

MAKING DIGITAL REAL

**NTT DATA BUSINESS SOLUTIONS
TINA DYHR DUPONT**

WHO'S THE NERD

**TINA DYHR DUPONT
PRODUCT DIRECTOR AI AND ROBOTICS
GLOBAL IT.HUMAN PLATFORM**

**INNOVATION AND TECHNOLOGY AT
TRANSFORMATIONLAB NTT DATA**

**20 YEARS OF EXPERIENCE WITHIN THE SERVICE
SECTOR WITH TECH FOCUS**

EDUCATED WITHIN ANATOMY & FYSIOLOGY

**FOUNDER & COHOST AT THE PODCAST *BEYOND
DIGITAL***



TRANSFORMATIONLAB

INNOVATING THROUGH TECHNOLOGY

FASTER DECISION MAKING

AUTOMATION

BETTER FORECASTING

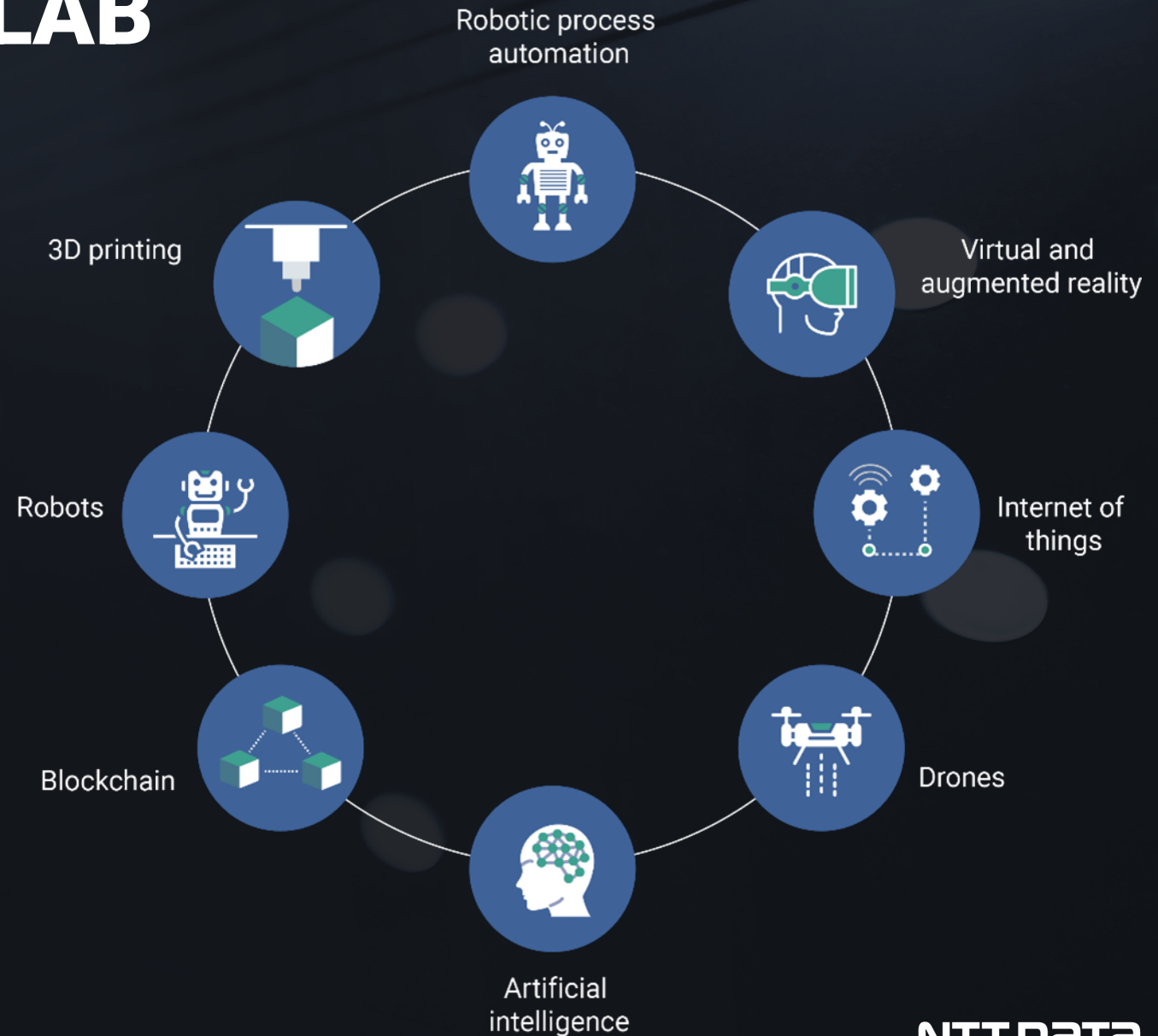
IMPROVED USER EXPERIENCE

SCALEABILITY

INCREASED EFFICIENCY

HELPS HUMANS PERFORM BETTER

REDUCE COST



HOW TO HARNESS THE SUPER POWERS OF AI WITHIN LEARNING AND ONBOARDING



KEYWORDS

ENHANCING
AUTOMATING
AUGMENTING
OPTIMIZING
PERSONALIZE
HUMANIZE

SO LETS START WITH WHY, AND THEN HOW...

(E)LEARNING, ONBOARDING AND SELFSERVICE WHEN DONE INCORRECT

STRESS HORMONES:

ADRENALINE

CORTISOL

NOREPINEPHRINE



A close-up portrait of a woman with dark, curly hair, smiling gently. She has a nose ring and is wearing a light-colored top. The background is softly blurred, showing hints of an indoor setting with light coming from a window.

AHHH THATS MORE LIKE IT

LESS FRICTION LESS BAD HORMONES AND EFFECTS ON THE NERVOUS SYSTEM

HAPPY HORMONES:

DOPAMINE

OXITOCIN

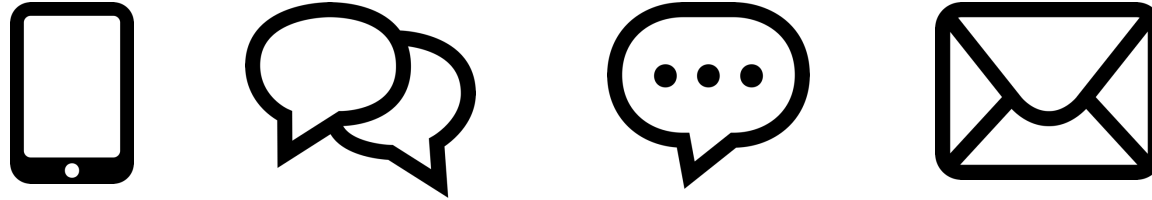
SERATONIN

ENDORPHINS

CASE: AI FOR GOOD, AI AS HELPER

3-year cooperation between Børns Vilkår and NTT DATA

Still going strong with our first project: AI-assisted counseling



In 2021, Børnetelefonen had:

