

The background of the top half of the page is a deep blue space scene with a bright starburst in the center, surrounded by a faint, glowing cross-like pattern. A curved horizon line is visible on the left side. A horizontal bar with segments of orange, light blue, dark blue, and green spans the width of the page below the title.

***ISG** Provider Lens™

NTT DATA demonstrates
its global end-to-end
sustainability capabilities
and deep environmental
and technical knowledge

Introduction

NTT DATA designed environmental and financial frameworks and analytics tools to foster the transformation of a major financial services organization that is reshaping the lives of millions.

Client Story Summary

Client	A development bank committed to improving the quality of life of people in Latin America and the Caribbean.
Industry and Size	Financial Services industry with 13 private banks and 13 offices
Region	Latin America and the Caribbean
Client Objective	Establish a strategic ecosystem methodology Achieve visibility of its "Portfolio of Projects" in 14 strategic ecosystems across Latin America and the Caribbean Reach the goal of allocating 40 percent of funding to green projects by 2026
NTT DATA Solution	Offered advisory services that defined, analyzed and delivered scientific and executive publications, summarizing key data and methodologies for understanding the funding landscape in the 14 strategic client ecosystems. Presented, at COP28 (Climate) in Dubai and COP16 (Biodiversity) in Cali, the results to key stakeholders and actors for future decision-making. Provided a prototype analytics tool to highlight gaps in existing funding in each ecosystem, recommending the necessary mitigation actions. CAF plans to scale the prototype tool into a full-scale solution.
Benefits Achieved	Clarity on how to prioritize funding allocations between the 14 ecosystems Curtailed costs through a flexible approach and end-to-end capabilities Reduced risk of strategic program delays

Client background

The client is a development bank that follows a sustainable development model through credit operations, non-refundable resources and support in the technical and financial structuring of projects in the public and private sectors in Latin America and the Caribbean. It focuses on sustainable development and regional integration across a broad range of projects.

CAF aims to be known as “The Green Bank of Latin America”, with a goal that at least 40 percent of its funding would go to green projects by 2026.

To achieve this goal, CAF engaged NTT DATA to conduct research and analyze key technical and financial data sets and establish a framework/ approach to enable it to identify the green projects that would have the highest impact. CAF operates in multiple languages and in multiple countries and, therefore, needed a partner that could introduce a new approach to integrate the various data sets and actors around the 14 strategic ecosystems. Understanding these regional ecosystems, such as Amazonia and Patagonia, required deep local environmental and technical knowledge.

NTT DATA solution - Salient features

CAF and NTT DATA built on their existing relationship in IT services to explore how the latter could help the bank with its broad strategic challenges. CAF was impressed with NTT DATA’s expertise and flexibility, with the initial days of the engagement focused on defining the 14 strategic ecosystems and the data required to identify where funding gaps may exist. The second phase of the project was aimed at prioritizing existing opportunities and aimed at a broad change in CAF’s mindset to focus on a more holistic approach.

The key elements of NTT DATA’s solution include:

- Strong business engagement, leveraging interactions with senior CAF leaders and other ecosystem actors to ensure a thorough understanding of the challenge
- Highly detailed qualitative and quantitative analysis of the environment and financial aspects
- Insightful recommendations to accelerate CAF’s ability to optimally allocate funding among initiatives and potentials for collaborating with other ecosystem actors
- A delivery team oriented the experts in South America and Spain with the relevant environmental, financial and IT domain knowledge
- A flexible approach in keeping with CAF’s complex and strict procedural operating environment
- Commercial flexibility to accommodate unexpected complexities within budgetary allocations
- A partnership approach to understand CAF’s long-term objectives and a modular, phase-based delivery model that scaled value alongside cost
- Shared commitment to meeting ambitious timelines and undertook presentations at key international events to demonstrate progress
- End-to-end capabilities, from strategic advisory services to IT architecture and solution development support
- Implementation of Microsoft Dynamics365 and Azure system architecture, leveraging existing CAF solution standards
- User-friendly interface that contextualized relevant information to enable CAF decision-makers to easily understand the connectedness of initiatives across ecosystems

Outcomes

With a successful foundation of analysis and a working prototype of the analytics platform, CAF and NTT DATA's collaboration is set to scale to a fully operational solution that achieves the following:

- Provides a comprehensive and adaptive ecosystem approach
- Offers in-depth visibility of the "Portfolio of Projects" in the 14 strategic ecosystems across Latin America and the Caribbean
- Ensures clarity on prioritizing funding allocations between the 14 ecosystems
- Fosters cost containment through a flexible approach and end-to-end capabilities
- Reduces the risk of delays in the strategic program

Ultimately, NTT DATA is playing a critical role in enabling CAF to achieve its goal of allocating 40 percent of its funding to green projects by 2026.

