

Intelligent Automation

**Build Smarter. Operate Faster. Think
Beyond the Process.**

Intelligent Automation is syntphony's enterprise efficiency platform designed to unify the management of operations, teams, automated systems, and transformation plans through a single, comprehensive vision. Developed by NTT DATA, it enables organizations to achieve measurable operational excellence by combining process intelligence, AI-powered automation, and strategic governance into one cohesive environment.



Insurance



Telco, Media & Technology



Energy & Utilities



Retail



Manufacturing &
Consumer Packaging Goods



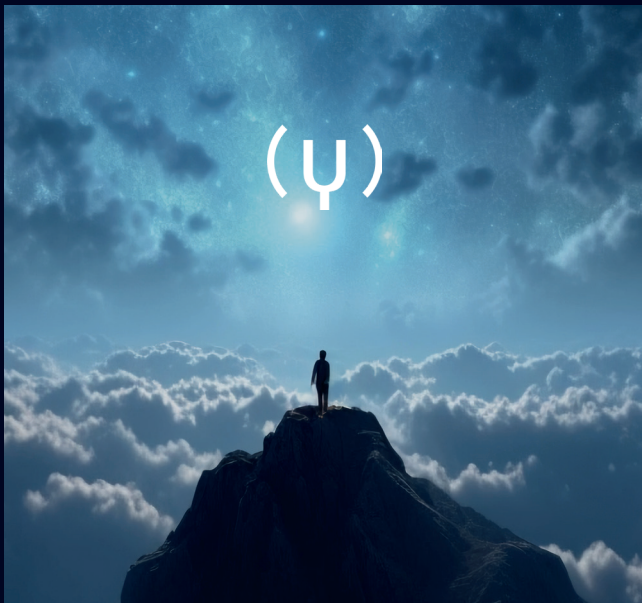
Automotive



Healthcare, Life Sciences & Pharma

Why syntphony ?

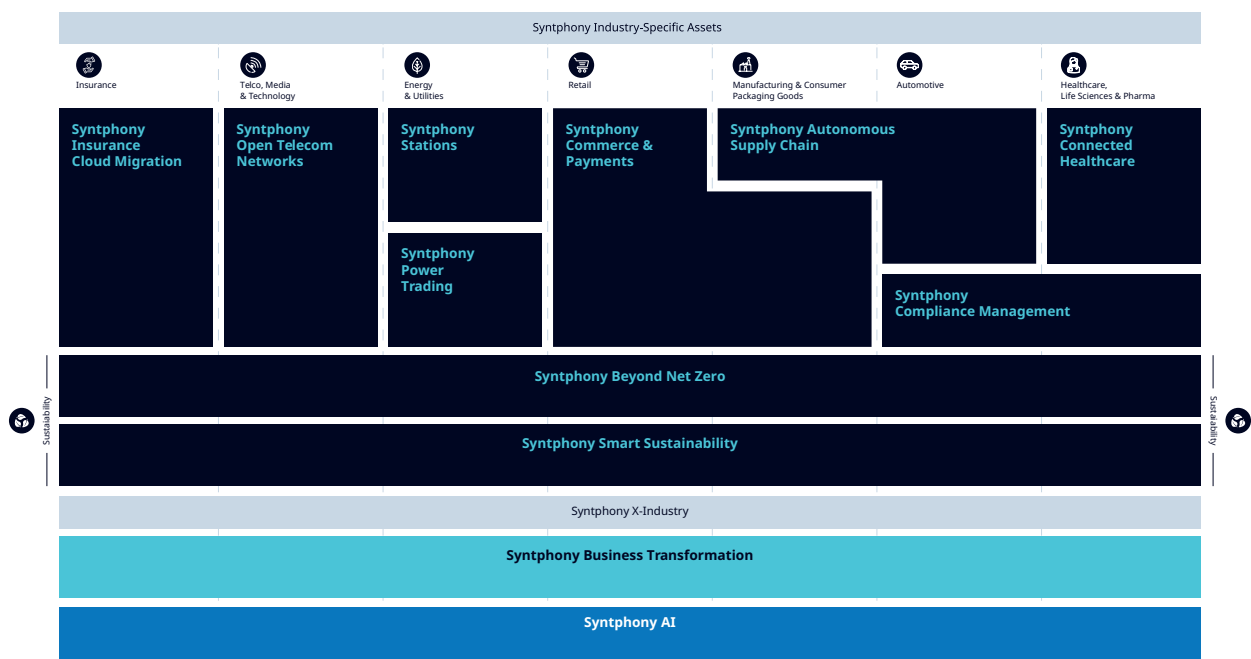
We develop products and solutions that are in tune with businesses