90.764

Unanswered phone calls/chats/SMS

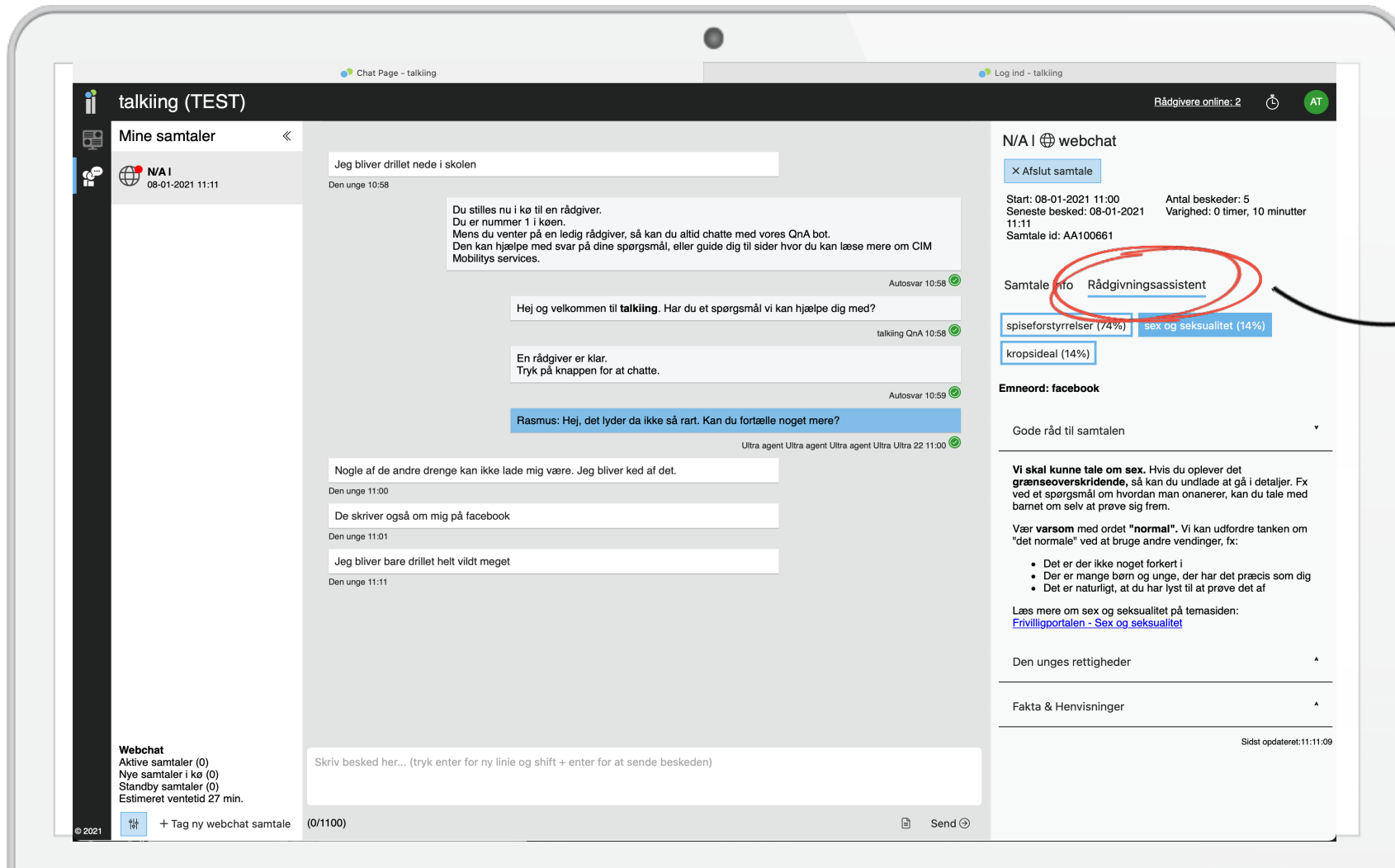
59.188

Were answered



Børns Vilkår

– AI-assisted counseling



• Guidance tab in existing chat solution

WHAT WE LEARNED IN THE MIT RESEARCH STUDY...

ENGAGE ME OR MY YOUNGER SELF PLAYFULLY, AND I CAN LEARN ANYTHING



WHAT WE LEARNED IN THE MIT RESEARCH STUDY...

WOULD YOU BETTER UNDERSTAND THE SOLAR SYSTEM LIKE THIS?



CASE: CAN AI TEACH ME TO READ?



A young child with blonde hair is looking at a blue tablet device. The child is wearing a green shirt with a floral pattern. The background is a blurred indoor setting with a clock and a plant.