Beyond NTT DATA's partnership with CAF, this example demonstrates the provider's ability to understand complex environmental challenges and deliver tailored technical solutions that enable positive, sustainable impacts on a global scale.

Client Testimonial

"NTT DATA possesses deep knowledge of multilateral organizations similar to CAF. Combined with their local expertise and technical proficiency, this has enabled us to effectively navigate complexities and meet the ambitious timelines of each project. By partnering with NTT DATA, we have mitigated risks and accelerated the success of this important strategic initiative."

– Roberto Conesa,
Executive | Digital Systems and Solutions, CAF

Analyst comments

NTT DATA's success with the client illustrates just a few aspects of its ability to foster sustainability improvements on a global scale.

The key elements of its differentiation include:

Global impact through strategic alliances: In addition to exhibiting regional strengths in Latin America, Japan and parts of Europe, NTT DATA has won substantial projects with leading global organizations that are driving sustainable transformations of key economic, environmental and social systems. These projects leverage NTT DATA's proprietary assets and include building the carbon credit trading platform for the United Nations, enabling countries to accelerate collaborations on emission reduction initiatives.

Sustainability by design: While NTT DATA has a strong reputation worldwide for its networking and data center capabilities, a critical aspect of its expertise is the ability to strategically influence a business and transform its IT environment — from applications to infrastructure. Specifically, its leading role in shaping

application development standards through the Green Software Foundation has given it market-leading insights that help optimize resource consumption throughout an IT stack.

Pioneering efficiency through scale: NTT DATA is the third largest data center operator and has the fifth largest IP network backbone globally, with over 100 data centers in 30 cities. Leveraging this scale, it has been at the forefront of efficiency in energy-, water- and waste-management-related innovations for decades. For example, its Smart World Platform provides detailed real-time analytics on data center emissions and automates corrective actions when they exceed acceptable variances.

As this case study with CAF highlights, NTT DATA is building on its legacy as one of the leading IT innovators in the world, and positioning itself as a trusted transformative partner for critical sustainability challenges.

ISG Assessment of NTT DATA

ISG Provider Lens™ Positioning in the 2024 Sustainability and ESG Study:

NTT DATA has been recognized as a Leader in the OT and Industry-Specific Solutions and Services quadrant across Brazil, Europe, and the U.S., while securing Product Challenger status in Australia. The company also earned Leader recognition in the IT Solutions and Services quadrant across Australia, Brazil, Europe, and the U.S.. Additionally, NTT DATA was recognized as a Product Challenger in the Data Platforms and Managed Services quadrant in Australia, Brazil, Europe, and the U.S..

Readers can find details in the following links:

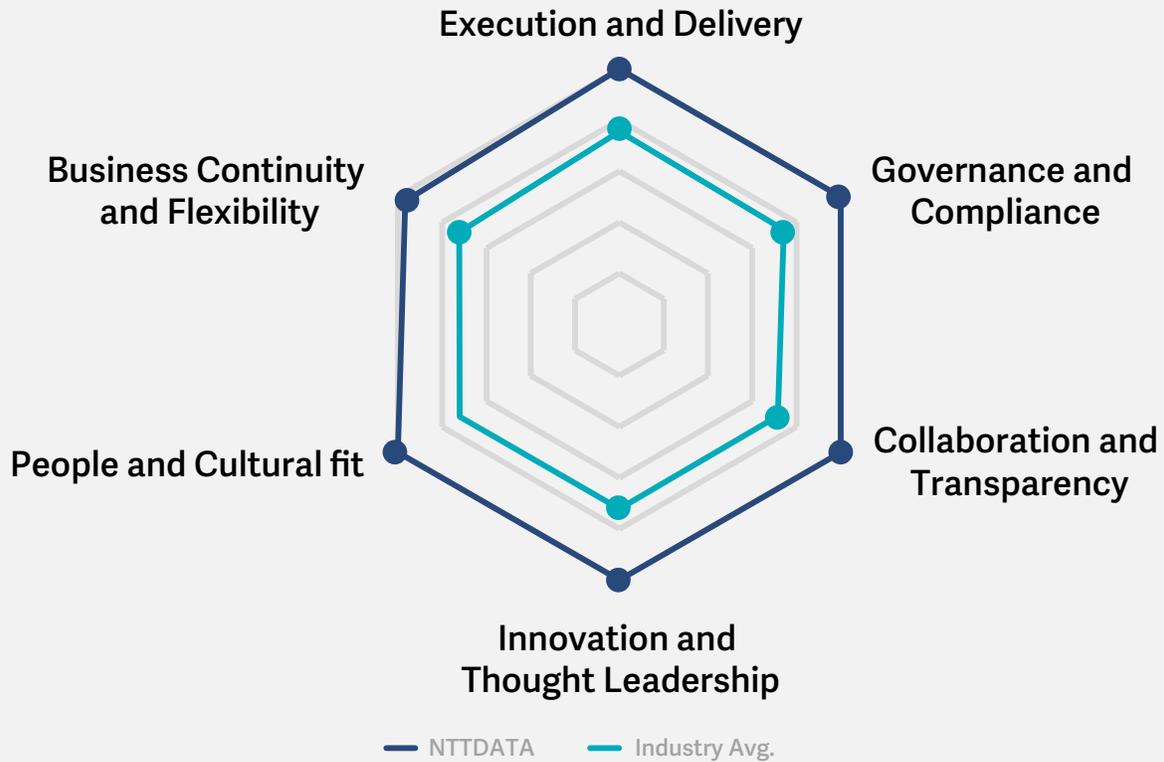
[ISG Provider Lens™ Sustainability and ESG - Europe 2024](#)

