

# Press Release



August 8, 2018  
transcosmos inc.

## transcosmos becomes one of the initial partners of “LINE Point Connect”, LINE’s loyalty point service for enterprises

### Helps clients implement and operate LINE-related services, becoming further multi-functional

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is delighted to announce that it has become one of the initial partners of “LINE Point Connect”, a “LINE” –based loyalty point service for enterprises offered by LINE Corporation (Headquarters: Tokyo, Japan; Chief Executive Officer: Takeshi Idezawa).



“LINE Point Connect” is an enterprise service which enables businesses to provide LINE loyalty points to LINE users. Enterprise clients can utilize LINE Points for their marketing campaigns by connecting the Point Connect API to their systems. LINE Point Connect enables clients to provide LINE Points to LINE users when users add the clients’ LINE official accounts to their LINE friends or when users login to LINE. Ultimately, LINE Point Connect enables clients to utilize the LINE loyalty point service for their own marketing promotions aimed at increasing LINE friends and conducting LINE-based customer questionnaires.

transcosmos assists businesses in running marketing activities seamlessly on LINE’s platform by connecting their business databases and marketing tools with LINE and LINE Points using “DEC Connect” (\*), its proprietary platform that specializes in system integration with LINE.

#### ■ About LINE Point Connect

Businesses can provide LINE loyalty points to their customers in large or small amounts, as an incentive to drive a variety of marketing campaign types that include user registration to their official LINE account, LINE-based customer questionnaires as well as a reward for users who have connected their customer IDs with their LINE ID.

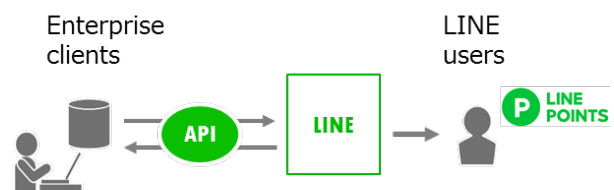
In order to implement LINE Point Connect, LINE Business Connect or LINE login is required.

#### Traditional LINE Point



Enterprise clients deliver LINE Points to users via Point Ad campaigns and LINE Point Code.

#### LINE Point Connect



Enterprise clients can deliver customized LINE Points to users.

transcosmos is certified as a “Diamond” partner, the highest certification rank for “Sales Partner” in the “LINE Biz Account” category for the “LINE Biz-Solutions Partner Program”, certifies as a sales and development partners of various LINE services for enterprises. As one of the highest-rated partners, transcosmos continues to help clients across a broad range of industries to implement and operate LINE-related services, building on its proven implementation record and support experience.

(\* ) About “DEC Connect”

DEC Connect is a communication management platform which helps clients communicate with their customers by suitably combining various communication channels including LINE and Facebook Messenger with clients’ customer data, purchase data, website log and other customer databases as well as with chat solutions like bot and AI. With this platform, clients can send messages to their customers and execute chat-based initiatives without any development. At the same time, its API based design helps clients drastically reduce man-hour to connect various communication channels as well as to set link to external databases and solutions.

\* transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

\* Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

**About transcosmos inc.**

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 173 locations across 33 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients' excellent products and services to consumers in 49 countries around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

**Contact for Media Inquiries**

transcosmos inc. Public Relations & Advertising Department  
Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)