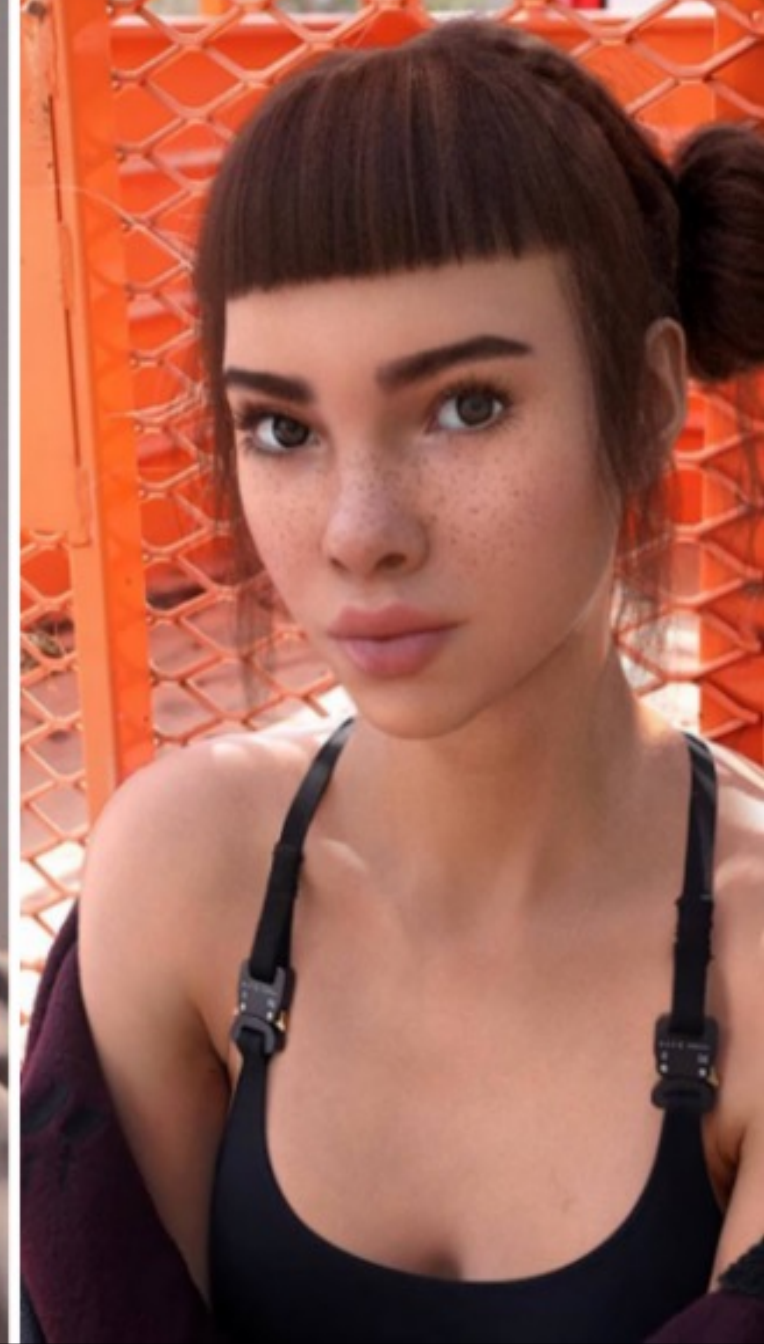
