nuwave

NTT DaTa

Leveraging Innovation to Expand Market Reach:

NTT Data's Partnership with NUWAVE iPILOT

nuwave

Contents

Delivering a Consistent Customer Experience Across All Market Segments

The **NTT Data Digital Collaboration Services** traditionally focused on large-scale enterprise digital transformation in the Unified Communications (UC) space. However, they faced a challenge in bringing the same level of innovation and service excellence to smaller SMB customers and partners. While NTT's expertise in delivering customized, high-touch enterprise solutions was unmatched, their resource-intensive processes were not scalable for the SMB market. Customers and partners increasingly demanded **self-service portals** for faster, more efficient engagement, but NTT lacked the bandwidth to divert resources away from its core business to develop such a solution.

> " As a leader in enterprise digital transformation, we simply couldn't risk pulling our development teams away from mission-critical projects to support SMB and partner needs "
>
> - explained **Charlie Doubek, Global VP of NTT Data**

The Turning Point: **Partnering with NUWAVE**

The introduction of NUWAVE's **iPILOT platform** was a game-changer. An NTT SMB partner recommended the platform as an efficient solution to address the unmet needs of both SMBs and the partner network. Recognizing the potential, NTT collaborated with **Mark Bunnell, COO of NUWAVE**, to establish a scalable and automated solution.

Launching a White-Labeled Partner Portal

NTT leveraged **iPILOT** to create a portal enabling partners to resell services under their own brand. This platform eliminated resource- heavy manual onboarding processes and allowed partners to onboard customers seamlessly with point-and-click automation. The result was an expanded partner network and increased profitability for each transaction.

> "
> iPILOT made buying NTT services transactional, regardless of customer size or order complexity, removing previous resource constraints
> "
> - **Charlie Doubek**

ipilot

iPILOT is an automated UC service management platform that provides:

Single-Pane-of-Glass View

to manage global Multi-UC cloud and network infrastructure.

Scalable Automation

for migration, provisioning, and support.

White-label Capabilities

for partners to rebrand and manage their own platform and credentials.

Introducing the Communications Hub

NTT launched its **Communications Hub**, a white-labeled version of iPILOT, in July 2024. Targeting SMBs and enterprise customers, this platform enabled:

Self-service ordering and Management of multi-UC solutions, including telephony and voice.

Integrated licensing capabilities, starting with **Microsoft CSP**, and plans to include **Cisco** and **Zoom**.

The Communications Hub empowers customers to scale their UC services independently, bridging the gap between large enterprises and SMBs.

Accelerated Innovation and Market Entry

NUWAVE's agility allowed NTT to meet emerging demands rapidly. For example, in Germany, NUWAVE implemented an **Alcatel Lucent Rainbow** in weeks—an effort that wasn't feasible within NTT's existing roadmap.

Enhanced Operational Efficiency and Profitability

The partnership shortened onboarding timelines and allowed NTT to accept previously declined smaller deals. During periods of high growth, automation supports additional transactions, which directly impacts revenue growth.

> NUWAVE offered us market agility, enabling us to support previously unattainable markets while keeping our core business on track
>
> - **Charlie Doubek**

> NUWAVE not only added value to SMB and partner transactions, but also enhanced enterprise capabilities, particularly in complex, multi-environment scenarios like mergers and acquisitions
>
> - **Charlie Doubek**

Co-Innovation for Long-Term Success

NUWAVE and NTT collaborated to rebrand iPILOT as the Communications Hub and co-developed features to integrate seamlessly with NTT's existing APIs. This partnership extended to enterprise clients, enabling NTT to support **M&A-driven projects**, consolidate environments, and streamline migration processes.

The success of this collaboration was driven by NUWAVE's dedicated teams, each bringing unique expertise to the table. **Our Unified Communications (UC) Specialists** ensured seamless integration and scalability, while the **voice engineering team** delivered robust and reliable solutions tailored to meet complex requirements.

The Software Development Team played a pivotal role in crafting custom enhancements, ensuring NTT's APIs and processes were not just functional, but optimized for peak performance. Additionally, **Our Partner Onboarding Team**, recognized for its programmatic and streamlined approach, ensured rapid and efficient deployment. Together, these teams embodied NUWAVE's commitment to co-innovation, delivering GTM-ready solutions that empowered NTT to achieve greater agility and customer impact.
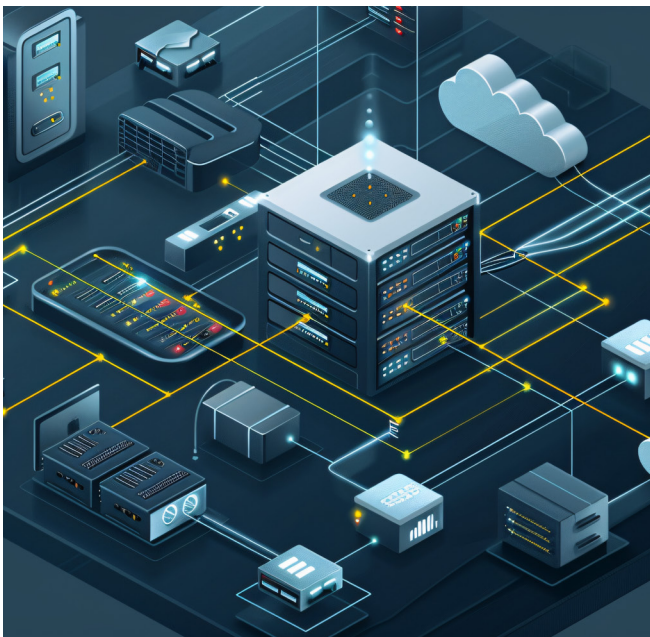
> "
> By leveraging NUWAVE's expertise in UC, voice engineering, software development, and its leading programmatic partner onboarding experience, we delivered solutions that were not only GTM-ready, but also enhanced and optimized NTT's APIs and processes in innovative ways through the co-innovation process.
>
> - **Charlie Doubek**
> "

The Future:
Monetizing iPILOT and Closing Market Gaps

NTT is now exploring ways to create a fully digital buying process, making multi-UC services accessible at all scales. With iPILOT powering offerings like Cloud Voice for Business, NTT is positioned to fill gaps in the mid-market telephony space—a key growth area moving forward. By leveraging NUWAVE's development expertise, NTT has effectively doubled its development capacity and enhanced its speed to market, ensuring competitiveness in both enterprise and SMB markets.

> " NUWAVE has allowed us to focus on our core business while staying competitive in the fast-evolving UCaaS space. "
>
> - **Charlie Doubek**

This partnership highlights the transformative potential of leveraging innovative solutions like iPILOT and co-innovation to scale efficiently, expand market reach, and future-proof operations.

nuwave

powered by ipilot