



NAKA

Immersive experiences at scale
by NTT DATA

REFERENCES



<https://www.naka.syntphony.com/>



Trainings.



Goal

Design immersive training for the maintenance of Wind Turbine.

The type of training has impact on production (it requires stopping the turbine) and it exposes the trainee to potential hazards.

[Video](#)

Challenge

VR Experience oriented to train people in the discharge process before a visit to a Wind Farm.



Business Case Summary

- 9 Development weeks
- Potential reusability: 100%

Trainings.



Goal

Iberia Handling has a set of training courses that are critical for safe ground operations.

Many of these courses are costly, since they involve having a certified trainer on site, go out on the landing field, operate complex devices or machinery and, usually, the presence of a plane. Additionally, in case of poor performance, the errors can be catastrophic and extremely costly to repair.

Challenge

By implementing this single course in VR, Iberia calculates that they can save thousands per year. The cost of the implementation of this one course had a payback period < 1 year and the ROI in 5 years can be around 300%



Business Case Summary

- Case: Training for Pushback procedure (Iberia Handling)
- Payback < 1year
- ROI 5 years: 300%
- Potential reusability: 100%
- Potential efficiency in additional courses ~ 60% - 80%

Events & Showrooms



The challenge

Seat, the spanish automotive company part of Volkswagen group organizes a yearly massive event with national sales companies around the world to present the newest models that will be launched to the market. Because of the lockdown during the pandemic, the event was about to be cancelled. Can immersive technologies provide a solution that allow Seat to present the new models and engage with the NSC?

The solution

NTT Data created an immersive showroom representing Seat's two brands: Seat and Cupra, where NSC representatives connected simultaneously from more than 13 countries around the world. Seat and Cupra masters presented the vehicles in a rich, engaging and interactive way, showcasing high quality 3D models and high-fidelity 360° images of the cars, in the digital twin premises of the company.



Summary

- Case: Product launch event
- Rating: 9,8/10 (based on attendees' feedback)
- Timespan: 12 weeks
- Technology platform: NAKA
- Potential reusability: 100%
- Additional Information:
Because of the success and the flexibility of the solution, the event was repeated 4 times in a two-month period with extended NSC attendees.

Product Lifecycle Management.



The need

SENSEI is a technical platform developed by NTTData in which among other information, CAD models of different pieces of the cars are stored and annotated.

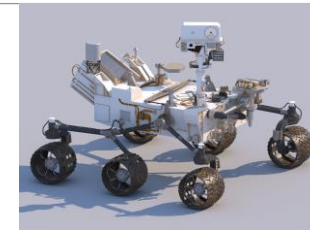
The client needs to integrate Sensei with a technical solution that enables visualization of CAD models and collaboration in a multi-user cloud enabled Virtual Reality solution

Challenge

Integration with a 3rd party cloud solution, automatic transformation of CAD models to VR models (Asset bundles), visualization, annotations, feedback and synchronize changes to the PLM platform.



Summary



- Case: PLM / VR
- Timespan: 4 weeks
- Potential reusability: 100%
- Next steps: develop advanced functionalities for PLM (assembly instructions, Security training, etc.)

Financial advisor in VR (PoC)



The need

The client needs to explore a new channel within virtual reality, for enabling financial advisors to make personalized recommendations based on rich contents to clients remotely, in a virtual face-to-face manner, providing the client a unique experience.

Challenge

Offer a VR platform that enable virtual meetings between the client and the financial advisor in spectacular, but secure, private and engaging ways.

It needs integration to business systems of the bank for authentication, and customer information.



Summary

- Case: Financial advisor (B2C)
- Timespan: 4 weeks
- Potential reusability: 100%
- Next steps: offer in progress

Store Experience PoC.

The need



Among other devices, the client sales a number of TV sets. These sets are displayed in specific corners in flagship stores. These corners are designed to look like a living room.

This physical space has clear limitations when displaying multiple devices (the corner has fixed size, only one TV set can be displayed in the space)

Challenge

The client wanted to implement a virtual space that mimicks the corner, but has added capabilities, such as changing the size of the room to adapt it to the actual space the client has at home, and as displaying multiple TV sets in the corner.



Summary

- Case: Store experience (B2C)
- Timespan: 5 weeks
- Potential reusability: 100%
- Next steps: integration to the client's business systems (producto catalog, crm, shopping cart)

Events & Showrooms



The need

The client wanted to show his innovation capabilities through a prototype of a Corporate metaverse in a fintech event. The event was focused in uses cases to boost economy through innovation and entrepreneurship.

<https://www.bbva.com/es/bbva-explora-como-seran-los-servicios-financieros-en-el-metaverso/>

Challenge

The client wanted to present his own corporate metaverse at the event. This first conceptualization of their metaverse was composed of:

- An open city space where the users of the experience could move freely.
- A digital twin of one of the floors of their offices where they can make presentations of data and videos of the company.



Summary

- Case: Metaverse
- Timespan: 6 weeks
- Potential reusability: 100%
- Next steps: evolution of the open city space and incorporation of more interactive objects inside it.

Inmersive OnBoarding



The need

NTT Data, as an innovative consulting company, wanted to create new ways to on board the new employees.

This experience will allow to connect employees from different locations and offices in a unique place where they will be able to get to know each other and discover the company, among others benefits.

Challenge

People Team wanted to build a full onboarding experience for new employees. This program, called "Pathfinder", is composed of a tour through different spaces: an open world where the employees can discover the company and the program and meet the rest of the company; and several closed spaces where they can learn about the training and development model offered within NTT data.



Summary

- Case: OnBoarding process
- Timespan: 6 months
- Potential reusability: 100%
- Next steps: creation of new spaces to evolve Pathfinder program to the corporate metaverse.

Events & Showrooms



The need

One more year, BBVA wanted to hold a Hackathon where participants could plan ideas and solutions to different financial challenges launched from BBVA's business units in Mexico, Spain, Colombia and Peru. As a novelty this year, we offer our participants the possibility to use NAKA and present our ideas about a VR experience.

<https://openinnovation.bbva.com/es/eventos/hackathon-bbva-2022/>

Challenge

The participants had to be autonomous to create their own experiences within NAKA with just one training workshop. In addition, the participants of the different teams shouldn't be able to visualize the experiences of the rest of the teams. Thanks to NAKA's granular permissions system we were able to achieve this easily and each team presented their ideas to BBVA.



Summary

- Case: Events
- Timespan: 2 weeks
- Potential reusability: 100%
- Next steps: learn from this hackathon to prepare our own NAKA Hackathon.

Trainings.



Goal

Desing 2 experiences for the usage of self-rescue equipment:

- 1) Traning (guided step by step)
- 2) Evaluation (not guided)

Challenge

Training workers in heights is essential for guaranteeing their personal safety. However physical training is not always possible, especially when exposing the personnel to unnecessary risks is needed. Repetition of the training is also expensive and not scalable. Training in VR eliminates the risks and increases the number of training sessions while saving costs.

Business Case Summary

- 16 Development weeks
- +1000h training/year (est)
- +500 People (est)
- Potential reusability: 100%



Immersive OnBoarding



The need

The client wants to implement new ways to onboard the new employees.

This experience will allow to connect employees from different locations and offices in a unique place where they will be able to get to know each other and discover the company, among others benefits.

Challenge

People Team wanted to build a full onboarding experience for new employees that will be joining the Digital Transformation unit in the institution. And what a better way to support his process by using immersive technologies.



Summary

- Case: OnBoarding process
- Timespan: 6 months
- Potential reusability: 100%
- Next steps: creation of new spaces to evolve Pathfinder program to the corporate metaverse.



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