

# SIMPLICITY IN A COMPLEX WORLD

## NTT COMMUNICATIONS' GLOBAL MANAGEMENT ONE ICT MANAGED SERVICES

The fundamental changes that have occurred in the way the world does business in recent times have been driven more than anything else by innovations in ICT. Globalization is often cited as the dominant paradigm shift, but driving the rapid rise in global trade are the instantaneous communication, mobility of capital, access to information and numerous other advantages, delivered by ICT. But with every opportunity comes the inevitable accompanying challenges. Effectively managing and leveraging an even more complex ICT ecosystem is a crucial test for every multinational enterprise, and a major determiner of success.

As enterprises expand and strengthen their international presence, whether through organic growth or M&A activity, integrating diversified networks often comprised of numerous technologies from multiple vendors is increasingly resource-hungry. Ensuring that ICT systems are efficient, reliable and secure is a task many enterprises are now relying on trusted partners to handle, allowing them to focus on creating value.

“The global market for managed ICT services is growing rapidly. We believe that within a few years it will be valued at nearly \$200 billion,” says Aga Szczesniak, who is in charge of global channel development for Global Management One (GMOOne).

### Singapore

Uptake in Asia-Pacific is still at a relatively early stage, but it is the fastest growing market for managed services, mirroring the region's economic expansion. Singapore, as a hub between the West and Asia, with around 7,000 multinationals operating there, including many regional headquarters, is one of the most sophisticated markets for managed services in Southeast Asia. But despite being a global financial center with a famously business-friendly regulatory

environment, the advantage of outsourcing the management of ICT systems is still being leveraged less than it is in the United States and other leading markets.

### One-stop solution

For enterprises aiming to reduce network complexity, decrease deployment risk, accelerate time to market, optimize cost management and strengthen compliance, GMOOne offers a seamless, one-stop portfolio of flexible, tailored and scalable

### SURVEY OF BUSINESS AND IT DECISION MAKERS

73%

say that managing multiple cloud platforms is  
**TOO DIFFICULT**

98%

say they want to manage all cloud providers using a  
**SINGLE TOOL**

100%!

Ability of Global Management One to provide an

**OPTIMUM SOLUTION**



**Kinection**

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managed services with truly worldwide coverage. Delivered by NTT Communications (NTT Com), the ICT solutions and international communications arm of the NTT Group, GMAOne provides remote infrastructure management (RIM) service for all layers of ICT, underpinned by worldwide service desk functionality and support.

A part of the NTT Group, which invests more than \$1.8 billion annually in R&D to ensure its customers can rely on cutting-edge innovation, NTT Com has operations in 120 major cities in 43 countries. GMAOne's managed services are backed by 400 engineers, highly-certified in more than 100 technologies, and 2,500 specialists around the globe, dedicated to helping its customers optimize their ICT operations as they navigate an ever-shifting business landscape.

### Making the right choice

Launched in 2014, GMAOne offers two main service options: pre-defined, automation-based services (Out-tasking) or consultancy-based, fully managed services (Consulting oriented), both of which are highly-customizable and backed by transparent SLAs tied to customers' business outcomes.

GMAOne advanced automation services monitor processes across even the most complex environments and can close out more than 80 percent of events without human interaction. Utilizing AI, GMAOne's 'virtual engineers' learn from every event they encounter, improving their response effectiveness and speed on an ongoing basis.

IT managers will often first find out something is wrong with their system when co-workers tell them that they're getting calls from angry customers saying something isn't working properly. With a problem on a large, complex IT environment, it can take considerable time to identify where and what it is, damaging customer trust, reducing operational functionality and incurring direct financial losses. GMAOne's virtual engineers can often reduce resolution time from minutes or hours down to

a few seconds. An issue with one element of a network will also usually generate 'tickets' for the IT team from all the connected devices effected, but GMAOne consolidates these into a single ticket to prevent inundation by multiple alerts that are actually one event. This gives IT managers better visibility and ensures they can focus on the underlying problem efficiently.

In recognition of the quality of its service offerings, it was announced in February that NTT Com was ranked 2nd out of 22 providers in the inaugural HfS Autonomics Premier Table 2016.

GMAOne consulting oriented service is focused on application and cloud management, and helps customers, especially those with very complicated data base management or hybrid cloud environments. It provides customers worldwide with full-service coverage for their entire networks, including in locations where they may lack a local IT partner. NTT Com itself is a global enterprise and has a thorough understanding of the needs and challenges of its customers because it is dealing with many of the same issues as them.

### Putting the customer at the center

Bringing a truly customer-centric approach to its services, GMAOne is completely vendor-neutral, and currently manages more than 100 technologies among the 130,000+ items NTT Com monitors for clients. Maintaining compliance standards across varied and complex ICT ecosystems in an increasingly demanding regulatory environment requires attention to the finest details. GMAOne can facilitate this by ensuring networks are centralized and homogenized, as well as becoming a single point of contact with full visibility. Clients can also get multilingual support from five global service desks located around the world.

GMAOne delivers managed services according to global best practice guidelines, including ISO 20000, ITIL v3 and IT4IT. It also ensures that its services are maintained in nearly every eventuality, with business continuity capabilities that include full redundancy at its data centers.



**Aga Szczesniak**

Senior Manager, NTT Communications Corporation

### Trusted partners

NTT Com also works closely with 'channel partners' around the globe, who understand the local environment and have relationships with people on the ground, but lack a global service like GMAOne. Channel partners, who are trained through the GMAOne Academy to ensure uniform global standards are maintained, help to make the service even more accessible to customers, wherever they may be.

Building long-term, trust-based relationships with its customers is at the heart of the way NTT Com does business. Perhaps the greatest validation of its approach to the quality of its services is the fact that hundreds of enterprises have trusted the management of their ICT networks to GMAOne.

NTT Com's strong presence in Asia, and deep knowledge of the region, means that enterprises doing business in Singapore need look no further than the company's GMAOne service for a trusted partner with the scale, capabilities and technology necessary to fulfil that role.

**Case study:** *a leading beverage company that expanded its international presence was facing challenges common to many companies which acquire businesses overseas and open new sites. Without an international partner who could handle all of its local operations, it had to work with multiple individual vendors as its business grew. GMAOne became the single point of contact for all of its vendors and took care of communication with them for the SLAs. The company was able to optimize its operational costs and standardize global operational processes, while ensuring network security was maintained, freeing up resources to concentrate on its core business operations.*