Syntphony is the composable platform of digital products and solutions from NTT DATA, created to help global organizations accelerate innovation, align business strategy with technology, and scale transformation initiatives with speed and efficiency.

Designed for enterprises that demand flexibility, modularity and integration, Syntphony offers a portfolio of ready-to-deploy, enterprise-grade digital products developed by NTT DATA's global talent network. By combining business consulting expertise, proprietary technologies and industry knowledge, the Syntphony ecosystem multiplies the value for clients, reducing time to market and unlocking synergies across multiple domains.

Syntphony is the most valuable Product Composable Platform of NTT DATA, enabling clients to orchestrate scalable, resilient, and future-ready business solutions.



Syntphony Business Transformation

We offer a cloud-native, modular platform that enables organizations to optimize operations, increase productivity and deliver tailored solutions with seamless integration of out-of-the-box capabilities across every industry and facilitates technology adoption with immersive learning.

NTT Data cloud-native assets and components that drive digital transformation by seamlessly integrating automation, employee engagement and industry-specific solutions.

Intelligent Automation

Deliver secure, omnichannel payment experiences with total control and flexibility, streamlining operations, reducing time to market and enabling businesses to create new customer value across every payment method and channel.

Employee Communications

We create digital workplaces that boost collaboration and employee engagement, integrating seamlessly with Microsoft 365 to personalize access, simplify governance and increase adoption across all teams and business units.

Learning Tech

We deliver adaptive learning experiences through a modular LMS, enabling fast, flexible corporate training while integrating seamlessly with business ecosystems and offering end-to-end support, content and strategy development.

Immersive Experiences

We enable companies to design immersive, shared and customizable VR scenarios that boost employee training, customer engagement and business integration through a scalable low-code platform.

Industry Cloud

We accelerate sector-specific transformation through cloud-native, prebuilt components—bringing agility, composability and control to regulated industries where customization, compliance and scalability are essential to competitive growth.

