

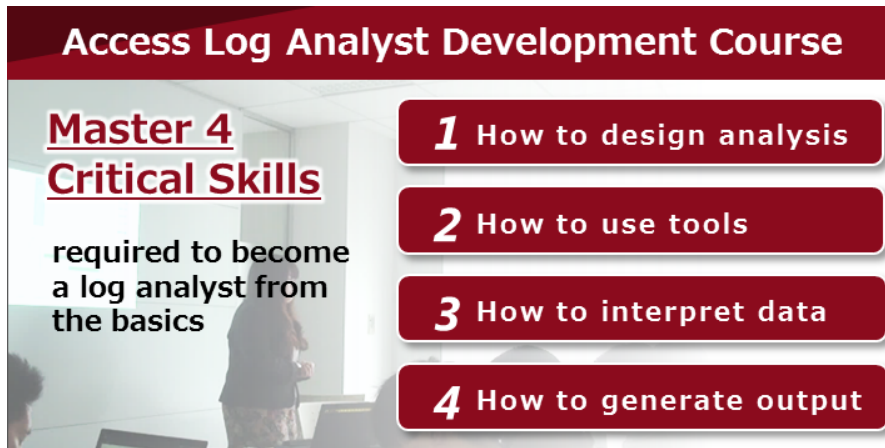
Press Release

January 16, 2019
transcosmos inc.

transcosmos releases “Access Log Analyst Development Course,” business intelligence training services

For obtaining professional skills including data analysis tools operation as well as analysis design, data collection, data interpretation, and analysis report

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) will release its proprietary training curriculum, “Access Log Analyst Development Course,” with the aim to assist clients in developing internal talent who can analyze access logs, website, and smartphone browsing history. Taking the first step towards the utilization of data at their front-line operations, transcosmos will release this course to the public in January 2019, with the goal of implementing the course for 30 companies by the end of 2019.



Access Log Analyst Development Course

**Master 4
Critical Skills**
required to become
a log analyst from
the basics

- 1 How to design analysis**
- 2 How to use tools**
- 3 How to interpret data**
- 4 How to generate output**

Today, despite the fact that many companies have implemented Google Analytics, Adobe Analytics, and other major log collector & analyzer tools, most companies face enduring challenges that include “cannot make the most of the tools,” “have know-how to use the tools yet cannot actually perform any analysis with them,” and more. On the flip side, given the current trend towards the so-called “democratization of data science,” a growing number of businesses are eager to develop their employees’ skills in order to have internal talent who can analyze access logs so that they can start utilizing the data at front-line operations, at a lower cost, and at a greater speed.

To date, transcosmos has been performing website analysis, operations and updates for various clients, and incorporated the acquired know-how into its internal programs for developing analysts. Now, transcosmos has re-organized and developed its proprietary “Access Log Analyst Development Course” in order to offer the course to clients. Its curriculum covers not only ways to use data collector and analyzer tools but also 4 critical skills required for log analysts from the basics, namely, how to design analysis, how to use the tools, how to read and interpret output data, and how to generate a report from output.

transcosmos will release the “Access Log Analyst Development Course” to clients that already have Google Analytics or Adobe Analytics in place.

* The course is available to companies that have implemented Google Analytics or Adobe Analytics through agencies other than transcosmos.

■ Key features “Access Log Analyst Development Course”

1

3 available plans: Based on learning purposes and business objectives

All 3 plans cover the basics, so beginners who don't have basic knowledge of access log or have never used the tools are welcome to take the course. transcosmos provides the best plan that suits each client's future goals such as ultimate skills that clients want their employees to master, how learners want to utilize the access log to their tasks, etc.

■ Analyst Development Plan

- Want to increase talent who can perform analysis using access log
- Want to increase talent who can perform end-to-end operations from designing analysis, to collecting data, to interpreting the data, to generating output

■ Analysis Result Interpretation Specialist Development Plan

- Want to interpret the submitted analysis result and utilize it for their tasks, Although analysis is not a main role
- Want to utilize the analysis result for future online marketing planning and decision-making

■ Data Collection Skills Improvement Plan

- Want to increase talent who can collect basic or specified data without any assistance

2

Practical: Practical training course using clients' real-world access log data

The course uses real-world data that has been collected and accumulated by clients, not processed data for training, which allows learners to have a better idea of how they could utilize the data in the future. Moreover, the course is designed for small-group training, limited to only 10 employees per class, per each client, which prevents variances in the level of learning. * In principle, transcosmos holds the course multiple times if the number of learners exceeds 10. Please note that in such cases, course fees are subject to change.

3

Flexible: Arrange venues/dates to meet clients' needs

transcosmos arranges a flexible training timetable that fits to learners' schedules. Clients can save both resources to prepare training PCs and time by holding the course at their offices. * PCs and venues for the course can be arranged by transcosmos. Please note that in such cases, course fees are subject to change.

transcosmos continues to support clients' digital transformation and the “democratization of data science” by providing various services that leverage its know-how in analyzing data including access log data.

* 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 169 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/>

Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp