



# 'Launch by NTT DATA' tackles transformation disconnects

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For the chief technology officer (CTO), digital transformation is more than migrating apps and data to the cloud. It's about how technology enables a changing mindset, embracing experiences that reshape how employees and customers interact. Experience is the key to success in today's global market, and technology's role is mission-critical. NTT DATA aims to address the disconnects between software engineering, the user experience, and SaaS tools by creating "Launch by NTT DATA."

From retailers to global banks, digital journeys continue to evolve. The growth and access to relevant data through applications on PCs and phones shape employees' experiences. Presenting this data requires more than software engineering; it also requires compelling digital UX design. CTOs need partners that combine digital, data-driven, experience-led design capabilities with a robust engineering pedigree.

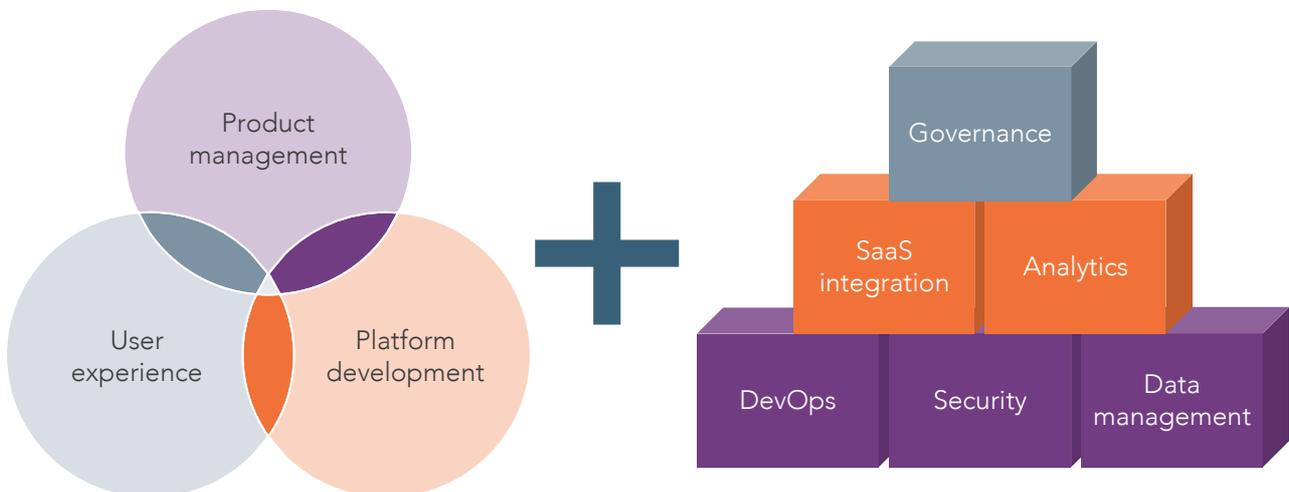
## Consolidation streamlines software engineering with capabilities to deliver digital, data-driven design, and experience solutions

The Launch group consolidates internal capabilities with SaaS partnerships, software engineering, and UX design. This strategic repositioning enables NTT DATA to adopt a team approach to customers' digital transformation initiatives. Doing so forces meaningful conversations that define their critical goals, bringing together the firm, team, and customer in a collaborative, co-innovative manner. Enterprises should heed this new approach as a differentiator in the market.

## Adopt a product mindset to deliver experience-led application development

Launch by NTT DATA combines the table stakes needed for successful digital solution engineering with a product and experience-led mindset. By combining the user-centric view of delivery with application development, its customers are developing solutions with the user in mind. This approach has been a staple of the HFS OneOffice mindset, shown in Exhibit 1.

### Exhibit 1: Combine a product mindset with digital, experience-led engineering solutions



Source: HFS Research, 2023

## Connecting capabilities delivers training synergies, and benefits for planning, and project management

To deliver an holistic data, app, and design experience, NTT DATA combined seven organizations (see Exhibit 2) to create Launch. By aligning key investments under one umbrella, customers can benefit through improved planning, project management, and training synergies.

The Launch group is part of NTT DATA’s Digital Transformation Services (DTS), which also oversees SaaS partnerships. It’s responsible for developing solutions that leverage partner offerings, such as Salesforce and SAP. Providing customers with access to application development, software engineering, SaaS partnerships, and cross-functional teams, it focuses on customer problems and assists the enterprise across the lifecycle of solution ideation and minimum viable product (MVP) development.

