NTT Ltd.: Reimagining What's Possible During the Pandemic

NTT Ltd.'s SVP of service offer design and development, John Andrews, discusses how the company is helping businesses respond with agility and stay resilient in uncertain times.

Digital transformation has taken on a different tenor in the age of COVID-19. While it's been a longtime focus of businesses in every industry, transformation efforts were typically parsed out over several years. Now, as the pandemic drives a rapid response to prevent business disruption and support remote work, those transformation journeys are being compressed into a matter of months—or less.

As a global information and communications technology services company supporting businesses with their IT operations and infrastructure needs, **NTT Ltd**. has a unique role to play during this moment of acceleration. For years, it has helped clients react and respond in a more agile way to their digital transformation needs. With the benefit of increased flexibility in the face of change, this mindset of enterprise agility has proven especially valuable in the COVID-19 era—and was already a core tenet for NTT Ltd. before the crisis struck.

"It's not just about speed," says John Andrews, SVP of service offer design and development, NTT Ltd. "It's about how we respond to market forces, competitive actions and advances in technology. It's being able to pivot, persevere or stop at the right time and with minimum delay. This is where true agility comes into force, and it's a crucial survival practice for any organization."

By working in an agile mode, NTT Ltd. is able to derive maximum value from its teams by focusing them on the right areas at the right time. It allows the company to manage complex, cross-functional tasks encompassing everything from marketing to legal to engineering, with each team working in alignment to plan, execute and deliver an outcome. In fact, the methodology has allowed NTT Ltd. to launch entirely new service offerings around the world more rapidly than ever before, gaining competitive advantage while enabling swift feedback from its clients to continually evolve and improve its services.

Embracing agility has prepared NTT Ltd. and its clients to tackle unforeseen challenges during the COVID-19 outbreak. One customer, a leader in maritime logistics and port services, urgently needed to expand its virtual desktop platform by 300% to enable its employees to work from home. By partnering with NTT Ltd., the company was able to ramp up its computing power in only two weeks, even though the task required it to improve infrastructure, conduct trainings and update permissions across the platform.

This fast-tracking of transformation efforts (and the accompanying need for agile approaches) has quickly become a signature of the COVID-19 era.

In the same sense, NTT Ltd.'s clients have shifted from addressing customer experience issues or finding new revenue streams toward powering wider, more productive remote working, with improved networks, reliable collaboration tools and an increased reliance on the cloud, all crucial to supporting employees operating away from their usual places of work.

"COVID-19 has actually sharpened the meaning and relevance of enterprise agility, along with the actions that could be regarded as driving it," Andrews says. "Being able to stand up services for our clients and enable them to maintain their operations has been an absolute imperative for us. We have seen a dramatic increase in the adoption of enterprise agility in processes and operations, and this is accelerating digital transformations in ways that we did not foresee."

It has also driven NTT Ltd.'s own response to the crisis, as the company's workforce makes a sweeping transition to remote operations. While agile planning tools like Atlassian's Jira Align, Jira Software and Confluence were already in standard use across the organization, they became key engines of the company's COVID-19 response.

Critically, the switch to remote included the company's global delivery and security operations—making the move in centers across the world, with zero impact to customers. This seamless transition allowed NTT Ltd. to maintain its service-level agreements for performance and availability with its 16,000 clients despite the current atmosphere of uncertainty and change. And its customer satisfaction feedback has actually increased since the start of the pandemic, with

more positive comments from clients as NTT Ltd. was able to assist in their time of need.

Enterprise agility is now key to the continuing success of a business—and perhaps even critical to survival. NTT Ltd.'s responsiveness to change and its ability to quickly flex to the needs of the moment, both from an internal and external perspective, are good examples of how a company must position itself for longevity through these extraordinary times.

"Our ambition is that we'll all come out of this crisis stronger. We'll come out of it more agile and more together than ever before," Andrews says. "We reimagine what's possible, we rebound—and we thrive."

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