

Building tomorrow's AI-native digital telco, today

Transform your legacy systems,
leverage superior infrastructure
and unlock new revenue streams
for Deutsche Telekom with
NTT DATA as your partner

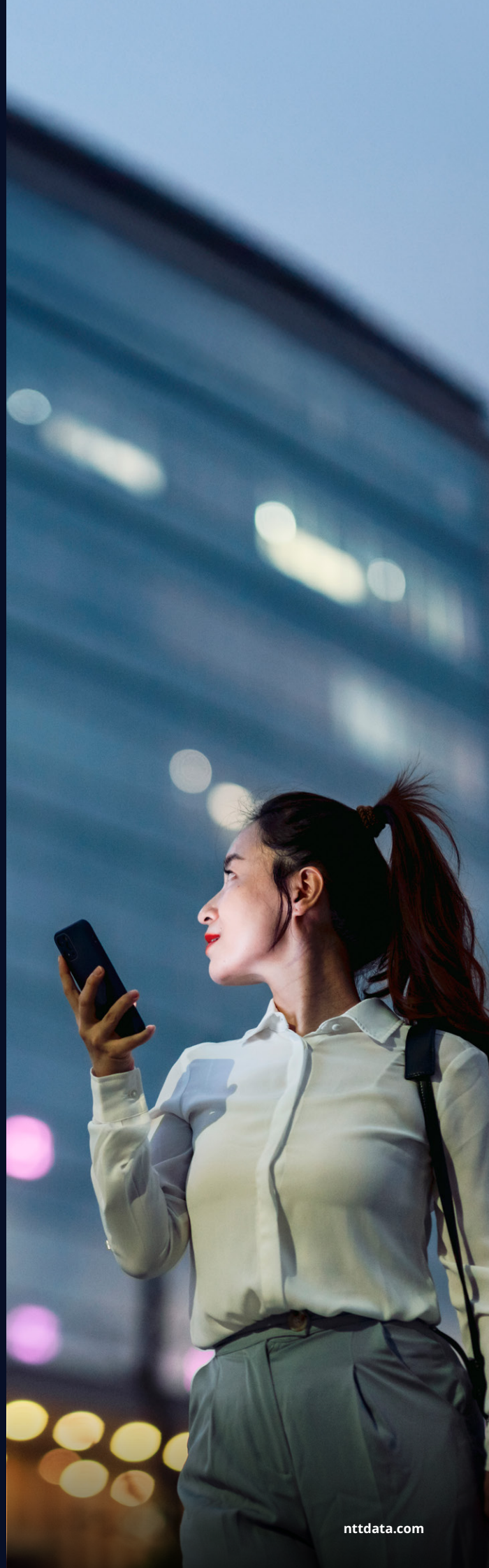
Advancing your digital telco future with AI, together

The telecommunications industry in 2025 is at a pivotal inflection point, shaped by accelerating technological innovation, intensifying competition and shifting regulatory demands.

Telcos face the dual challenge of monetizing next-generation networks like 5G and beyond while modernizing their legacy infrastructure and operating models. At the same time, they must respond to growing pressure from hyperscalers and digital-native competitors, adapt to evolving customer expectations and ensure compliance with increasingly stringent data privacy and sovereignty regulations.

To thrive, telcos are reimagining their role. They're transforming from being connectivity providers to digital business enablers, embracing cloud-native architectures, AI-driven operations and ecosystem-based business models.

We see that Deutsche Telekom is undergoing a rapid transformation to drive deeper service integration, strengthen customer loyalty and scale next-generation infrastructure. As you expand fiber and 5G coverage, modernize legacy IT systems and advance toward full fixed-mobile convergence, managing IT spend while optimizing operational efficiency is more critical than ever.



We also understand you have made B2B services a strategic growth priority, targeting opportunities in managed connectivity, edge-enabled offerings and selective vertical innovation in sectors such as manufacturing and healthcare. We recognize your need to accelerate insourcing, control costs and scale B2B2X models with greater agility and innovation.

NTT DATA can be the partner to support your evolution to an AI-native digital telco, enabling you to harness advanced network infrastructure and AI-driven operational efficiencies that are fit for the demands of a digital-first future.

You already know us for our user experience (UX), development and testing services across IT and network domains, focused on advancing your systems and infrastructure. We're already contributing to AI-driven improvements in customer service and supporting your shift to cloud-native architectures and DevOps delivery models.

Beyond these areas, we see strong potential to support you across the broader value chain — especially in product and service innovation, network automation and digital business model enablement.

