

Press Release



September 10, 2018
transcosmos inc.

transcosmos wins “Japan Advertising Cloud Agency of the Year” award at the Adobe Symposium 2018

Created multiple leading-edge digital experiences by connecting Adobe products in a sophisticated way

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is proud to announce that the company received the “Japan Advertising Cloud Agency of the Year” award in the Adobe-product sales partner-only award session at a pre-conference which was held prior to the “Adobe Symposium 2018” hosted by Adobe Systems Co., Ltd. (Headquarters: Tokyo, Japan; President: James McCready; Adobe).



Has been taking part in the “Advertising Cloud Agency Program”, hosted by Adobe, as one of the sales partners since 2017, transcosmos sells products of “Adobe Advertising Cloud”, Adobe’s end-to-end platform for managing advertising across traditional TV and digital formats and offers consulting and ad operations services. In 2018, transcosmos launched a new digital advertising program that enables “Adobe Advertising Cloud” to link with two platforms; “Adobe Analytics”, a solution for collecting, organizing, and analyzing website access logs, and “Adobe Audience Manager”, a data management platform which aggregates customer data from various digital channels. Through this new program, transcosmos helped clients acquire high-value customers with a greater efficiency whilst creating other extensive leading-edge digital experiences by connecting and implementing Adobe products in a sophisticated way. Recognizing these achievements, Adobe named transcosmos the “Japan Advertising Cloud Agency of the Year”.

transcosmos continues to help clients implement and operate Adobe-related products, building on its extensive implementation record and support experience.

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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 171 locations across 32 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/>

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