optimizing processes for the best results.

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With close to 20 years of experience in solution design, product management, business process consulting and strategic deal management, Shakeel focuses on enabling clients to gain a competitive advantage through the effective use of technologies.



Ready to build a resilient, efficient and innovative digital business?

NTT DATA Digital Application Services specializes in transforming and running your new, evolved application state. Our proven expertise not only provides operational efficiency but also offers up to 30% savings in operational costs. We're committed to delivering value, meeting client expectations and guiding you through the complexities of modernizing your application portfolio with best-in-class, conscious enterprise practices. Let's work together to build a robust digital future for your organization.

[Contact us today](#) to find out how we can help you take the lead in the race to achieve consciousness.

To learn more about how NTT DATA Digital Application Services can make a significant impact through LEADER model adoption, visit our [Digital Application Services](#) page.

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List of abbreviations

Abbreviation	Meaning
AI	artificial intelligence
ML	machine learning
RPA	robotic process automation
CES	Conscious Enterprise Services
SME	subject matter expert
DAS	Digital Application Services



Visit us.nttdata.com to learn more.

NTT DATA is a trusted global innovator of business and technology services, helping clients innovate, optimize and transform for success. As a Global Top Employer, we have diverse experts in more than 50 countries and a robust partner ecosystem. NTT DATA is part of NTT Group.