Empowering Transformation at Scale

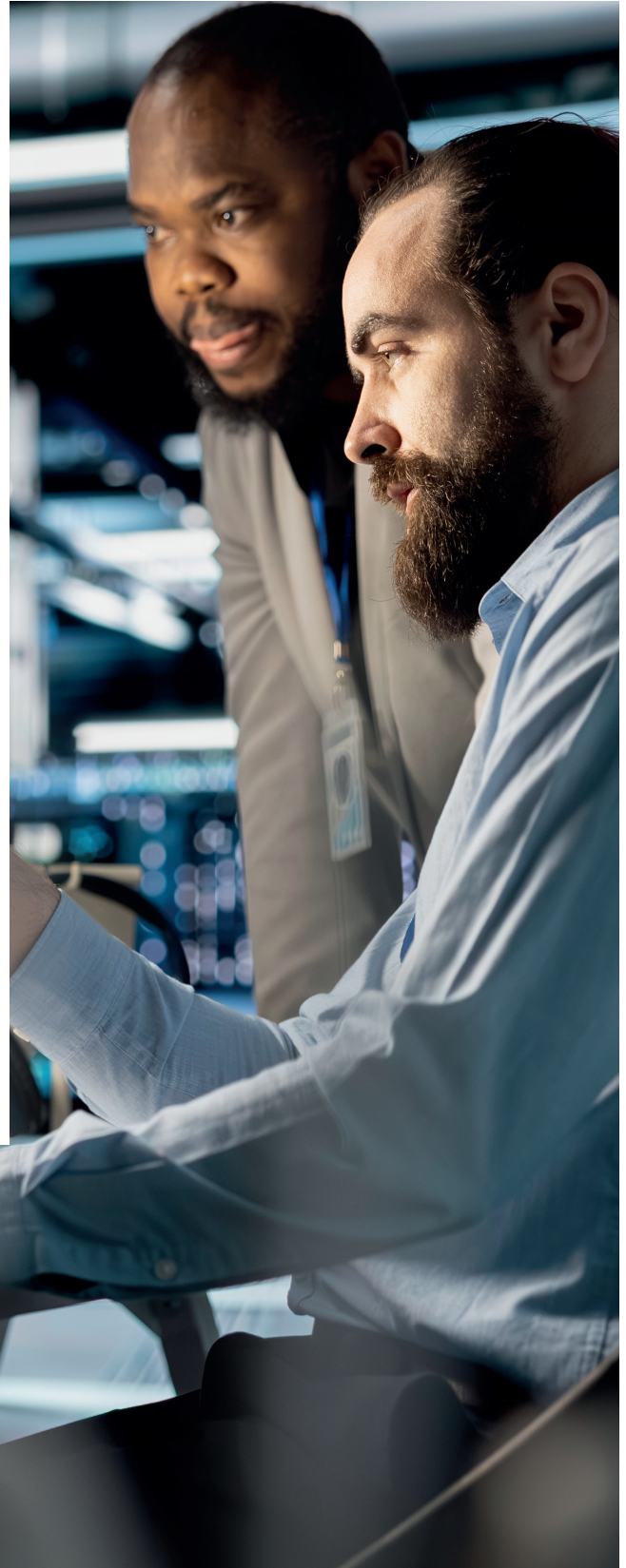
Across industries, enterprises face the same relentless pressure: do more with less.

Operational efficiency, speed, and resilience have become survival imperatives. Yet, many transformation programs still struggle due to fragmented systems, disconnected initiatives, and a lack of real visibility.

Traditional improvement programs often start strong but fail to deliver sustainable value. They lack unified governance, rely heavily on manual coordination, and cannot prove tangible ROI. This fragmentation results in wasted effort, duplicated work, and stalled execution. **In short, enterprises are investing in transformation without the tools to manage it coherently.**

Intelligent Automation responds to this challenge by redefining how organizations build and operate.

It represents a shift from disconnected systems to connected value, enabling **businesses to orchestrate operations, automate intelligently, and continuously improve performance.**



Intelligent Automation is a comprehensive platform that connects strategy, control, and intelligent operations in one unified experience.

It enables organizations to manage transformation as a continuous cycle, from mapping current processes to executing automated improvements, and from strategic alignment to real-time operational insight.

Its value lies in integration. Intelligent Automation bridges the gap between vision and execution by connecting business strategy with day-to-day operations. It helps leaders design, measure, and optimize their transformation initiatives in a structured, transparent, and data-driven way.

The platform operates through four key stages:

Organize: Centralize and structure operations. Map the “as-is” state, identify inefficiencies, and establish order across fragmented processes.

Measure: Gain visibility into execution times, resource allocation, error frequency, and bottlenecks through real-time data and analytics.

Improve: Identify optimization opportunities, redesign workflows, and build transformation plans with quantified impact on time and cost.

