

Information Technology Outsourcing

Abstract

DMI performed a strategic assessment of their outsourced IT service organization which resulted in a decision to perform a competitive selection process upon contract renewal. DMI's high level business objectives were to improve the alignment of IT and business objectives, improve IT services and reduce IT costs. DMI selected NTT DATA Americas as its IT outsourcing partner and NTT DATA executed a transition plan resulting in the successful transition of IT service responsibility from the previous IT outsourcing partner to NTT DATA. The partnership between DMI and NTT DATA has achieved all three of DMI's business objectives.

Business Challenge

Challenges related to this significant change were organized into three categories.

- » **Transition**
Transitioning knowledge and responsibility from one IT organization to another while minimizing the impact on daily business operations was the most significant transition challenge.
- » **Stabilization**
With a 100% new IT organization, ensuring that existing IT processes and service levels remained stable while the new organization assumed full control of all IT operations was the 2nd mission critical challenge faced during the initial phases of the partnership.
- » **Continuous Improvement**
During the selection process, new approaches for delivering support, maintenance and project work were defined to improve the alignment of IT and business operations. Managing the change to these processes creates challenges in the areas of business culture, technology and process which are continually being addressed by NTT DATA and DMI.

Solution

NTT DATA and DMI established a close working relationship from the very first meeting which resulted in joint planning, frequent reviews and updates, and true partnering to solve the challenges related to DMI's business objectives. Establishing sound transition, stabilization and improvement plans laid the foundation for effective execution which in turn led to achieving the desired result. While NTT DATA's IT outsourcing methodology played a critical role at the detailed level, establishing the partnership that enabled DMI and NTT DATA to attach the challenges as a single team was the most important part of the solution.

NTT DATA Client Story

Industry

Consumer Products

Offerings

Advisory Services |
IT Strategy

About the Client

Dairy Management Inc.™ (DMI) is the domestic and international planning and management organization that builds demand for dairy products on behalf of America's 56,000 dairy producers. DMI and international, state and regional organizations manage the American Dairy Association®, the National Dairy Council® and the U.S. Dairy Export Council®.

Results

Business objectives have been accomplished! IT and business alignment has improved and improvements are continuing due to repeated successes, IT service quality and service levels have significantly improved and at the same time significant IT cost savings have been achieved.

About NTT DATA

NTT DATA is a leading IT services provider and global innovation partner with 75,000 professionals based in more than 40 countries. NTT DATA emphasizes long-term commitment and combines global reach and local intimacy to provide premier professional services, including consulting, application services, business process and IT outsourcing, and cloud-based solutions. We're part of NTT Group, one of the world's largest technology services companies, generating more than \$112 billion in annual revenues and partner to 80% of the Fortune Global 100. Visit www.nttdata.com/americas to learn how our consultants, projects, managed services, and outsourcing engagements deliver value for a wide range of businesses and government agencies.

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