



coterie.

CASE STUDY

NTT DATA

Unifying value
propositions in a time
of transformation

 **NTT DATA**



The challenge:

Balancing consistency and differentiation to communicate the enhanced strength of a global enterprise

The merger of our client NTT Ltd. and NTT DATA Services in 2023 marked a significant strategic move for the business, combining their strengths to form a \$30 billion IT services giant. This integration enhanced global competitiveness and accelerated digital transformation for their clients. By unifying resources, NTT DATA would also be in an even more powerful position to deliver the comprehensive, innovative solutions their clients needed.

Beyond the corporate restructuring, the merger also sparked the need for a complete realignment of partner communications. The new entity would require consistent messaging and value propositions across all partners. This would require a standardised tone of voice, global proof points and a consistent content structure and design approach. After years of separate operations partner communications had become inconsistent with some messages being outdated and others misaligned with NTT DATA Inc's new brand identity.

The scope of the project spanned 11 strategic partnerships, each requiring a tailored approach. With just a single quarter to align with the launch of NTT DATA Inc, it would take careful planning and execution to ensure timeous delivery, while finding a way to balance global consistency and partner relevance.

Our approach:

Developing a cohesive value narrative

Given the multifaceted nature of this project, Coterie implemented a comprehensive strategy designed to address NTT DATA's partner ecosystem.

Initially, we focused on 5 strategic partnerships. A bottom-up approach helped establish a solid foundation for the broader ecosystem. Through a series of targeted discovery workshops, we identified and distilled the unique value propositions of each of these partnerships. These collaborative sessions also facilitated the co-creation of narratives that resonated with both NTT DATA and their partners.

As NTT DATA refined their overarching brand narrative, we remained flexible, continually integrating new proof points and case studies to keep each message relevant and effective. Once the pilot group was finalised, we revisited the base partner value proposition once more to align with the newly established framework.

This robust messaging structure was used to develop a comprehensive suite of assets, including sales decks, Perspectives, webpage copy and videos, each tailored to articulate the specific value of individual partnerships. We then extended this proven methodology to develop equally impactful propositions for a further six key partners.

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The outcome:

A Unified strategic approach

Together we created a structured and consistent set of assets that clearly communicated NTT DATA's unique value proposition to each of their key partners. The company has a unified voice across this strategic partner group, conveying a coherent and compelling value proposition to its audiences. Each value proposition has been intentionally targeted at individual partnerships, ensuring that each value proposition is simultaneously consistent and unique. NTT DATA's sales teams are now equipped to articulate their combined strengths with precision and confidence.

Highlighting the distinct value of each partnership, the assets delivered enabled sales teams to provide a consolidated view of capabilities in a structured way. This methodology ensures a consistent global message while accommodating partner specific nuances. This reinforces NTT DATA's position as a global entity with localised expertise. Meeting the predetermined deadline, we ensured NTT DATA Inc launched with a fully realised, unified partner communication strategy.

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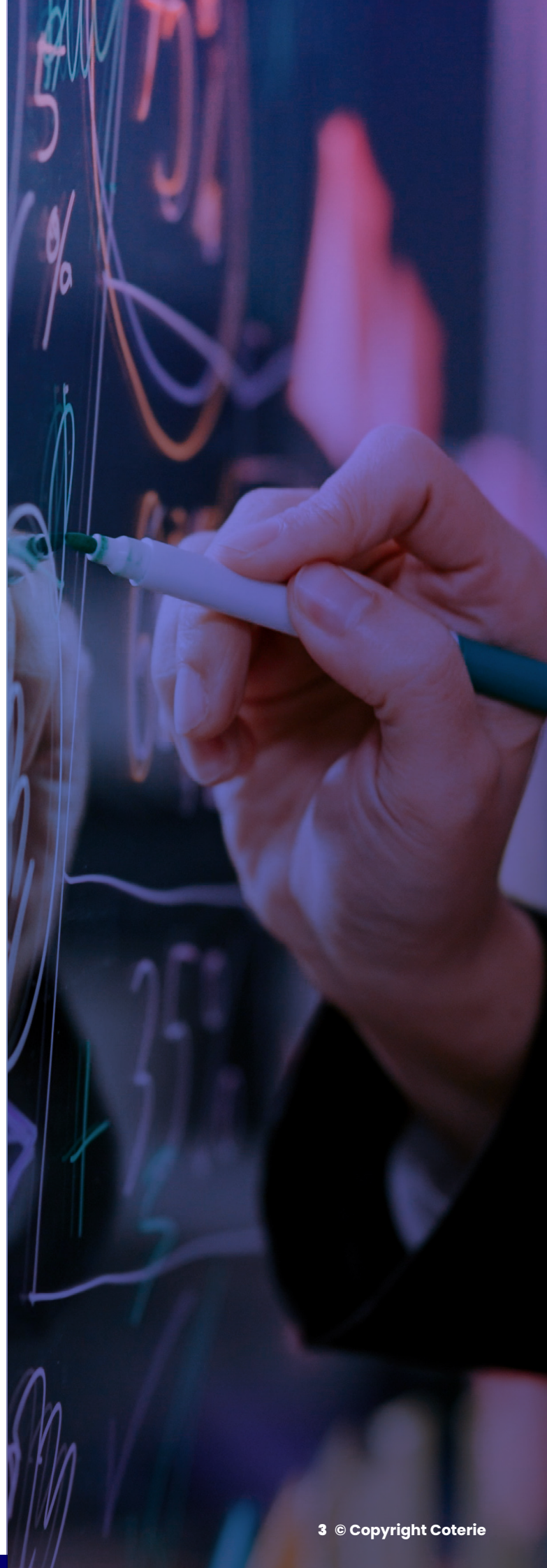
Looking ahead:

Leveraging strategic partnerships

This case study exemplifies the strategic importance of cohesive partner messaging in the technology services sector. By thoroughly examining the value inherent in each relationship and crafting a narrative that resonates across the ecosystem, we have supported NTT DATA in articulating a compelling new chapter in their corporate evolution.

