

# Mobility is every enterprise's innovation engine

We help enterprises in all industries use mobility-fueled solutions to reinvent what's possible and break through conventional boundaries.

Trusted by industry leaders

**Jeep**



**RIVIAN**

**TRINITYRAIL**

## Mobility offers a dynamic path to game-changing innovation — and yet, most enterprises aren't taking advantage of it.

### Why is mobility largely untapped?

- ⊗ Ideating solutions is challenging for enterprises outside the automotive, maritime, and air travel industries
- ⊗ Transforming perceptions is hard, especially in industries that traditionally don't change much
- ⊗ Going beyond the obvious can feel risky

### How mobility-fueled innovation can help you:

- ☑ Unlock new revenue streams with smarter products and operations
- ☑ Generate stronger brand visibility across new markets
- ☑ Attract new brand ambassadors and partners

## Our approach doesn't optimize the existing — we ignite uncharted ideas that beat the competition.

### Lead by reinventing

Optimization polishes what you already have but quickly hits diminishing returns. Shift your time and resources into reinvention now to get ahead of your industry's disruption curve.

### Ask critical questions

We identify your revenue gaps, tech debt that's holding you back, and your audience's needs. Our critical questions pinpoint your biggest pain points, then we solve them together.

### Think bigger

Our Aim-Engage-Grow framework generates market-changing ideas, prioritizes the most promising, creates an efficient deployment plan, analyzes user feedback, and scales for maximum success.

### Get excited for change

Injecting mobility solutions into a non-mobility enterprise requires change. We ensure a broad community works together for strong internal alignment and a better finished product.

### Go from vision to victory

If your products don't have wheels or wings, envisioning mobility solutions is hard. We introduce you to new possibilities, turn them into reality, and unleash your full potential.

## PROVEN CLIENT SUCCESS



### Mobilizing the gig economy

Rivian isn't just an electric vehicle manufacturer; they harness people's adventurous spirit to create a more sustainable world. One adventurous priority was a solution for the gig economy to quickly navigate densely-populated areas, so we helped them envision, design, and prototype an in-vehicle HMI and IoT system. A dashboard and infotainment displays not only made gig workers more efficient — they showed consumers, investors, and stakeholders a brand new slice of potential for their vehicles.



### Turning railcar sales into a self-serve experience

As North America's premier railcar products and services provider, TrinityRail needed to be disruptive, especially in a market that has remained largely unchanged. They challenged their current sales process for leasing new railcars and asked whether they could replace a 10-week sales process with a fully digital self-service model where customers could search inventory in real-time. We helped them by running a rapid design sprint to validate this new idea, then conducted a full design and built an MVP, launching an industry first and propelling their industry lead.



### Paving the way for power plants of the future

Mitsubishi Power is a power generation and energy storage leader, but they needed to maximize performance and profitability at their plants while also saving time and reducing operational costs. They're a company committed to addressing the energy challenges of today and tomorrow, so we helped them get ahead of the smart plant curve by building TOMONI Voice. This groundbreaking natural language assistant is a single point of access for all of the equipment data, maintenance materials, real-time system reports, and predictive data needed to increase power plant efficiency and profitability.

**Read our Mobility Launch Point guide. Stop fine-tuning the familiar and start redefining the market.**

[launch.nttdata.com/launch-point/mobility](https://launch.nttdata.com/launch-point/mobility)

