NTT DATA has carried out a wide variety of businesses such as the SI business, which is NTT DATA's core business, shared services, and BPO.

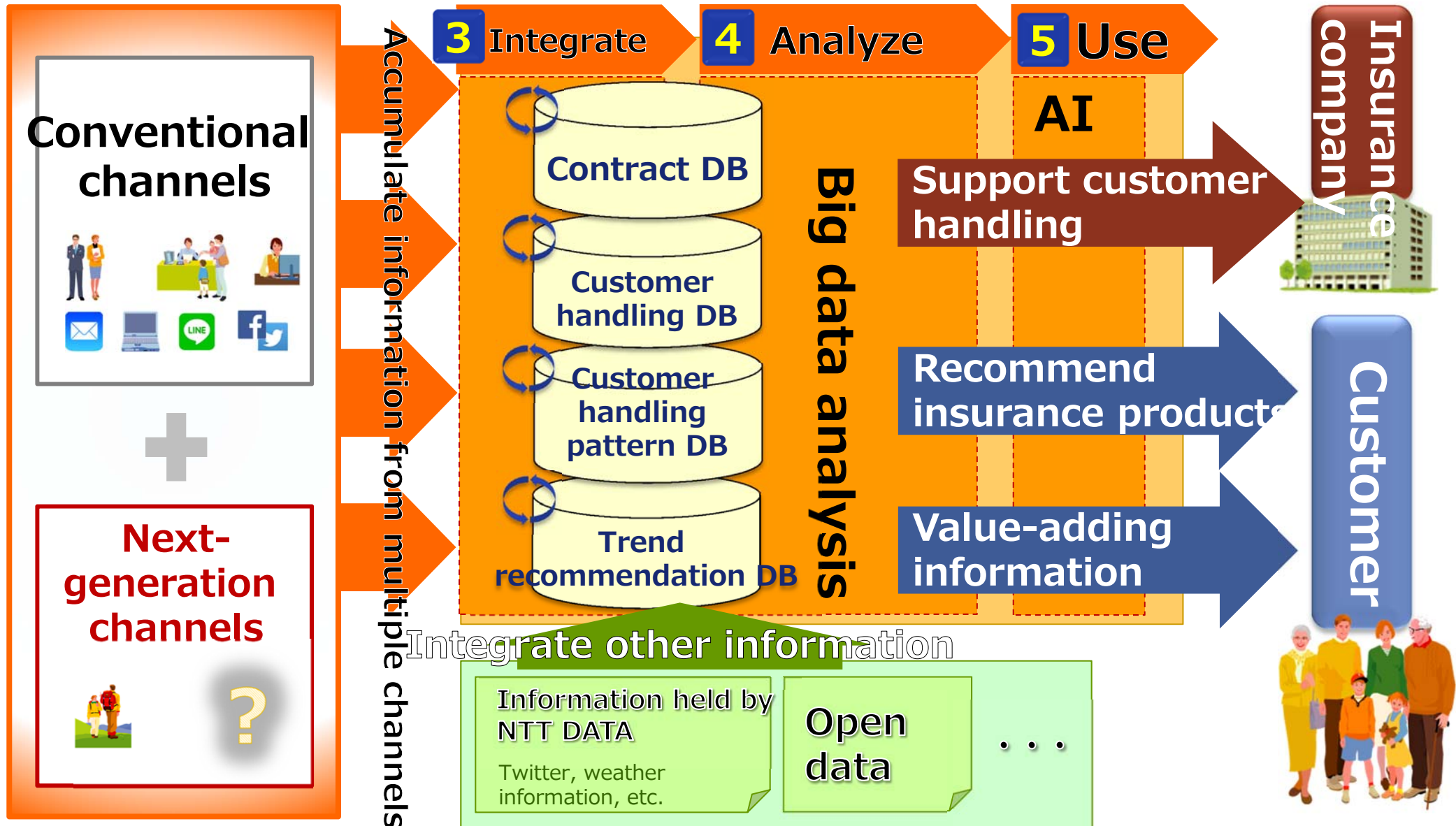| **Backbone system**	**Industry shared system service**	**BPO**
Developing and maintaining custom-made or package-based systems	Providing a system shared by many insurance companies	Performing clerical work on behalf of insurance companies as services
[Major systems] Development and maintenance of: - Personal insurance business system - Corporate insurance business system - Sales force automation	[Major systems/services] - Common gateway for insurance companies	[Major services] - Entering medical certificate data - Collecting individual identification numbers - Telephone/help desk operation

1. Enhancing conventional channels and adopting next-generation channels

Insurance companies want to enhance their customer outreach (customer channels). NTT DATA helps them **enhance their conventional channels** and **adopt next-generation channels**.

Insurance company

Customer

1 Conventional channels

Sales person

Agent

Call center

Mail Web Chat Social media etc.