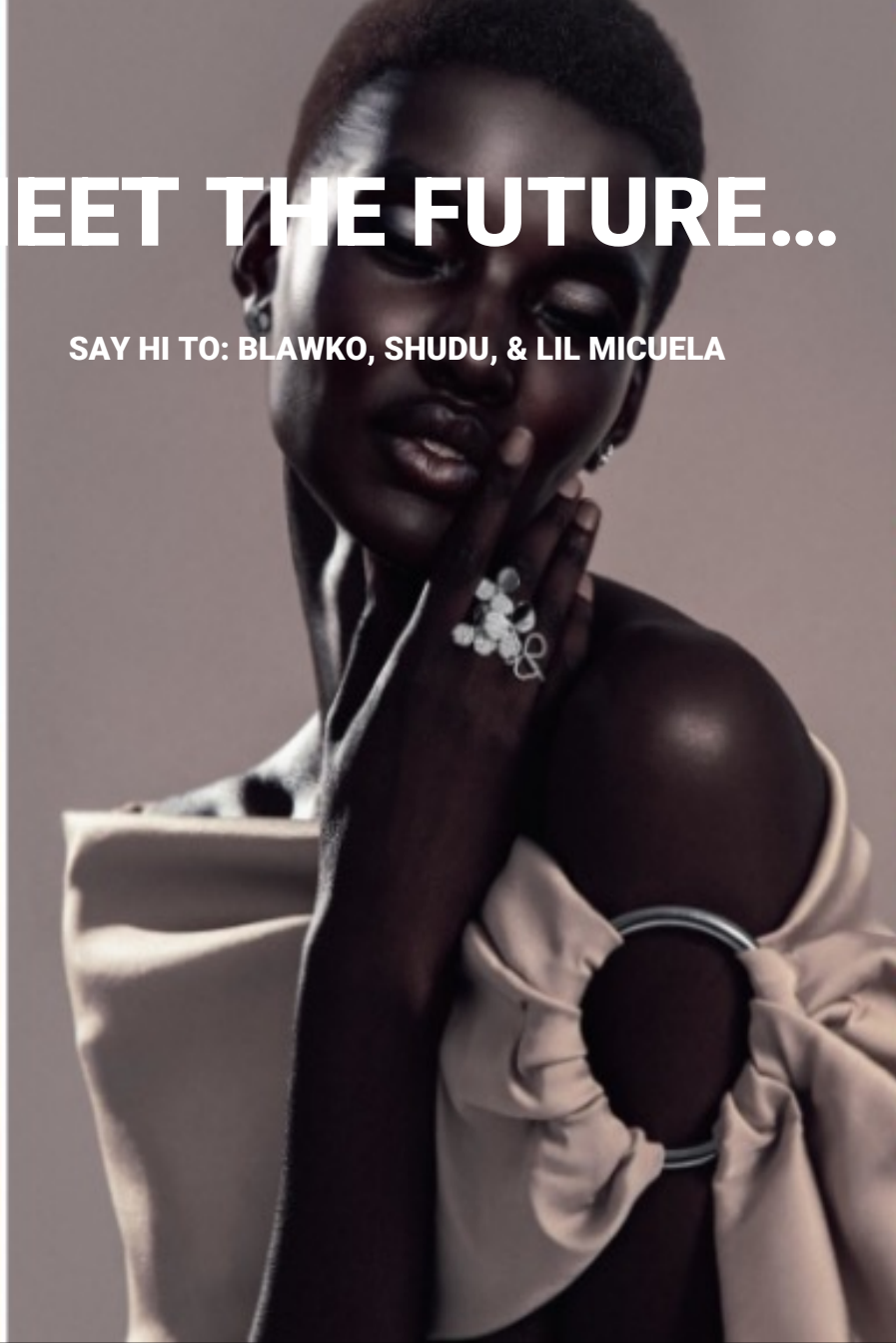
Innovation to the Point.■

