Press Release

transcosmos releases initial implementation package and trial plan for DataRobot to accelerate the democratization of AI

In June and July, transcosmos will host webinars to showcase successes from the first adopters (joint seminars with DataRobot Japan)

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) is pleased to announce that in June, 2020, the company released an affordable initial implementation package for "DataRobot," an end-to-end artificial intelligence (AI) platform that automates the machine learning process, and DataRobot trial plan for those who wish to try and check its functions prior to deployment. The new services make it easier for more clients to deploy the platform, including ones who have previously decided not to implement DataRobot due to cost issues and those who wish to start using DataRobot in one department. transcosmos will continue to serve clients in utilizing AI by building on their successful implementation record in the mail order and advertising industries, and achievements made in their own contact center and digital marketing businesses.

DataRobot

- **Licensing fees start from 3 million yen/year**
- **Trial service available**

■ **Affordable initial implementation package starts from ¥3 million/year**

To date, DataRobot is empowering approximately 200 companies in Japan. Now, to make DataRobot more accessible for more clients, transcosmos has released an affordable implementation package for the first-time users. The package lowers the hurdle for clients to implement DataRobot even for those who have previously decided not to implement DataRobot due to the massive needed initially before truly knowing the real benefits of the AI projects.

■ **New 14-day trial service**

Up until now, DataRobot trial service was not available. Now, transcosmos released a 14-day trial service for clients who wish to try and check DataRobot features prior to signing a one-year deployment contract. transcosmos will offer the trial service together with its technical support services for necessary steps to use DataRobot on a trial basis before and after clients implement DataRobot. The steps include checking input data before feeding into DataRobot, operational training and regular meetings after the implementation.

■ **transcosmos distinctive features as a DataRobot agent**

Building on its expertise in data analytics in the marketing sector, primarily in digital marketing, e-commerce website and contact center services, transcosmos is driving clients' success and democratization of AI and machine learning. What's more, for clients who have not yet carried out a machine learning project, transcosmos data scientists provide technical support services that range from data preparation to implementation.

■ **DataRobot introduction webinar coming soon (joint-webinar with DataRobot Japan)**

transcosmos will host webinars to introduce DataRobot. The seminars are centered around two themes that showcase two of the most successful DataRobot use cases, one in helping businesses maximize revenues from posted direct mails and another on demand prediction. The webinars include DataRobot demonstrations and case studies on each theme. Register and attend the webinars from the URLs shown below (all URLs are in Japanese only).

① Thursday, June 25, 2020 17:00 – 18:00: Maximize revenues from posted DMs with DataRobot (free of charge)

② Thursday, July 2, 2020 17:00-18:00: Demand prediction by DataRobot (free of charge)

■ **About DataRobot** (Japanese only: https://www.trans-cosmos.co.jp/data/datarobot_01/)

DataRobot is an AI platform that empowers users of all skill levels to make better predictions faster. The platform is built by a world-class data scientist team, consisting of high-performers on Kaggle, an online data scientist community where data scientists across the globe compete with each other.

AI automatically selects machine learning algorithms and builds predictive models that best fit each project, thereby freeing people from mastering programming and coding skills and expertise in statistics that were otherwise necessary.

With its various features, DataRobot automates the entire machine learning processes from building to deploying machine learning models, thereby enabling clients to build more accurate predictive models than ever before whilst reducing man-hours. What's more, DataRobot has released two new products, "DataRobot Paxata," a product for data processing and shaping which is one of the necessary steps in machine learning, and "DataRobot MLOps (Machine Learning Operation)" that manages the models. With these new products in place, DataRobot now supports the end-to-end process to prepare, build, deploy and maintain AI.

■ **DataRobot ships a wave of updates and adds new features**

The cloud-based DataRobot frequently releases updates, adding the latest algorithms and new features. Below sheds a spotlight on two of the new features added in the latest updates.

① (Automated) Feature Discovery

Feature Discovery extracts features from multiple related datasets, merges the tables with the click of a button and performs feature engineering automatically. Now, the feature allows users to automate data preparation process, the highest hurdle to overcome in using DataRobot.

② Visual AI

Visual AI gives users the ability to incorporate image features alongside as many other feature types including numeric and text. Users can deploy Visual AI models on commodity hardware, and leverage Visual AI to increase the accuracy of the existing models.

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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 168 bases across 30 countries/regions 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 in 49 countries/regions 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.
https://www.trans-cosmos.co.jp/english/

Media Contact

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