

September 17, 2019
 transcosmos inc.
 Solid Intelligence Inc.

transcosmos analytics and Solid Intelligence form a capital and business alliance

Together, the companies will deliver multilingual social listening services

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) and Solid Intelligence Inc. (Headquarters: Tokyo, Japan; Chief Executive Officer: Kei Maruno), a group company of Datasection Inc. (Headquarters: Tokyo, Japan; President & CEO: Kento Hayashi), have announced that transcosmos analytics Inc. (Headquarters: Tokyo, Japan; CEO: Yoichi Kawano), a wholly-owned subsidiary which specializes in research and analysis, and Solid Intelligence will form a capital and business alliance. Through this new partnership, the two companies will deliver high-quality social listening services by leveraging their respective strengths.

Various case studies have reported that Word-of-Mouth posted on social media and social networking services has material impact on companies' business performances. In the ASEAN region, where smartphones penetrated the market more rapidly than in Japan, this trend is even more significant. Social listening is a method to collect and analyze real consumer feedback via social media and utilize the gained insights for future marketing activities. Social listening allows businesses to visualize and analyze customer reviews and comments on the company, brands, services and products and reflect the gained insights to develop consumer-centric marketing strategies. Ultimately, it enables businesses to grow sales and boost customer satisfaction (CS).

transcosmos makes an investment in Solid Intelligence through transcosmos analytics. By merging marketing and research know-how that transcosmos analytics has built over the years and social big data gathering and analysis capabilities that Solid Intelligence owns, transcosmos will deliver high-quality multilingual social listening services across the countries/regions shown below. Along with the formation of this capital and business alliance, Masashi Hagiwara, Director and Executive Fellow at transcosmos analytics assumes the position of outside director at Solid Intelligence.

■ Target countries/regions (examples)

Major countries and regions



Major languages

English, Simplified Chinese / Traditional Chinese, Korean, Thai, Malay, Indonesian, Vietnamese, French, German, Italian, Spanish, Portuguese, Russian, Arabic, etc.

Here are the comments received from Yoichi Kawano, CEO at transcosmos analytics:

“Building on insights and implications gained via social listening, we will contribute to clients in expanding their sales by running digital marketing promotions across all countries/regions they operate in a close partnership with transcosmos group.”

Here are the comments received from Kei Maruno, Chief Executive Officer at Solid Intelligence:

“With its global network with a focus on Asia, transcosmos is the best partner for us, a company with strengths in multilingual social listening abilities. For companies that are promoting their business overseas, social media has become a valuable source of information through which they can grasp consumer reviews and preferences. Together, we will accurately spot “real-time” consumer sentiment via social listening and offer our collaborative digital marketing services, and in turn help clients improve their competitiveness abroad whilst improving the power of Japanese brands in the global market.”

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

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

About Solid Intelligence Inc.

Solid Intelligence began offering research and consulting services powered by social media in 2013 and launched its multilingual social listening business in the following year. Since 2016, the company has been specializing in the global marketing business by utilizing overseas data. Through the offering of thoughtful social listening services, Solid Intelligence turns consumers' real feedback across the globe, data that is ever more important for businesses today, into valuable insights. By providing such insights, Solid Intelligence helps clients develop digital marketing and global marketing strategies. Solid Intelligence continues to contribute to clients in expanding their profits in both global and inbound markets by adequately grasping the difference in consumer reviews and preferences that arise from changes in global and local market trends and differences in culture and social traditions.

About Datasection Inc.

Since its foundation in 2000, Datasection has been offering social media data and other big data analytics services. Leveraging its strengths in image and video analysis powered by AI and deep learning, today Datasection delivers various services including its proprietary services and co-developed services with its business partners. Under its corporate mission, “Change the Frame – transform real society with the power of technology and build a new life,” Datasection aims to deliver businesses that solve real-world challenges and bring about changes with technology.

About transcosmos analytics Inc.

transcosmos analytics was established as a 100% subsidiary of transcosmos in May 2012, in order to provide KPO (Knowledge Process Outsourcing) services that fuse its research, analytical and operational know-how and database technology, thereby supporting clients in streamlining their intellectual production activities and creating new value. transcosmos analytics responds to the rapidly-changing marketing environment flexibly and speedily in order to expand clients' profits and maximize their customer satisfaction.

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 167 bases across 30 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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