AI TEACHERS, GOOD OR BAD THING?



MEET THE FUTURE...

SAY HI TO: BLAWKO, SHUDU, & LIL MICUELA



CONNECTION... A HUMAN BIRTH GIFT

LEVERAGE IT

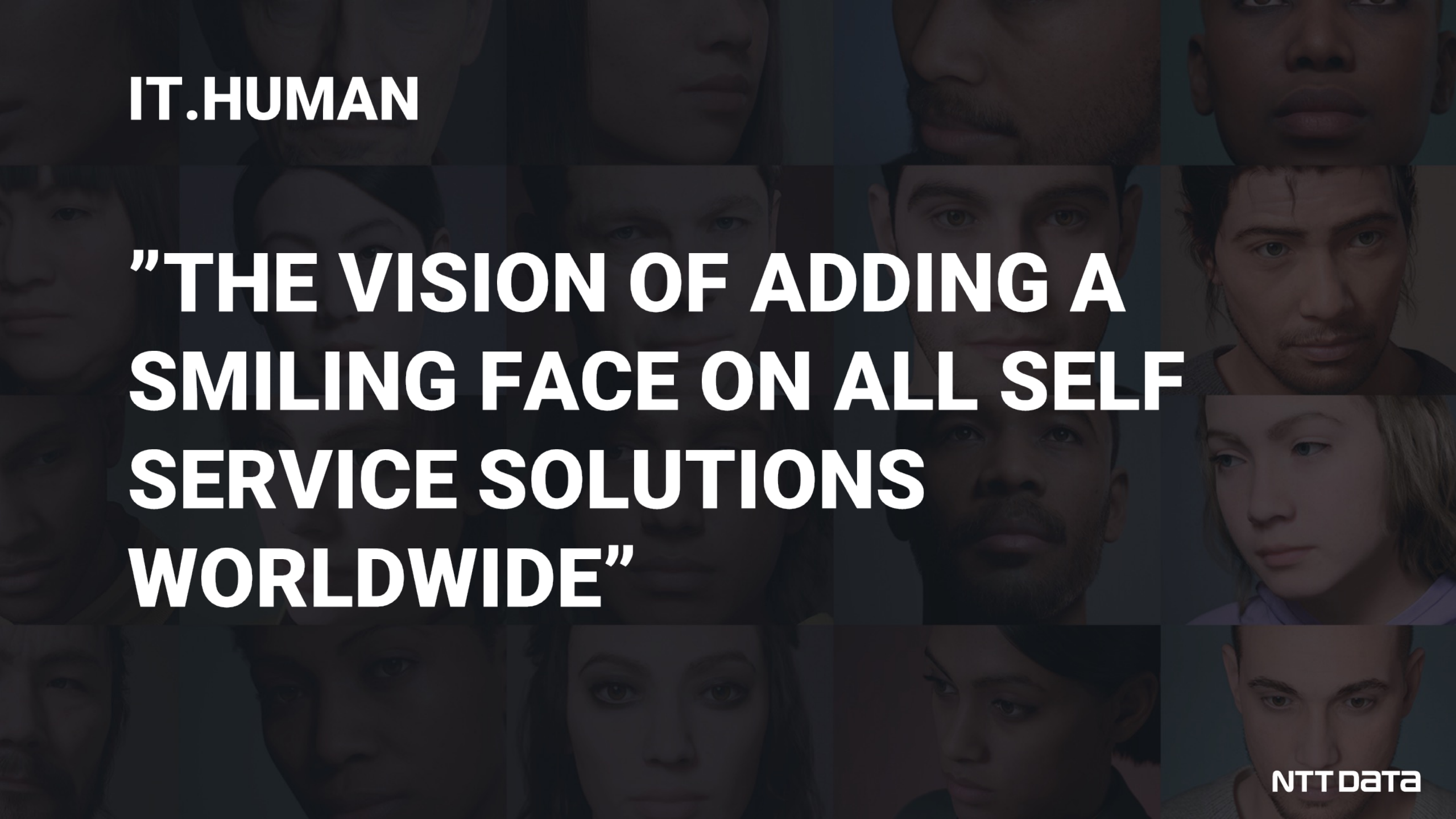




Praying

AVATAR TECHNOLOGY FOR ALL GENERATIONS





IT.HUMAN

**“THE VISION OF ADDING A
SMILING FACE ON ALL SELF
SERVICE SOLUTIONS
WORLDWIDE”**

NTT DATA

Gartner Hype Cycle for Emerging Technologies, 2022



The background of the entire slide is a dark, semi-transparent collage of many diverse human faces, creating a sense of community and global reach.

SAY HELLO TO YOUR NEW COLLEAGUE

Receptionist / Healthcare Assistant / Information Guide / Sales Agent

MEET KRIFA'S DIGITAL RECEPTIONIST

PART OF THE NEW DIGITAL WORKFORCE





JOAKIM, 55

*"I've meet her twice,
and I love how she
moves and smiles"*

SWETLANA, 42

*"Very efficient, and nice
that I can switch to
english right away, since
im not good at danish"*

THOMAS, 24

*"I've never seen one
before, but its the
future, and it was
intuitive and easy"*

HUSSEIN, 39

*"Works really well
as check in, and its
nice with a smile"*

krifa

YEAH, BUT WHAT DO END USERS SAY?

NIELS, 47

*"Wow.. you have
really upgraded"*

DORTHE, 55

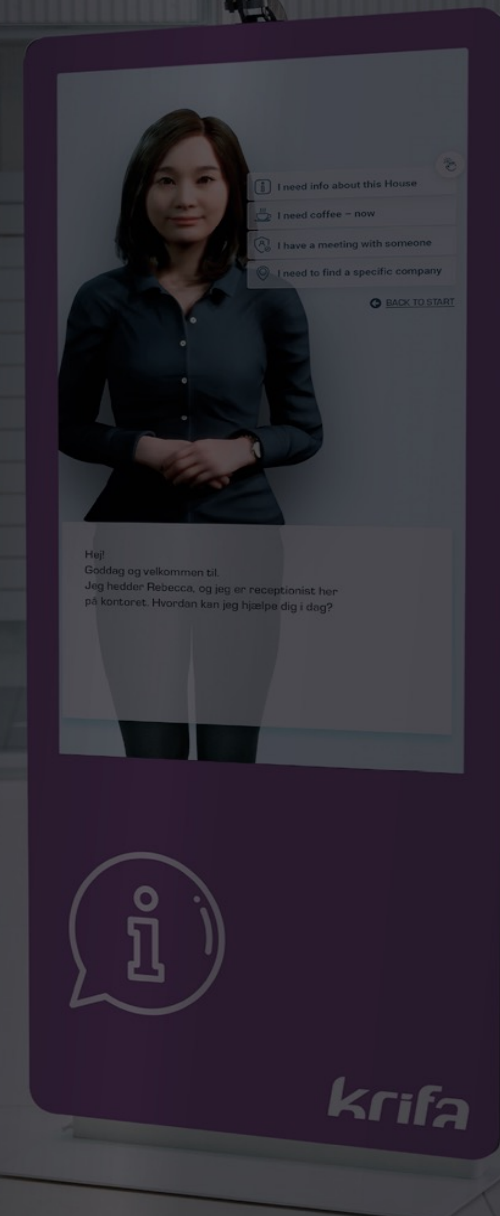
*"Quick and
efficient service,
nice that she offers
coffee"*

