

Data Management

Powering Digital Transformation Through Intelligent Customer Data

Data Management is NTT DATA AI-powered master data management solution, designed to unify, validate, enrich, and govern customer data — across both B2B and B2C contexts — throughout the entire customer journey. Leveraging advanced deduplication, real-time enrichment, consent management, and GDPR compliance capabilities, the solution delivers a true 360° customer view directly within the tools where business teams work every day.

The result is a more agile, efficient, and customer-centric organization—capable of anticipating customer needs, personalizing interactions, and unlocking new revenue opportunities. Data Management is not just a technology platform; it is a key enabler of data-driven, AI-powered digital transformation.



Insurance



Telco, Media & Technology



Energy & Utilities



Retail



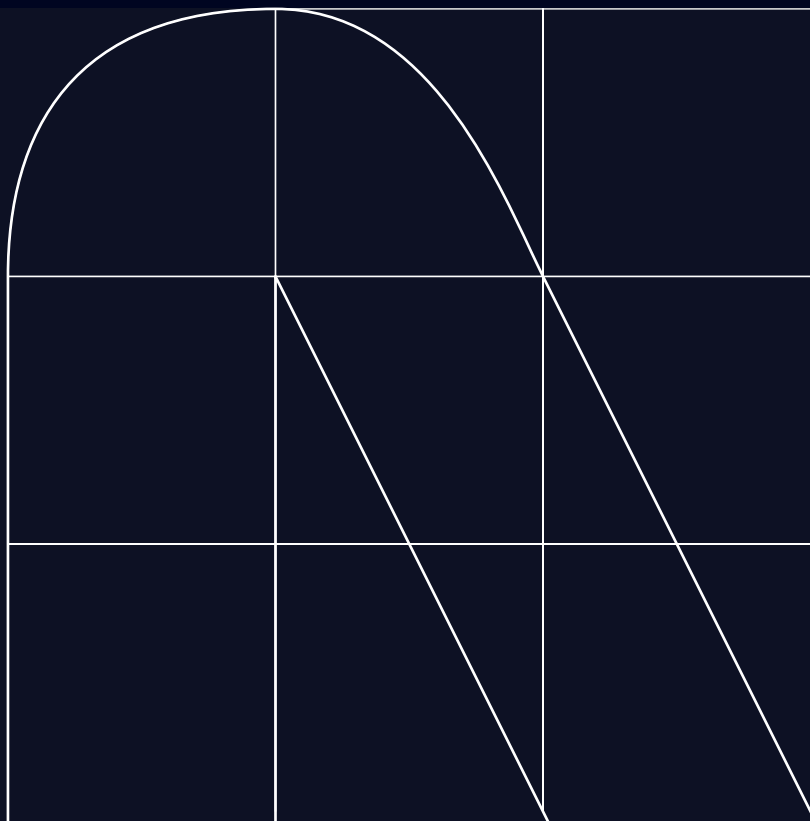
Manufacturing &
Consumer Packaging Goods



Automotive

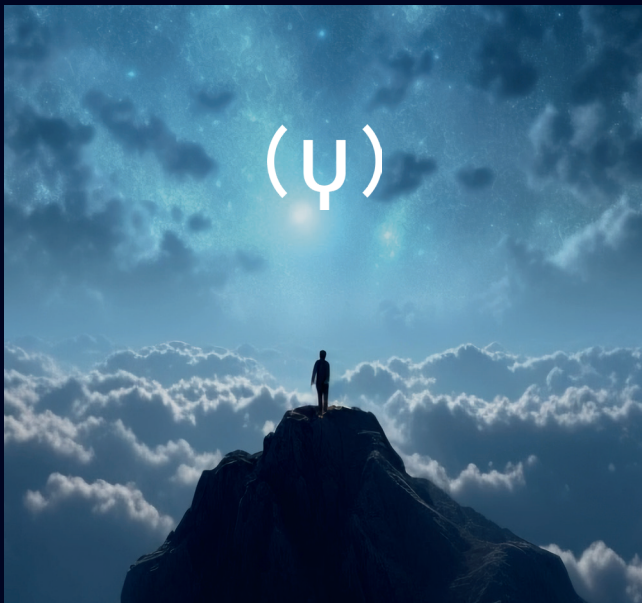


Healthcare, Life Sciences & Pharma



Why syntphony ?

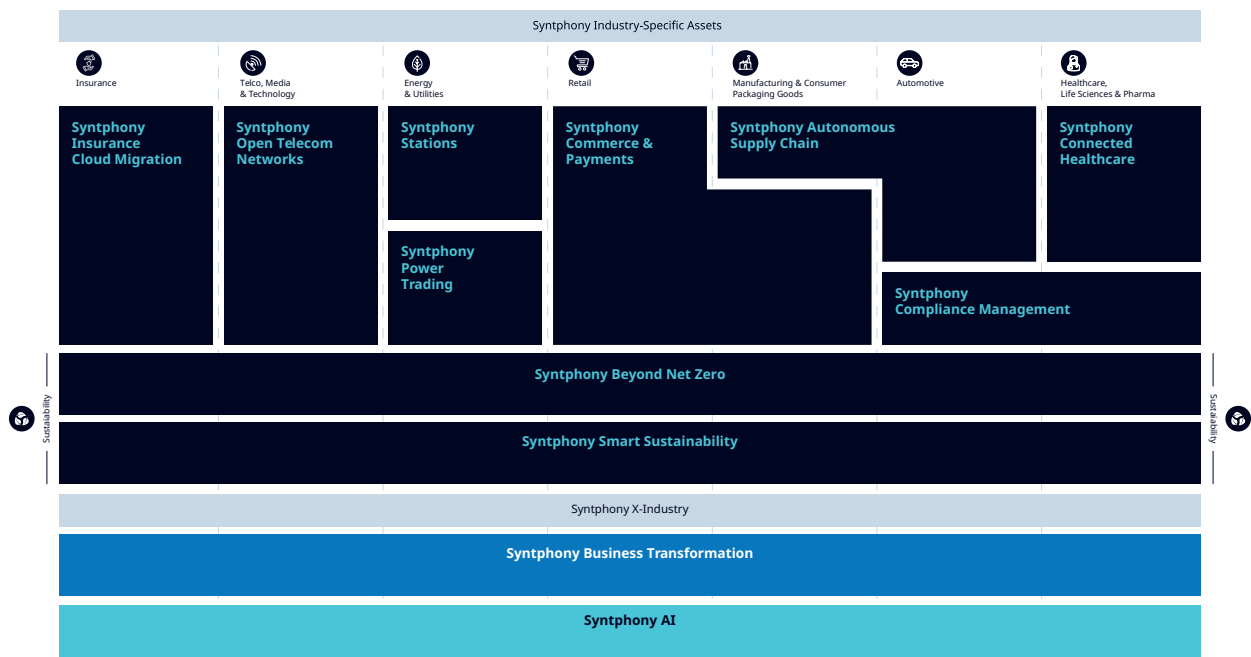
We develop products and solutions that are in tune with businesses



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 AI

Syntphony AI provides you with a common data layer and data management capabilities to build the foundation of your Data & AI platform, including technical capabilities, Gen AI features and packaged modules like Conversational AI Agents or intelligent search to just mix & match and deploy services into production to accelerate the most common vertical use cases.

Syntphony AI helps you unlock efficiency, drive innovation, and stay ahead of the competition by transforming your data into actionable insights, which will fuel your business growth and allow you to deliver personalized experiences.



Conversational AI Agents

We build enterprise AI Agents using NLP, machine learning and LLM orchestration—integrated across systems to deliver scalable, real-time, multilingual and hyper-personalized automation.

Knowledge Search

We provide intelligent, semantic search across structured/unstructured data, improving collaboration, accelerating access to relevant knowledge and integrating seamlessly with tools like Microsoft 365, SharePoint and SAP.

Data Management

We unify customer data into a single Golden Record using real-time validation, enrichment and deduplication—ensuring accuracy, GDPR compliance and insight-driven decisions across B2B and B2C contexts.

AI Factory

We operationalize Generative AI with prebuilt use cases, private LLMs and modular architecture—accelerating deployment, reducing complexity and ensuring secure, enterprise-grade scalability and governance by design.

From data silos to intelligent enterprises in the age of ai

Organizations across all industries are rapidly adopting artificial intelligence solutions. This acceleration is transforming traditional operating models, redefining customer relationships, and raising market expectations. In this new reality, data has become the fuel that powers innovation, automation, and competitive advantage.

However, many enterprises face a critical challenge: **customer data is fragmented across multiple systems, departments, platforms, and business units. CRM, ERP, marketing tools, legacy systems, and external databases operate as disconnected silos, creating inconsistencies, duplication, and loss of critical information.**

This fragmentation limits the organization's ability to gain a holistic customer view and make informed, data-driven decisions.

At the same time, regulatory pressure continues to increase. Regulations such as the GDPR require organizations to manage personal data with strict standards of **transparency, traceability, and consent.** Non-compliance not only exposes companies to legal and financial risks, but also directly impacts customer trust and brand reputation.

Meanwhile, customers expect seamless, personalized, and consistent omnichannel experiences. They want to be recognized, understood, and engaged based on their full history with the organization — across every touchpoint. Without a solid foundation of high-quality, trusted data, meeting these expectations becomes impossible.

In this environment, intelligent data management is no longer a purely technical initiative — it is a strategic imperative. Organizations that successfully unify, enrich, and govern customer data are better positioned to leverage AI, optimize operations, and differentiate themselves in an increasingly competitive market. Data Management directly addresses this need.



A Smarter Way to Manage, Enrich, and Govern Customer Data

A 360° Customer View as the Foundation of Digital Transformation

Data Management is a comprehensive, AI-powered Master Data Management (MDM) solution that enables organizations to build and maintain a single, real-time Golden Record of the customer, shared seamlessly across the enterprise.

The platform consolidates the different customer views held by sales, marketing, customer service, operations, and finance into one **unified master record**, accessible directly within the systems and tools teams already use. This eliminates friction, reduces errors, and ensures that every department works with the same trusted information.

Data Management does more than consolidate data — **it continuously validates, enriches, and governs it**. AI-driven capabilities identify duplicates, correct inconsistencies, normalize addresses, verify tax and legal information, and enrich records with high-quality external data sources. All of this is done while ensuring strict compliance with data protection regulations and centralized consent management.

The value proposition of Data Management is built on three core pillars:

- 1. Data quality as a value driver:** Higher-quality data enables better decisions, more efficient processes, and superior customer experiences.
- 2. AI applied to real business needs:** Intelligent automation at every stage of the data lifecycle.
- 3. End-to-end customer visibility:** A strong foundation for omnichannel strategies, advanced personalization, and sustainable growth.

Trusted data as a strategic asset

What truly differentiates Data Management is not just its technology, but the combination of best-in-class services, deep use-case expertise, and AI-driven automation, all focused on delivering measurable business value.

Unlike traditional MDM solutions, Data Management is designed from the ground up to **operate in complex, hybrid, and highly regulated environments**. It supports both B2B and B2C scenarios and handles large volumes of structured and unstructured data, transforming them into trusted, actionable insights.

Advanced AI capabilities go beyond static rules. Intelligent deduplication, automated enrichment, and an integrated AI Assistant for data stewards dramatically **reduce manual effort and accelerate time to value**. Data quality processes become faster, smarter, and more scalable.

In addition, Data Management turns compliance into a competitive advantage. Centralized consent management, full audit trails, and historical data tracking provide transparency and control — strengthening trust with customers, partners, and regulators alike.

Ultimately, Data Management does not just manage data — it **turns data into a competitive asset**, enabling smarter decisions, more efficient operations, and stronger customer relationships.



Operational excellence powered by trusted customer data

360° Customer View

A complete, unified customer view enables better customer service, greater market agility, and up to 25% faster time-to-market. With consistent and up-to-date information, teams can anticipate customer needs, personalize engagement, and identify new business opportunities more effectively.

Consistent Customer Data Across All Channels

Real-time data consolidation ensures that all channels—digital and physical—operate on the same enriched and trusted information. This reduces errors, improves customer experience, and guarantees consistent communication at every touchpoint.

Compliance and Consent Management

Greater transparency into customer data and consent status across the enterprise simplifies compliance with data protection regulations such as GDPR. Full traceability and centralized governance reduce legal risk and reinforce customer trust.

Flexible Deployment Models

Data Management can be deployed as a SaaS solution, in the customer's cloud environment, or on-premise. This flexibility allows organizations to meet technical, security, and regulatory requirements without compromising performance or scalability.

Fast Time to Value

Syntphony Conversational AI Agents **helps companies can reduce customer service operational costs**, making it an economically choice for businesses seeking efficiency and effectiveness.



Capabilities that scale with your business

Address Normalization

Data Management standardizes inconsistent or incomplete address data into verified, structured formats. For example, "D-80806 Han Doellgast Strasse 26" is transformed into "Hans Döllgast-Str. 26, 80807 Munich," using services such as Google Maps or HERE Maps based on customer preferences.

GDPR / DSGVO Validation

Automatic validation of consent status in line with current regulations. The solution checks authorized channels, manages revocations, and maintains a complete historical record to support audits and compliance requirements.

Company Data Enrichment

Enriches company and contact data with additional information such as executives, addresses, trade register numbers, and corporate relationships. External sources like Dun & Bradstreet can be integrated to extend data intelligence.

Data Validation and Cleansing

Detects and removes dummy data, duplicates, and sensitive records. Supports blacklisting of names, email addresses, and phone numbers to protect data integrity across downstream systems.

Tax and Legal Verification

Validates tax identification numbers such as EU VAT IDs or U.S. Employer Identification Numbers (EINs), and verifies addresses where permitted. This reduces operational and financial risk, especially in international business contexts.



Data Management as an MDM Solution

AI-powered master data management for preparing and enriching customer data, enabling a seamless and consistent omnichannel customer journey across all touchpoints.

Data Management for Data Migration

Ideal for post-merger integrations or CRM migrations. Data Management consolidates, cleanses, and harmonizes data from multiple sources prior to migration, minimizing risk and ensuring high-quality data from day one.

One-Time Data Quality Improvement

For targeted initiatives, Data Management allows organizations to import data, improve quality through validation and enrichment, and export it back to source systems—without requiring a permanent implementation.





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.