As your partner for efficiency, innovation and transformation, we bring the full strength of NTT DATA's global portfolio — combining deep infrastructure expertise with a unique understanding of how to evolve as an integrated technology-driven business.

Our goal: to help you build agility, responsiveness and a sustained competitive advantage.

Where we can support you



5G and edge transformation

We enable the full potential of 5G through efficient rollout, network slicing and the deployment of edge computing infrastructure to support new services like autonomous vehicles, industrial IoT and immersive experiences.



AI-driven customer experience and operational efficiency

We help you enhance the customer experience with AI-powered interactions that are both personalized and proactive. For your B2B services, we can deploy agentic AI sales assistants that assist with problem-solving, configuration, pricing, quoting and recommending next-best cross-sell, upsell and retention actions.

In addition, the use of intelligent automation across network operations and business processes reduces costs and increases agility.





Data monetization and digital services

We assist you in unlocking new revenue streams by leveraging your vast data assets and network capabilities to develop innovative digital services in areas like IoT, smart cities, connected health and enterprise solutions.



Network resilience and cloud-native agility

We strengthen your cybersecurity defenses and ensure network resilience while guiding you in adopting cloud-native architectures. This includes leveraging microservices and containerization for greater agility, scalability and cost-effectiveness.



Sustainability and strategic partnerships

We implement sustainable practices to optimize energy consumption and reduce your environmental footprint. We can also deepen our partnership with you by developing specialized sourcing and delivery strategies to ensure consistency and cost efficiency, laying the groundwork for precise B2B2X models.

Future-proofed. Optimized. Accelerated.

With transformative IT and network services that deliver tangible benefits across both IT and core network domains, Deutsche Telekom can evolve into a true AI-native digital telco.

NTT DATA will partner with you to deliver quality and state-of-the-art innovation, right where you need it. Here's how:



Future-proof your network with cloud-native, disaggregated and autonomous architectures

We accelerate network modernization by designing and implementing cloud-native platforms that deliver agility, scalability and resource elasticity across your core, edge and radio access networks. Leveraging our expertise in open, disaggregated architectures and containerized network functions, we enable the rapid deployment and scaling of services while optimizing infrastructure costs.

Through our proven capabilities in integrating open APIs, microservices and AI-driven automation, we help you achieve seamless multivendor interoperability and intelligent, autonomous network operations. Our collaborative approach ensures you stay at the forefront of innovation and maintain a competitive edge in the evolving telecommunications landscape.



Optimize efficiency and reduce complexities across your IT and network operations

NTT DATA helps you unlock the full potential of agentic AI and advanced machine learning to transform your IT and network operations. By automating routine tasks and enabling intelligent decision-making, we free your teams to focus on strategic activities while delivering superior user experiences.

Leveraging AI-powered predictive analytics and autonomous capabilities, we enable the proactive identification and resolution of network and IT issues and minimize downtime through self-healing infrastructures.

Our expertise in unified service orchestration and closed-loop automation across IT and network domains streamlines provisioning and management, driving operational efficiency and reducing complexity.



Accelerate innovation to unlock new revenue streams in the digital ecosystem

NTT DATA acts as your partner to innovate beyond connectivity, enabling new digital products, personalized services and ecosystem-based business models that unlock growth in B2B and B2B2X segments.

We help you evolve into a platform player by supporting the development of modular offerings, digital marketplaces and partner ecosystems. By enabling API exposure and monetization (for example, through CAMARA and GSMA Open Gateway), we position your network as a programmable asset for developers, verticals and enterprise clients.

With AI-powered insights, we also help you create more personalized customer experiences, reduce churn and increase average revenue per unit (ARPU) — fueling a smarter, more adaptive go-to-market strategy.

Together, we can build resilient, autonomous operations that adapt dynamically to evolving demands, positioning your network for the future of telecommunications.

Deep telco experience and full-stack capabilities from a single partner

We are a distinctive and potentially essential partner that can help Deutsche Telekom transform, bringing the relevant technologies, know-how and expertise as and when you need it.

How we're different:



We have unmatched telco DNA, built from within the industry

NTT DATA has a unique heritage as both a transformation partner and a global digital infrastructure provider. Unlike traditional system integrators (SIs), we are deeply embedded in the telecommunications sector — not just as consultants but also as operators of large-scale networks, undersea cable systems, data centers and enterprise services. This gives us an inside-out understanding of how to modernize, scale and innovate telco business and network domains.

