

# HFS AUTONOMICS PREMIER LEAGUE TABLE 2016

## Company profile:



### Author:

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## Context of the study

Positioning service providers within the context of the broader notion of Autonomics is not simple. How does one compare the implementation and use of core Autonomics, comprehensive cognitive engines as well as other approaches? Unlike in RPA, where HfS has developed a well-received maturity model and we could use progress against that maturity model to rate service providers in our Robotic Premier League, the nascent state of Autonomics necessitates a more basic assessment. As such, this research is meant to engage the stakeholder into a much proactive discussion on the emergence of Autonomics more than anything else.

To assess the state of the industry, we asked the leading service providers in IT and business processes to brief us. This approach has been enhanced by our ongoing discussions with the leading technology providers that we have highlighted as well as specialist service providers such as: Symphony Ventures, Thoughtonomy, GenFour and VirtualOperations. We used the following criteria for the positioning:

- » Vision and credibility of Autonomics strategy
- » Breadth and maturity of internal tools and external partnerships for Autonomics
- » Scale of deployments
- » Institutionalization
- » Commercial traction
- » Effectiveness of marketing effort behind Autonomics strategy

In using these six criteria to assess the validity of the Autonomics approaches, we found distinct groups of service providers referencing the early phase of market development. With increasing maturity, we expect these boundaries will blur significantly and the differences will become less pronounced.

# NTT Communications Ranked Second in HfS Autonomics Premier League Table 2016

NTT Communications has been ranked second out of 22 providers in the inaugural HfS Autonomics Premier Table. The study commends NTT Communications for:

- » Being a pioneer of IPsoft's IPcenter deployments
- » Having the largest scale core Autonomics deployment around its Global Management One platform
- » Adopting IPsoft's cognitive Amelia platform in mainstream scenarios Furthermore, the company is helping to adapt Amelia to the Japanese language

## Challenges

- » Limited brand equity outside Japan
- » Expanding the backend automation from the Global Management One platform toward networks and broader cloud services
- » Enhancing the integration the Global Management One platform and the cognitive agents

## Technology tools and platforms

- » IPsoft IPcenter
- » IPsoft Amelia
- » Inbenta
- » SOINN

## Operations

NTT Communications operates four Global Service Desks based on a common automation platform, in collaboration with NTT Communications Group companies (Atlas/DTSI/Emerio Globesoft/Netmagic Solutions). NTT Communications employs best practices such as Six Sigma to provide individualized, social customer experience. Through a centralized service governance function and quality controls, NTT Communications ensures service delivery quality across all centers. Heuristic algorithms assign engineers based on past interactions and past performance related to the customer request.

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## Key Clients

The firm is a Japanese manufacturing company with 13 business units, no centralized governance model, and significant overlap in IT staff and services. The company was experiencing wide variance in its IT costs-to-sales ratio and wanted to establish corporate standards. NTT Communication's Global Management One's capabilities provide IT service automation, and through collaborative process transformation, the customer is on track to meet their cost reduction goals (30% reduction in ICT spending). A Global IT catalog has been established, and corporate management has a single pane of glass for better insight into the global IT landscape, thereby increasing the efficiency and shortening the lead time from incident detection to recovery.

## What to Watch in 2016

Across the industry, we are seeing signs that the large service providers in IT and BPO are starting to engage with stakeholders on the broader notion of Intelligent Automation, which should result in better levels of insight and, importantly, a set of robust reference cases. We also expect to see developments in the coming months, such as:

- » A shift in the Autonomics narrative further toward the notion of transformation and away from a narrow cost, FTE replacement discussion
- » Service providers building out a portfolio of automation tools and advance holistic automation platforms
- » Increasing reference points for the convergence of IT and business process centric scenarios
- » A move to the fore of Autonomics in the context of testing and DevOps
- » The appearance of the impact of Autonomics on revenue models in management commentary during the earning season

As we suggested, the main purpose of the study is to broaden the discussion on Intelligent Automation. HfS welcomes and looks forward to extending these discussions to organizations we have yet to cover. The evolution of Intelligent Automation in general and Autonomics in particular is one of the most disruptive shifts our industry has witnessed. Thus, these discussions have to be embedded into the discourse of the transformation of knowledge work. Crucially, this requires new models and approaches. Organizations won't be able to reach the As-a-Service Economy with a legacy mindset.

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## About the Author

### Tom Reuner



Tom Reuner is Managing Director for IT Outsourcing Research at HfS. Tom is responsible for driving the HfS research agenda for the “As-a-Service Economy” across SaaS applications, cloud eco-systems and IT. Together with his HfS colleagues Tom continues to develop ground-breaking research around process automation and cognitive computing in both IT and business processes. A central theme for all of his research is the increasing linkages between technological evolution and evolution in the delivery of business processes.

Tom’s deep understanding of the dynamics of this market comes from having held senior positions with Gartner, Ovum and KPMG Consulting in the UK and with IDC in Germany where his responsibilities ranged from research and consulting to business development. He has always been involved in advising clients on the formulation of strategies, guiding them through methodologies and analytical data and working with clients to develop impactful and actionable insights. Tom is frequently quoted in the leading business and national press, appeared on TV and is a regular presenter at conferences.

Tom has a PhD in History from the University of Göttingen in Germany.

He lives in London with his wife and in his spare time he is trying to improve his culinary skills in order to distract him from the straining experience of being a Spurs supporter.

Tom can be reached at [tom.reuner@hfsresearch.com](mailto:tom.reuner@hfsresearch.com) and followed on Twitter [@tom\\_reuner](https://twitter.com/tom_reuner).

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## About HfS Research

We coined the **As-a-Service Economy** term because we see a profound change under way that is more all-encompassing than a simple business model or product line. It's a global shift that will leave few sectors of business or society untouched.

To help our clients and the market get to the As-a-Service Economy, we serve the strategy needs of business operations and IT leaders across finance, supply chain, human resources, marketing, and core industry functions in organizations around the world. HfS provides insightful and meaningful analyst coverage of best business practices and innovations that impact successful business outcomes, such as the digital transformation of operations, cloud-based business platforms, services talent development strategies, process automation and outsourcing, mobility, analytics and social collaboration. HfS applies its acclaimed **Blueprint Methodology** to evaluate the performance of service and technology in terms of innovating and executing against those business outcomes.

HfS educates and facilitates discussions among the world's largest knowledge community of enterprise services professionals, currently comprising 100,000+ subscribers and members. HfS Research facilitates the HfS Sourcing Executive Council, the acclaimed elite group of sourcing practitioners from leading organizations that meets bi-annually to share the future direction of the global services industry and to discuss the future enterprise operations framework. HfS provides sourcing executive council members with the HfS Governance Academy and Certification Program to help its clients improve the governance of their global business services and vendor relationships.

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