+

2 Next-generation channels

Wearable computer (sensing device)

? Unknown devices, applications
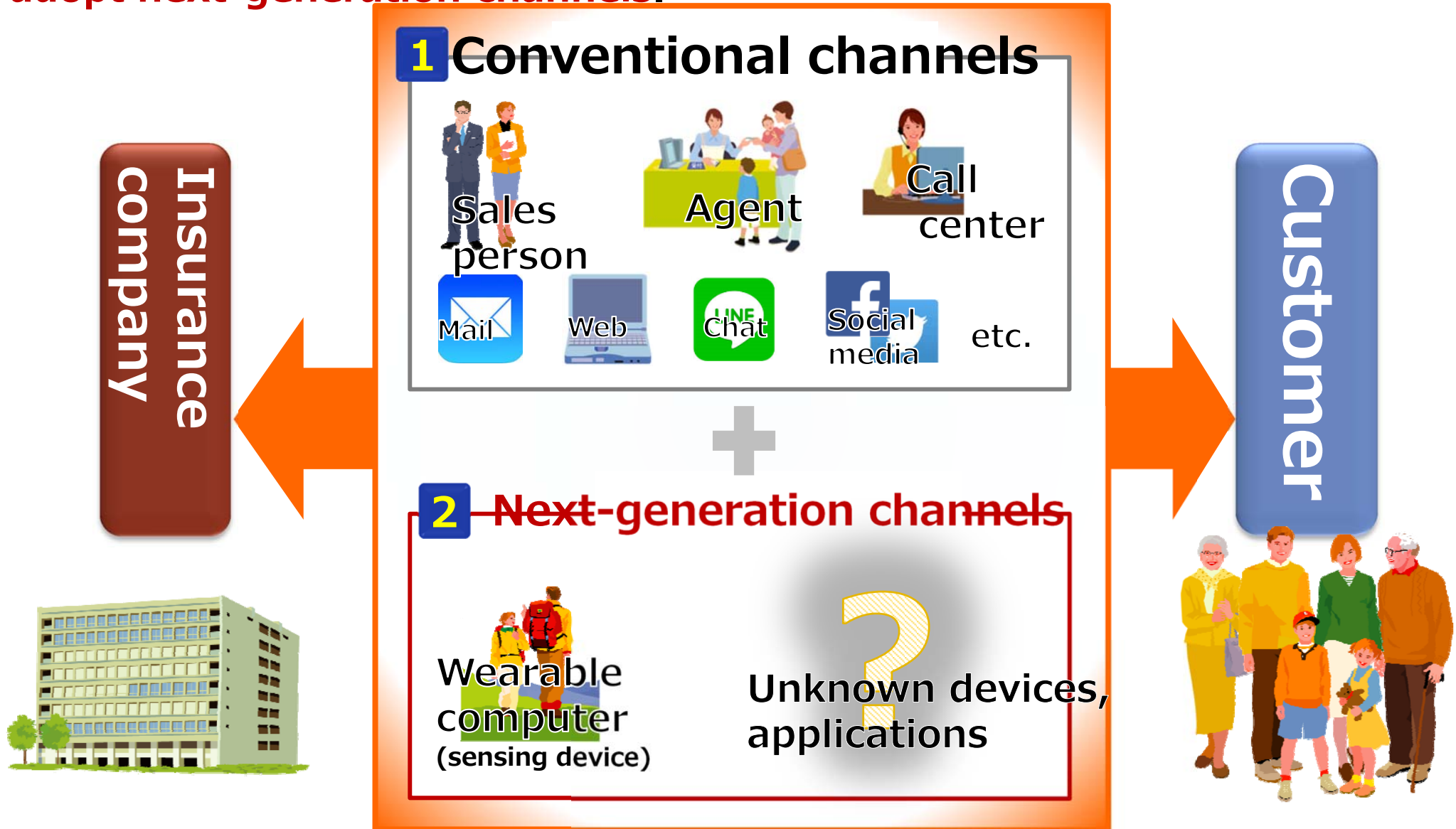
2. Integrating, analyzing, and utilizing multiple channels

By **integrating, analyzing, and utilizing information collected from multiple customer channels**, NTT DATA will realize real-time and painstakingly detailed customer support.

Conventional channels

+

Next-generation channels

?

Accumulate information from multiple channels

3 Integrate **4** Analyze **5** Use

AI

Contract DB

Customer handling DB

Customer handling pattern DB

Trend recommendation DB

Big data analysis

Support customer handling

Recommend insurance products

Value-adding information

Insurance company

Customer

Integrate other information

Information held by NTT DATA
Twitter, weather information, etc.

Open data

. . .

Let's build a brighter future together

NTT DATA wants a partner with innovative ideas for enhancing customer channels.

Wanted!

1. **Service** to enhance conventional channels

2. **Devices and applications** that will serve as next-generation channels

3. **Techniques to integrate and manage** information from multiple channels

4. **Big data analysis techniques** for customer contact information

5. **Techniques to use** customer contact information **to make appropriate approaches**

NTT DATA is aiming at building an industry-shared infrastructure service. Together let's create a model to be used widely as an industry standard.