Our dedicated telco specialists combine deep knowledge of evolving business models, AI-native operations and cloud-native networks to deliver outcomes that match the speed and complexity of your transformation agenda. This includes everything from network disaggregation to partner ecosystem monetization and an AI-enabled customer experience.

More than a supplier, we are already an active B2B2X partner in the Deutsche Telekom ecosystem. We are ready to cocreate next-generation business models and bring real operational leverage through our ability to execute globally across the full technology stack — from edge to cloud, network to AI.



We deliver with depth, agility and integration strength across the full-service stack

Our portfolio spans the full breadth of business, IT and network services to cover strategic advisory and agile development, cloud-native transformation, infrastructure operations and business process optimization. What sets us apart is not just the range of these capabilities but their depth and integration, backed by decades of telco transformation experience.

We tailor delivery models that adapt to your evolving needs, combining global scale with local agility. These models include cocreation, joint agile teams and outcome-based delivery.

Whether we're driving core network modernization, launching B2B2X platforms or scaling AI-native operations, we act as a single trusted partner across domains — eliminating silos, accelerating execution and enabling end-to-end accountability.



We invest in innovation to prepare you and your clients for what's next

As part of NTT Group, we are not only a transformation partner but also a contributor to the technologies that will shape the future of telecommunications. Backed by NTT Group's significant investment in R&D, we drive innovation in fields like quantum computing, AI, network autonomy and cybersecurity.

Through NTT's IOWN (Innovative Optical and Wireless Network) initiative and 6G research, we're pioneering all-photonic networks that will dramatically improve bandwidth, latency and energy efficiency. We're also pushing the frontier of non-terrestrial networks through our NTT C89 space communications project, enabling new infrastructure scenarios via low-orbit satellites.

NTT DATA's own Technology Foresight program ensures we stay ahead of emerging trends and societal shifts, helping clients navigate disruption, adopt breakthrough technologies early and design strategies for a connected, sustainable and intelligent future.

We help you explore and implement innovative solutions to address evolving customer demands and create new business opportunities.

Our dedicated innovation labs and partnerships with technology providers allow us to incubate and scale cutting-edge solutions for the telecommunications sector, supporting you in effectively implementing and sustaining innovations at a pace that suits your business.



We're committed to our clients, partners and society for the long term

As part of NTT Group, we are guided by a clear purpose: to realize a sustainable and prosperous future through technology that serves people and society. This also informs our approach to client relationships — relationships that are built on trust, quality and consistency over time.

We take a patient, strategic view of digital transformation initiatives, focusing not just on rapid innovation but also on sustainable, long-lasting value. Our culture of continuous improvement and accountability enables us to deliver meticulously crafted solutions while also helping our clients navigate cultural and organizational change with care and confidence.



Your proven partner for business-critical, future-facing infrastructure solutions

We don't just say we can deliver full-stack transformation at a global scale — we can prove it. It's why we work with over 75% of the Fortune Global 100 and have seven global data and AI innovation centers focused on emerging technologies. Our comprehensive business and IT services portfolio can meet Deutsche Telekom's needs for tomorrow, today.



Frontline sales and services for Deutsche Telekom

NTT DATA worked with Deutsche Telekom to redesign and deliver Magenta Infos — a business-critical information management platform that empowers over 32,000 frontline sales and service employees across Germany with fast, reliable and intuitive access to product, tariff and process information.

From UX strategy and experience design to agile implementation, cloud-native architecture and platform operations, we provided a fully integrated solution. Built on Amazon Web Services (AWS), with React frontend, GraphQL integration and a headless content management system (CMS) running on Amazon Elastic Kubernetes Service (EKS), the platform ensures high availability, seamless content updates without downtime, and optimized operating costs via on-demand infrastructure scaling.

The result: an intuitive, mobile-ready user experience, streamlined content governance and faster, more effective customer interactions, empowering service, sales and other employees with timely, accurate knowledge in support of Deutsche Telekom's goal of delivering first-contact resolution and exceptional quality across all channels.

[Read the full story](#)

NTT DATA works with leading telco organizations across the globe



We partnered with a leading UK telecommunications provider to deliver a next-generation B2B transformation following a major merger, providing end-to-end expertise from solution design to cloud implementation.

Built on Salesforce Cloud with MuleSoft integration, the fixed-mobile convergence solution included streamlined order processing, legacy systems integration and automated customer communications — all deployed as a cloud-native foundation.

