



NTT DATA BUSINESS SOLUTIONS PRIVATE LIMITED

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Managing Director and CEO

How would you summarize the journey of NTT DATA since its inception? What are some of the key milestones of the company in recent years?

We established India operations in 2013 with itelligence brand, with our first office in Hyderabad. itelligence brand name changed to NTT DATA Business Solutions globally beginning of this year. NTT DATA is our parent company which is head quartered in Japan.

We started with just five people and we grew from five to thousand very quickly. We started partnership with SAP as a **Business Partner** and within two years we reached **Platinum Partner** position.

We have won many awards from SAP which is the primary OEM and have also received few industry awards. Globally NDBS has been in the leadership position too, as recent as last month we have won SAP Pinnacle awards in multiple categories. We have already crossed 2000 employee strength in India and expect to grow to 3000 employees by the end of the year.

What are the key products and services provided by the company?

We are one of the largest resellers of SAP software, both on-prem and cloud.

We also focus our SAP services around product portfolio, our services can be broadly categorized into three services - Consulting Services, Managed Services and Co-innovation Services.

As part of Consulting Services, we execute digital transformation projects, digital core implementation projects and custom development. As part of Managed Services, we provide Managed Cloud Services and Application Management Support across SAP and Non-SAP solutions. We also offer “transformation to cloud” for our customers.

How has the COVID-19 pandemic impacted your business, sir and what are the strategies that the company has deployed to tide over the crisis?

Consulting Business, particularly the net new deals, were down by 15 % in FY 20. Few of the existing projects were also impacted. But our run business (AMS) grew by almost 30 %. In effect, we had more than 10 % growth overall.

Thanks to our well-established IT infrastructure in the country that has allowed seamless transition of *work from office to work from home*. In fact, we were able to ramp-up more resources, more flexibility and provided round the clock

support to our customers. We created sub teams of employees who were always backing each other to ensure zero disruption. We established interactive communication channels to ensure entire organization stays updated of customer needs. We also created some tailor-made custom packages for few of our customers who were struggling with the specific issues caused by COVID-19. Our IP portfolio has actually increased compared to where we were before the beginning of the crisis.

What is your growth strategy over next 3-5 years?

It's a threefold strategy a) As the demand for adoption of digital technologies is growing, we are deepening our capabilities to effectively deliver them at scale. We are increasing our workforce not only from external hiring but also through our internal trainings and workshops. b) We will be adding more services and solutions to our portfolio c) As we co-innovate with our customers.

We believe above strategies will help serve our customers, both internal and external, at a scale and continue to be their trusted partner in future.