

# Press Release

December 7, 2018  
transcosmos inc.

## transcosmos signs a strategic partnership agreement with China Unicom Shanghai Branch in the smart retail market

### Aims to deliver a one-stop solution by uniting a smart retail platform and end-to-end operations services that merge online with offline

Shanghai transcosmos Marketing Services Co., Ltd. (Headquarters: Shanghai, China; CEO: Eijiro Yamashita; transcosmos China), a wholly-owned subsidiary of transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda), is delighted to announce that the company has formed a strategic partnership agreement with Shanghai Branch of China United Network Communications Group Co., Ltd. (China Unicom Shanghai Branch) in September 2018. With this strategic partnership in the smart retail market (\*), the two companies aim to deliver integrated smart retail solutions that combine big data, multi-scene technology, and precision marketing.

(\* Smart retail: The idea to add value to the shopping experience whilst saving total business costs that stretch beyond simple labor costs by increasing efficiency with the power of technology.



“2018 China Smart Retail and Chain Brand Summit” was held in Shanghai on November 2, 2018, hosted by the China New Retail and Intelligent Business Circle Alliance and co-sponsored by China Unicom and others. 300 leading companies across various sectors including supermarket chains, convenience stores, apparel stores, and food manufacturers were invited to the summit where attendees presented their views on the future of the smart retail and engaged in heated discussions about the future market growth.

Running Xie, General Manager of Digital Marketing, E-Commerce, and Contact Center (DEC) business division of transcosmos China, was invited to the summit and delivered a keynote speech on “Sophisticated Operations Create Value for the Smart Retail Market,” presenting the company’s smart retail service models regarding consulting, operations, and project execution and management services through the integration and utilization of data.

Highly recognized for its superior service capabilities and collective strengths in diverse areas including e-commerce retail operations, customer support, system development, data integration, and digital marketing, transcosmos China was named as one of the 14 partners of China Unicom Shanghai Branch for their first step of “Smart Retail Eco Chain Partnership Program.”



Running Xie from transcosmos China delivering the keynote address at the summit

While the “New Retail” continues to grow in recent years, many retailers face severe challenges that they must overcome in

order to break through their business growth bottlenecks and survive a fiercely competitive market. Understanding these challenges, transcosmos China and China Unicom Shanghai Branch formed a strategic partnership with the aim to offer smart retail solutions that are optimized for each individual client, building on their respective strengths.

China Unicom is one of the prominent telecommunication service providers in China with a proven record in the telecommunications services sector. The company owns a large volume of data across diverse areas that enables clients to run data-driven marketing campaigns to drive in-store traffic such as precision marketing, smart geo-targeting campaigns, and more. Relying on its well-structured communications network infrastructure, advanced technologies, such as cloud-based interconnection system and facial recognition system, and smart visualization systems that enable remote store patrol and ITO services operations and maintenance, clients can collect and measure real-time customer counts and then utilize the data to statistically analyze customer attributes such as store traffic, purchase rate, etc. At the same time, China Unicom assists clients to improve their store management efficiency and reduce costs whilst differentiating their store operations services from their competitors.

As a leading global business process outsourcing company with a 52-year history, transcosmos delivers end-to-end outsourcing services including contact center services, e-commerce one-stop services, digital marketing services, and system development services. Now, in partnership with China Unicom Shanghai Branch, transcosmos China will integrate clients' data with third party data to maximize the value of the data. Building on the value-added data, transcosmos China will then deliver one-stop smart store & end-to-end store operations services that include data management, database development & operations, and operations & maintenance of systems that connect clients' customer database to data collected at their smart stores. What's more, the one-stop solutions also include chain store maintenance management system, hotline service, advertising, and marketing campaigns services.

\* 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 172 locations across 31 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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