JØRGEN, 44

*"I took a picture, sent it
to my friends and
wrote: look what I've
just met at my union"*

LISE, 37

*"Nice that she confirms
that someone will come
and get me, and that
the coffee is for free"*



A woman's silhouette with long, dark hair is shown in profile, facing right. She is positioned in front of a very bright, circular light source, likely the sun or moon, which creates a strong lens flare and illuminates the scene. The background is a dark, deep blue gradient. The text "MAD WORLD" is overlaid in a large, white, serif font. The word "MAD" is on the top line, and "WORLD" is on the bottom line. The letters are slightly transparent, allowing the silhouette and background to be seen through them.

MAD
WORLD

VIRTUAL REALITY

The Facebook CEO described it as “an embodied internet where instead of just viewing content - you are in it”.

MARK IN THE METAVERSE

Facebook's CEO on why the social network is becoming 'a metaverse company'

By [Casey Newton](#) | [@CaseyNewton](#) | Jul 22, 2021, 10:00am EDT

TEAM'S AT NEXT LEVEL...

The screenshot displays the Microsoft Teams VR interface. On the left is a sidebar with icons for a calendar, Teams, and a plus sign. The main area is divided into two sections: 'Upcoming' and 'Recent'. The 'Upcoming' section features three meeting cards: 'UX Weekly Review' (Today, 11:00 AM - 11:30 AM, Kat Larsson, Organizer), 'Roadmap Planning' (Today, 12:00 PM - 1:00 PM, Danielle Booker, Organizer), and 'Research Readout' (Tomorrow, 9:00 AM - 11:00 AM, Babak Shammass, Organizer). Each card includes participant avatars and a 'Join meeting' or 'Start meeting' button. The 'Recent' section shows two past meetings: 'Spec Review: Dark Theme' (4/8/2022, 11:32 AM, 32m 6s, Charlotte de Crum, Organizer) and 'Training Series: Data Security' (4/6/2022, 4:05 PM, 57m 2s, Kayo Miwa, Organizer). These cards also show participant avatars and a 'View details' button. At the bottom, a navigation bar includes a user profile, a Windows logo, a settings gear, and a chat icon. Below this bar, a status bar shows 'Home - 10:24 AM'. In the bottom right corner, a rounded rectangle contains the text 'MICROSOFT TEAMS MEETING IN VR'.

Meetings

Upcoming

- UX Weekly Review**
Today • 11:00 AM – 11:30 AM
Kat Larsson • Organizer
AF [Avatar] [Avatar] [Avatar] [Avatar]
[Join meeting](#)
- Roadmap Planning**
Today • 12:00 PM – 1:00 PM
Danielle Booker • Organizer
[Start meeting](#)
- Research Readout**
Tomorrow • 9:00 AM – 11:00 AM
Babak Shammass • Organizer
[Start meeting](#)

Recent

- Spec Review: Dark Theme**
4/8/2022 • 11:32 AM • 32m 6s
Charlotte de Crum • Organizer
CC NR [Avatar] [Avatar] +4
[View details](#)
- Training Series: Data Security**
4/6/2022 • 4:05 PM • 57m 2s
Kayo Miwa • Organizer
KM JK [Avatar] DM
[View details](#)

Navigation Bar: [User Profile] [Windows Logo] [Settings] [Chat]

Status Bar: Home • 10:24 AM

Footer: MICROSOFT TEAMS MEETING IN VR

MIXED/AUGMENTED REALITY

Microsoft Mesh

Here can be anywhere



MONTHLY CO2 • DEC 2, 2021 • 145.117 PPM
TEMP • 2020 • +4.121 °C +1.75 °F

DAILY CO2 • FEB 2, 2021 • 63.483 PPM

2020/10/06

Carbon Dioxide Carbon Concentration Legend
177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200