The transformation delivered immediate business value, reducing sales process data by 70%, cutting mobile order processing from days to minutes, and enabling customer onboarding within just three months of the start of the project — all while successfully supporting the newly formed organization in establishing its joint company strategy and new ways of working across telecom, media and technology sectors.





We collaborated with a leading European telecommunications provider to implement innovative 5G network slicing capabilities across their cloud-based infrastructure.

As their prime system integrator, we coordinated the deployment of an end-to-end solution that enabled the client to fully leverage cloud-based network functionalities.

The partnership delivered significant value by establishing a carrier-grade network ecosystem that allows the client to collaborate effectively with third-party solution partners, accelerate the implementation of new technologies in diverse regions and create a foundation for future service innovation.

This engagement empowered the telecommunications provider to combine the benefits and agility of cloud environments with advanced 5G capabilities, positioning them at the forefront of network technology advancement while creating new opportunities for service differentiation and revenue growth.



NTT DATA is a trusted partner in expanding telecommunications capabilities through the CAMARA framework while enabling new revenue opportunities for our clients.

We play an active role in the CAMARA APIs initiative, demonstrating our expertise through successful implementations with major telecommunications providers.

In Latin America, we led development teams implementing core API layers for Telefónica's network as a service (NaaS) project, enabling standardized application-to-network integration with high availability, security and governance benefits. In Europe, we developed an innovative antifraud solution combining Open Gateway APIs and AI to help insurance companies accurately calculate microinsurance risks for connected devices.

These references showcase our ability to develop standardized network APIs and create business value through practical applications.

We are also a leading network provider

NTT DATA is a leading global networking powerhouse with over 50 years of industry experience and more than 10,000 networks deployed, supporting millions of users worldwide.

Born and bred as a networking company, NTT DATA maintains an impressive global infrastructure, including IP transit across five continents, software-defined wide area network (SD-WAN) services in over 190 countries, and 125,000km of undersea cable. This technological expertise is backed by massive operational scale: 4,700+ network engineers across 50+ countries, 10,000+ network certifications, preferred partnerships with leading original equipment manufacturers (OEMs), and support for over 9 million clients.

NTT DATA's Managed Network Services address critical skills gaps while simplifying technology adoption, enabling clients to embrace innovative solutions without expanding their internal operational teams.

At the core of our managed networks capability is SPEKTRA, a cloud-native, AI-powered multitenant platform that supports over 15 network technology vendors and provides a unified control point with extraordinary flexibility. This comprehensive platform simultaneously supports legacy environments and drives transformation, resulting in improved network availability and reduced operational complexity across diverse technology ecosystems.

The platform powers all our Managed Network Service offerings — from campus and network edge to connectivity and security — while enabling both software-based monitoring and hardware appliance configurations that enhance network visibility, streamline operations and provide the foundation for lightweight edge application services and IoT solutions.

Our capabilities:

- We hold over 19,000 patents across our portfolio, underlining our ability to innovate and create new use cases.
- Our global operations centers (GOCs) provide 24x7 first-call access to highly skilled network engineers, with a 6-second average answer time.
- We have a large ecosystem of partnerships and extremely high trust from our vendors (we are a key Level 1 to 3 partner with all our vendors).





A strategic partner for your digital future

NTT DATA is committed to partnering with Deutsche Telekom to help support your transformation to a leading AI-native digital telco.

With our comprehensive end-to-end service portfolio, long heritage as a telco and position as an ICT leader, we can transform your legacy systems and infrastructure. Our expertise in 5G and edge computing, coupled with our focus on AI and data monetization, will empower you to unlock new revenue streams and enhance customer experiences.

With our first-hand telco industry expertise and well-established focus on innovation, we are uniquely positioned to support you in navigating industry challenges, accelerating your transformation and achieving your strategic goals.

Building tomorrow's AI-native digital telco, today.

About NTT DATA

NTT DATA is a \$30+ billion trusted global innovator of business and technology services. We serve 75% of the Fortune Global 100 and are committed to helping clients innovate, optimize and transform for long-term success. As a Global Top Employer, we have experts in more than 50 countries and a robust partner ecosystem of established and startup companies. Our services include business and technology consulting, data and artificial intelligence, industry solutions, as well as the development, implementation and management of applications, infrastructure and connectivity. We are also one of the leading providers of digital and AI infrastructure in the world. NTT DATA is part of NTT Group, which invests over \$3.6 billion each year in R&D to help organizations and society move confidently and sustainably into the digital future.

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