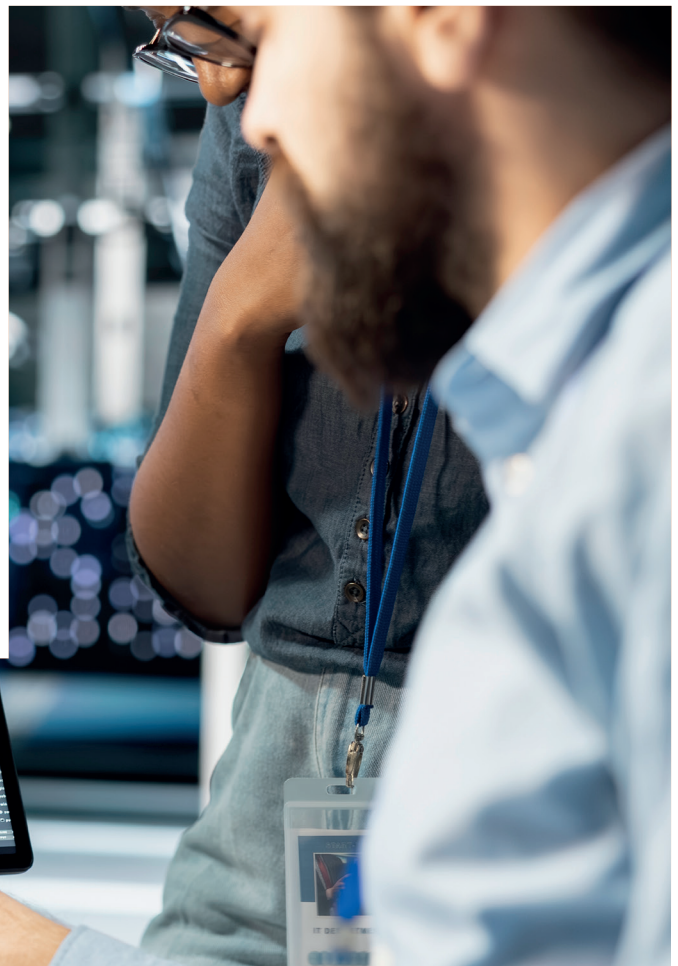
Execute: Accelerate change through automation and digital enablement, transforming proposed improvements into tangible outcomes.

These stages form a continuous transformation cycle, ensuring that organizations evolve sustainably rather than through isolated initiatives.

Intelligent Automation’s modular design supports this journey through three interconnected levels:

- **Strategic Direction and Focus:** Align initiatives with corporate goals, prioritize value-driven actions, and monitor measurable outcomes.
- **Operational Control:** Govern tasks, workflows, and resources with transparency and traceability. Ensure SLA compliance and performance visibility.
- **Intelligent Operations:** Apply AI, RPA, and cognitive technologies to automate, optimize, and continuously enhance execution.

The result is a single platform that delivers unified governance, measurable efficiency, and actionable insight — turning operational transformation into an achievable, repeatable, and scalable discipline.



Integrated Intelligence. Complete Control. Proven Impact.

What sets **Intelligent Automation** apart is its ability to connect transformation strategy with operational reality. It does not simply automate processes, it governs, measures, and enhances them across the entire enterprise lifecycle.

Where other solutions focus on partial automation, Intelligent Automation provides holistic orchestration. **It unites human and digital workforces under one platform, offering visibility, traceability, and control.** It transforms disconnected initiatives into coordinated action plans, ensuring that every investment drives measurable business value.

At the core of Intelligent Automation are key modules:

Operational Transformation

Strategy (OTS): Bridges vision and execution. Aligns strategic goals with initiatives, tracks progress, and measures ROI.

Process Management: Simplifies complex operations by combining case management, ticketing, and workflow automation into one intuitive environment.

Intelligent Automation Core:

Provides governance over hybrid workforces, combining manual and robotic tasks within a single operational layer.

Intelligent Document

Processing (IDP): Uses AI, OCR, and Generative AI to extract and validate data from unstructured information, transforming documents into insight.



This modular design allows organizations to scale intelligently and evolve continuously. **It integrates seamlessly with ERP, CRM, RPA, and cloud environments**, ensuring smooth interoperability without disrupting existing ecosystems.

It ensures strategy alignment.

It provides continuous visibility.

It enables faster, automated execution.

It delivers measurable impact.