IMMERSIVE AND DYNAMIC EMPLOYEE TRAINING PROGRAMS

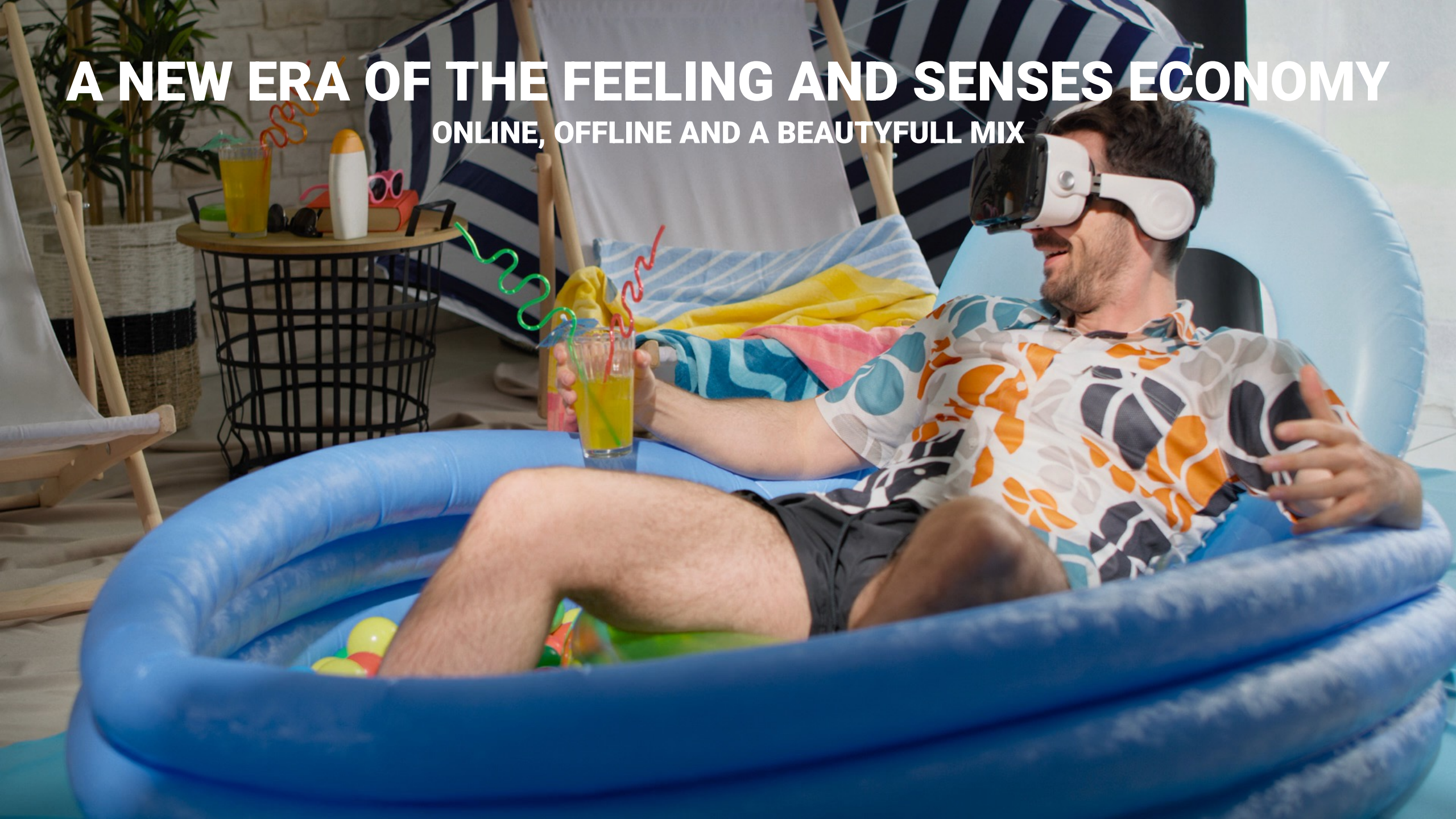


COLLABORATIONS & DIGITAL TWINS



A NEW ERA OF THE FEELING AND SENSES ECONOMY

ONLINE, OFFLINE AND A BEAUTYFULL MIX



NOW GO AHEAD AND REACH FOR THE MOON
THE FUTURE IS IN FRONT OF YOU!





THANK YOU

FEEL FREE TO CONNECT

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