**Exhibit 2: Launch brings together complementary capabilities in engineering, design, and execution.**

| NTT DATA Business Units        | NTT DATA Acquisitions                         |
|--------------------------------|-----------------------------------------------|
| Modern Application Engineering | <a href="#">Postlight</a> , US, 2022          |
|                                | <a href="#">Vectorform</a> , US, 2022         |
| Customer Experience & Design   | <a href="#">Umvel</a> , Mexico, 2022          |
|                                | <a href="#">Nexient</a> , US, 2021            |
|                                | <a href="#">Sierra Systems</a> , Canada, 2018 |

Source: NTT DATA, 2022

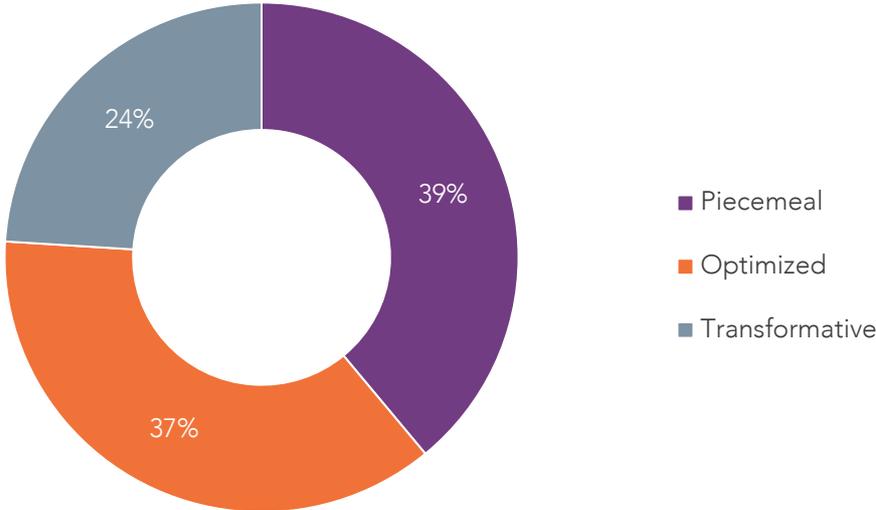
# Being data and experience led can transform go-to-market efforts

Developing experiences as part of digital modernization is essential for enterprises to remain competitive. Many firms struggle with piecemeal, early-stage efforts (39%), while others have optimized (37%) their digital experience processes. However, Exhibit 3 shows only 1 in 4 have seen transformative results.

Great customer experience now demands hyper-personalization, as we highlighted here. Customer loyalty depends on tailored solutions, including proposals for new offerings that align with the customer’s strategy and roadmap. NTT DATA’s partners are aware of this. For example, Salesforce and NTT DATA are investing in more personalized solutions. Enhancements to Service Cloud, Marketing Cloud, and Commerce Cloud follow the themes of delivering personalization, improving loyalty, and creating trusted customer relationships.

## Exhibit 3: Creating experience-led digital transformation that impacts the whole business is still developing

Q. What level has your organization achieved with creating touchless, frictionless digital experiences that connect multiple business silos to deliver customer experiences?



Sample: HFS Pulse, H1 2021; 801 executives across Global 2000 enterprises  
Source: HFS Research, 2023

## **The Bottom Line: Enterprises must combine modernization efforts with design capabilities to deliver better employee and customer experiences.**

Launch by NTT DATA takes a bold step in realigning its digital engineering and applications teams to be design led, bringing together experience capabilities from across its US divisions and incorporating the skills acquired over the past five years. Launch's customer-centric mindset drives collaboration and co-innovation across customer business units, shaping how it can adapt to market needs more effectively. The potential value for the customer is a keen focus on end-user experience and design. Launch combines application development and UX to create an experience-driven solution portfolio.

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Joel looks after HFS Research's software and applications services.

As firms adopt a cloud-native operating model, software-as-a-service (SaaS) is the primary way of getting things done. His research delves into how companies, service providers, and software vendors architect and deliver code via the cloud. Joel's research covers the latest trends in developing code on microservices architectures while using containers and Kubernetes to adopt and integrate SaaS solutions into complex business workflows. Topics Joel is passionate about include edge computing, the role of 5G in cloud services delivery, governance and compliance, low-code, and go-to-market strategies for software and services.



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HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, Digital OneOffice™ and OneEcosystem™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation and Process Intelligence, Blockchain, the Metaverse and Web3. HFS has deep business practices across all key industries, IT and business services, sustainability and engineering.

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