With **Intelligent Automation**, transformation is no longer theoretical, it's operational. It empowers leaders to see, decide, and act in real time. It converts automation from an IT project into a **business performance engine**.

For enterprises seeking lasting **efficiency, adaptability, and measurable outcomes**, Intelligent Automation is not just another platform, it is the foundation for continuous transformation.

Unlocking Excellence Across Every Process

Elevated Customer Experience

Empower business users with intuitive, low-code tools that simplify process configuration and accelerate adoption. Intelligent Automation allows teams to design and optimize workflows independently, **reducing time-to-value** while improving customer responsiveness and satisfaction.

Visibility, Traceability & Continuous Control

Gain real-time insights across operations with advanced monitoring dashboards. Identify bottlenecks, manage SLAs, and anticipate risks before they escalate. **This transparency ensures full control and fosters accountability across all departments.**

Operational Cost & Risk Reduction

By automating repetitive and error-prone tasks, **Intelligent Automation** reduces manual effort and minimizes operational risk. Built-in traceability supports compliance with industry regulations while optimizing resource allocation.

Scalability & Elasticity

Built on a cloud-native architecture, Intelligent Automation scales dynamically with business needs. **It can handle thousands of users and millions of interactions seamlessly**, ensuring performance consistency and growth readiness.

Accelerated Time-to-Market & Process Efficiency

End-to-end automation and orchestration reduce process complexity and manual dependency. **Organizations can launch new products or services faster**, adapt quickly to market changes, and respond to customers with agility.

Enhanced Customer Satisfaction

By driving accuracy, speed, and quality, Intelligent Automation improves service outcomes and customer trust. **Enterprises that achieve operational excellence see satisfaction levels increase significantly**, building stronger loyalty and long-term relationships.



Technology Designed for Control, Integration, and Scale

Transformation Lifecycle Governance

Manage the full transformation journey — from initiative design to impact measurement — with real-time ROI tracking. **Intelligent Automation ensures every process improvement is measurable and aligned with strategic objectives.**

Secure by Design

Security and compliance are built into the platform architecture. Role-based access, encrypted data, and **ISO 27001 compliance ensure the highest standards** of privacy and protection without compromising performance.

AI-Powered Document Automation

Leverage NLP, OCR, and Generative AI to extract data from unstructured documents automatically. Intelligent **Automation transforms information into actionable insights**, accelerating decision-making and reducing manual processing time.

Cloud-Native Architecture

Deploy scalable microservices that grow with your enterprise. The platform ensures continuous availability, rapid adaptability, and integration with hybrid or multi-cloud environments.

Business-Led Configuration

Empower business teams to design and modify workflows visually without coding. **This low-code approach reduces IT dependency**, speeds up innovation, and enables teams to adapt processes in real time.

Orchestrated Process Automation

Coordinate complex workflows across departments and systems. Intelligent Automation combines business rules with **robotic automation to ensure seamless task execution**, eliminating bottlenecks and increasing efficiency.

Comprehensive API Integration

Easily connect with ERP, CRM, RPA, and core enterprise applications. Intelligent Automation serves as a central hub for enterprise orchestration, enabling fluid data exchange and holistic visibility.



Strategic Transformation Planning

Govern enterprise-wide transformation initiatives, track performance metrics, and ensure alignment between strategy and execution.

End-to-End Case Management

Manage HR workflows, audits, and incidents within one unified interface, ensuring compliance and traceability.

AI-Powered Document Validation

Automatically classify and validate invoices, contracts, and claims using advanced AI and OCR.

Customer Service Automation

Streamline ticket management and SLA monitoring to accelerate response times and improve service quality.

BPO Performance Monitoring

Track SLAs, workloads, and operational risks in real time to ensure continuous service excellence.

Legal Clause Extraction

Automate contract analysis and comparison, reducing legal review time and improving accuracy.

Semantic Knowledge Retrieval

Enable real-time Q&A and document search using Generative AI to unlock institutional knowledge.





About NTTDATA

NTT DATA - a part of NTT Group - is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries.