

# NTT DATA, an Active Participant and Great Contributor in China Economy

## 从参与者到贡献者 鼎力支持中国发展

—— Interview with Tadashi Uhira, Chairman of NTT DATA China

—— 访 NTT DATA 中国总代表宇平直史先生

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当一个行业结构在市场中表现为金字塔时，耀眼的塔尖不仅仅是高利润的代表，更是产品技术和行业的领导者。世界著名的 IT 服务供应商——日本恩梯梯数据集团 (NTT DATA)，就是该行业中处于塔尖地位的一个代表。为进一步了解 NTT DATA 的发展和取得的成就，适逢中日邦交正常化 45 周年之际，记者专程回访了 NTT DATA 中国总代表宇平直史先生。

作为世界 500 强 NTT 集团的核心企业，NTT DATA 自 1988 年成立以来，在日本为政府、公共事业部门和银行等提供了重要的核心基础设施系统，并积极拓展以欧美为中心的并购业务，在北美的健康和金融领域以及以德国、意大利、西班牙为中心的欧洲地区的健康、金融、制造业、电信业等领域里都颇有建树。全球员工超过 11 万名，2016 年全球销售额达到 1000 亿人民币。

目前，NTT DATA 在中国北京、上海、无锡、西安、长春等十多个城市都设有公司，拥有 4000 余名员工。NTT DATA 很早就参与到了中国的发展建设之中，其业务主要有两大支柱：一个是以上世纪 90 年代为中国人民银行提供了清算系统及北京市邮政储蓄系统为开端，一直为中国本土公司、在华的日本和欧美的跨国企业提供高品质的相关系统服务；另一支柱是为日本客户在中国提供“对日外包开发”服务，为日本的银行、保险、制造、零售业等诸多领域客户提供一系列高品质、高效率的系统开发服务。目前，已经建立了以在华的日本和欧美跨国公司为中心，以客户关系管理和数字营销等为重点的解决方案和咨询服务体系，并相继与大连华信、宇信科技、上海通联金融等中国知名企业进行了合作，协助客户事业不断发展壮大。公司在这两方面都取得了一定成绩，如 2016、2017 连续两年出现在中国国际投资促进会公布的在华十大全球服务供应商榜单中，此外在中国软件和服务外包网公布的软件出口规模排名中连续数年位列前三甲。

改革开放近 40 年来，中国 GDP 位居世界第二，并持续保持着高速增长态势，IT 行业发展迅猛，NTT DATA 一直十分看重中国市场。宇平总代表说：“我们在中国市场主要有三点竞争优势：一是



NTT DATA 中国总代表宇平直史先生  
Tadashi Uhira, Chairman of NTT DATA China

在日本长期培养起来的高品质，可确保实现客户需求的交付能力和强维护能力为中心的高品质服务；二是拥有全球应对能力，充分利用 NTT DATA 的全球网络，可以帮助跨国企业在中国和中国以外地区的全球事业扩大发展；三是以先端技术为依托的研发创新力，集团每年都会投入庞大的研发资金，并将研发成果融合在为 NTT DATA 客户提供的 IT 服务之中。我们与中国科学院签订了关于开展合作交流的合作意向书，此外，与贵州省贵阳市政府和中国科学院软件研究所在贵州省贵阳市共同设立了‘贵阳科恩大数据先进技术研究院’。我们会利用这些优势一如既往地为中国经济发展做出贡献。”

宇平直史总代表作为中国以及亚太地区的掌门人，认为人才是企业的最大财富，他强调公司清晰明确的发展路线、公开公正的透明化管理、有效的评价体系非常重要。设立了清晰的目标，员工个人也自然目标明确，各尽其能，企业必然会持续发展，并进一步为客户提供

更优质的服务。

2017 年 7 月，为进一步加强中国和亚太地区的商务合作，NTT DATA 新设立了“中国·APAC (亚太) 事业本部”，这正好与中国政府推进的“一带一路”的政策相吻合。宇平总代表作为该事业本部的掌门人表示：“今后，我们将根据中国的‘一带一路’战略，通过将中国的先进技术进一步推广至东南亚各国，同时将东南亚的资源有效运用于中国事业上等举措，进一步推进两地的紧密联系，互惠互利，通过这样的方式为中国的‘一带一路’战略贡献力量！”

对于未来的发展，宇平直史总代表充满信心地说：“公司将为中国开展业务的客户提供更好的服务，在数字营销、用户体验、云计算等领域会不断进行投资。同时为了提高对日软件开发的效率，在自动化开发、敏捷开发等新开发方法领域仍会持续投资。今后伴随着中国进一步开放的步伐，除了继续在相关领域的投资外，同时也将进一步加强与中国 IT 企业的合作。我们希望能为中国的发展提供更多的支持，作出更大的贡献。”

When an industrial entity stands on the top of the market pyramid, this means that it runs as the bellwether to capture the greatest profits and acts as the product technology and market leader in its industry. World-famous IT service provider NTT DATA is a typical one on such top. To learn about the development and achievements of NTT DATA, Multinationals in China interviews with Tadashi Uhira, Chairman of NTT DATA China.

As a core company of Fortune Global 500 firm NTT, NTT DATA, established in 1988, has always been engaged in delivering core infrastructure systems to Japanese governments, public utilities, banks and other sectors. NTT DATA also takes active merger in the European and American markets and extends its business to health and finance fields in the North America as well as to health, finance, manufacturing and telecommunication fields in Europe (Germany, Italy and Spain). NTT DATA employs over 110,000 staffs across the world and had a global sales volume of 100 billion RMB in 2016.

Now NTT DATA has more than ten branches in China like Beijing, Shanghai, Wuxi, Xi'an and Changchun, with over 4,000 staffs in total. NTT DATA has participated in the development and construction of China since early and been engaged in two major business categories as below: 1) In the 1990s, it provided liquidation system to the People's Bank of China and delivered relevant system services to China local companies like Beijing Postal Savings System, it also provides IT service for Japanese, European and American multinational firms in China; 2) NTT DATA offers "Japan-oriented outsourcing development" services for Japanese clients in China and delivered a series of high-quality and efficient system development services for Japanese clients in fields like bank, insurance, manufacturing and retail. Now NTT DATA has established the solution and consulting services structure mainly serving Japanese, European and American companies in China and covering the business of customer relationship management (CRM) and digital marketing, etc., it cooperates with Dalian Hi-Think Computer Technology, Yusys Technology, Shanghai Allinfinance and helps clients grow stronger. NTT DATA has made great achievements



in the two major business categories. For example, NTT DATA was listed in the Top 10 global service providers in China (issued by China Council for International Investment Promotion) in 2016 and 2017; and it ranked the third in the Software Export Scale List published by China Software and Service Outsourcing Net.

China's GDP ranks the second in the world and still keeps a high rate of growth. Under this circumstance, IT industry also develops rapidly. NTT DATA highly values the Chinese market at all times. "NTT DATA holds three competitive advantages: 1) high quality assurance formed in Japan in a long time enables it to have strong client demand delivery and maintenance capacity; 2) it has a global response capability and can assist multinational firms in expanding in

China and other countries by means of its global network; 3) it has research and development innovation capacity supported by advanced technologies, and the group invests a large amount of R&D fund and integrates such results into client services. We have signed the intention letter for strategic cooperation with Chinese Academy of Sciences. Besides, we build 'Guiyang Cohen Big Data Institute of Advanced' jointly with Guiyang Municipal Government and Institute of Software Chinese Academy of Sciences. We will make good use of these advantages to make contributions to China's economic development," said Mr. Uhira.

Mr. Uhira thinks that talent is the best treasure for an enterprise, and also highlights that it is very important for a company to have a clear development route, an open, fair and transparent management and an effective assessment frame. With a clear enterprise objective, individual staff will have a definite individual target and do what they could, thus the enterprise will get a sustained development and provide better services to clients.

In July 2017, to further strengthen the commercial cooperation between China and the Asia-Pacific Region, NTT DATA set up the China · APAC Business Headquarter, which is just in line with "the Belt and Road" raised by the Chinese government. "Following 'the Belt and Road', we will popularize Chinese advanced technologies to the countries in South East Asia, apply resources in South East Asia to the Chinese business, and make contributions to 'the Belt and Road' by strengthening the relationship between China and South East Asia and making mutually beneficial interaction," added Mr. Uhira.

"We will provide better services to the clients operating in China, and increase investment in fields like digital marketing, user experience and cloud computing. Additionally, we will improve the productivity of Japan-oriented software development and strengthen the fund forces in fields of new development methods like automated development and agile development. With China's further opening, we will strengthen the cooperation with Chinese IT firms while continuing the investment in relevant fields. We hope to give more supports and make bigger contributions to China's development," said Mr. Uhira.