[ISG Provider Lens™ Sustainability and ESG - Brazil 2024](#)

[ISG Provider Lens™ Sustainability and ESG - Australia 2024](#)

[ISG Provider Lens™ Sustainability and ESG - U.S. 2024](#)

Figure 1. Six-Category CX Score Benchmark for NTT DATA



Source: ISG Star of Excellence™ Research, 2024

Methodology:

ISG Star of Excellence™ CX Score is the weighted average of satisfaction scores for all six categories, a survey by ISG Research. Enterprise clients rate providers from 0 (very dissatisfied) to 100 (very satisfied) on specific topics.

The ISG Star of Excellence™, a distinguished component of ISG Provider Lens™, is the technology and services industry's leading Customer Experience (CX) accolade. This program gathers insights on customer experiences through a continuous survey process, offering an unbiased assessment of service and technology providers that enrich ISG's sourcing strategies and culminate in prestigious awards.

Providers are evaluated and ranked based on the excellence of their offerings, drawing directly from the evaluations provided by their enterprise clients. These assessments focus on providers' performance in specific technological areas and the partnership across six critical CX categories: Business Continuity and Flexibility, Collaboration and Transparency, Execution and Delivery, Governance and Compliance, Innovation and Thought Leadership, and People and Cultural Fit.

Do you want to share your experience?

Please take the survey: [Survey Link](#)

About the Author

Matt Warburton

Principal Consultant

Matt.Warburton@isg-one.com



Matt Warburton is a Principal Consultant specializing in the research and delivery of digital sustainability solutions, with nearly 20 years of experience as a digital transformation practitioner and commercial leader. Warburton focuses on accelerating sustainable outcomes and works closely with client organizations to maximize the positive impact of technology. He's led global engagements for large clients in technology, aviation, financial services, healthcare, mining and retail. These range from providing strategic and practical advice on what digital sustainability capabilities organizations need and how to get them, to designing and delivering ESG risk assessments on hundreds of suppliers.

Warburton also works with technology providers to develop successful global go-to-market strategies, leveraging his unique experience of both sides of the digital sustainability market. His experience across technology strategy, innovation, and commercial roles enables him to integrate the principles of sustainability with the practicalities of business operations, through adaptation of digital operating models, sourcing strategies, digital transformation programs, innovation and emerging technologies.



Summary Facts



Headquarters

Tokyo, Japan

Revenue

USD 30 billion

Markets

Global

Industry Groups

Public Sector, Retail & CPG, Power & Utilities,
Manufacturing, eMobility, Financial Services



Core Portfolio

- Data Centres and Network Modernization
- Application, Data and AI Services
- Business Process and Sustainability Services

Solution Portfolio

- MeetZero
- VALU-ES
- C-Turtle



ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 900 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including AI, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs 1,600 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.

For more information, visit www.isg-one.com.



About ISG Research™

ISG Research™ provides proprietary research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ gives business and technology leaders the insight and guidance they need to accelerate growth and create more value.

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For more information, please email contact@isg-one.com

call +1.203.454.3900, or visit research.isg-one.com