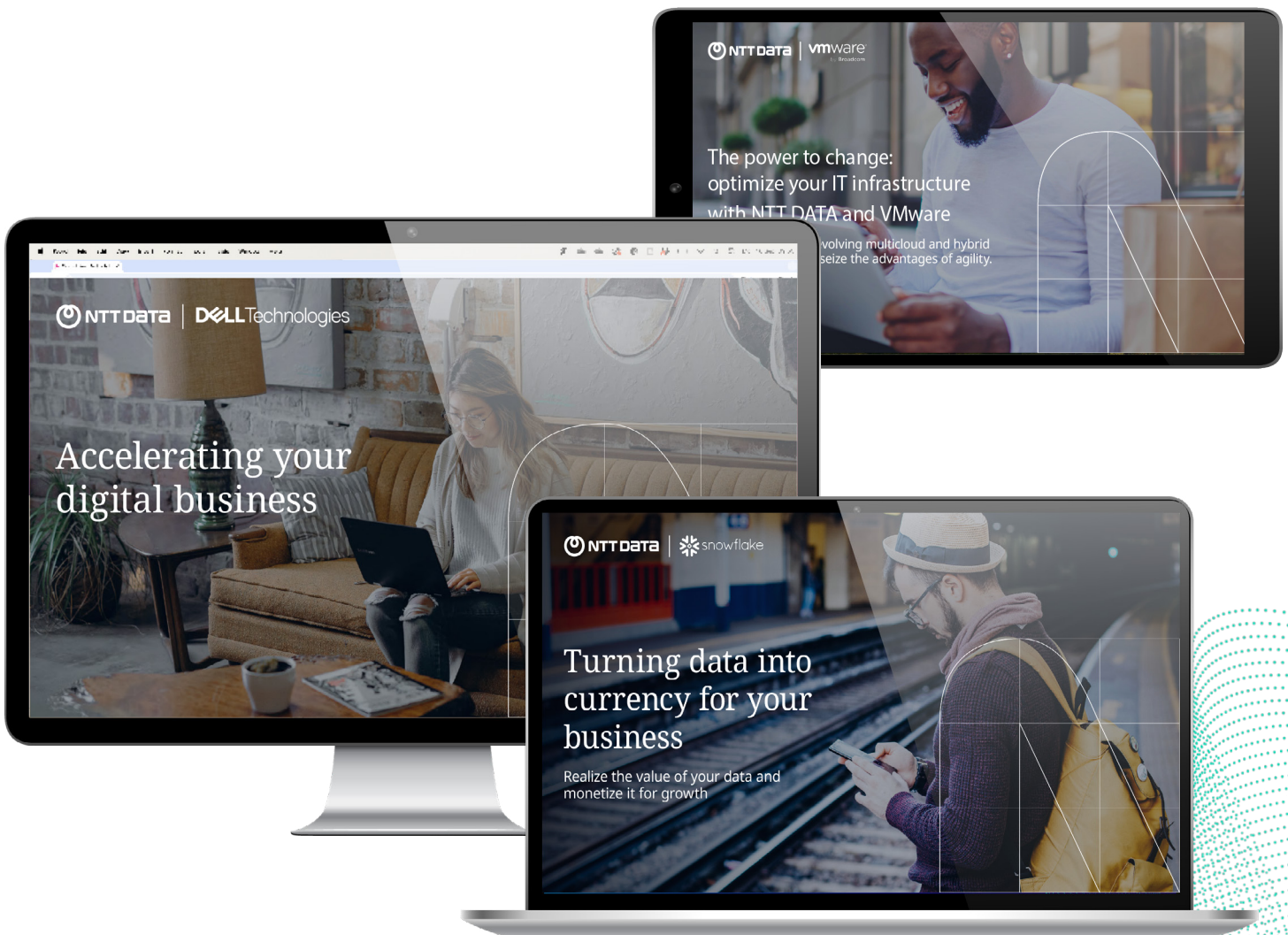
The groundwork laid by this initiative positions NTT DATA to execute targeted communication campaigns, further amplifying the message of their enhanced partner ecosystem and the resultant value delivered to clients globally.

This project with NTT DATA underscores the critical role of strategic partnership marketing in driving business growth and enhancing market positioning in the dynamic landscape of global technology services.



'Coterie's structured approach and great project management made it possible to deliver the required partner value proposition assets on time for the launch of NTT DATA Inc. The tailored assets they created have enabled our teams to communicate our joint value proposition to partners with clarity and impact. Coterie's partnership has been instrumental in delivering our new partner value proposition assets.'

Iren Banfield, Vice President Demand Alliances, NTT DATA



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If you'd like to find out more or discuss an upcoming project with us, you can contact our Customer Success Team.



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