

# Press Release



August 27, 2020  
transcosmos inc.

## transcosmos SaaS DEC CMS releases a headless CMS feature that supports multi-channel marketing

**The new integrated content management feature lets businesses manage content across channels such as dynamic websites like e-commerce sites, mobile apps, and digital signage on any kind of user interface**

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) hereby announces that the company has added a headless content management system (CMS) feature to its proprietary SaaS digital marketing platform “DEC CMS,” and released a new service “DEC CMS type Headless.”

Recently, delivering content through multiple channels, such as owned media, a variety of social networking services (SNS), storefront digital signage, and smart speakers, has become the key success factor in marketing. Under such an environment, traditional CMS has been posing a challenge to clients due to its system architecture. The architecture of a traditional CSM combines the user interface and the content components, meaning that clients had to manage content separately per channel. The “DEC CMS type Headless” not only resolves this challenge, but also enables clients to manage content used for a variety of channels such as websites, apps, and digital signage that were otherwise difficult to use a CMS. At the same time, the new service offers more flexible options for clients to implement a CMS. For example, they can implement it only to the necessary channels or a part of the channels according to their budget.

# DEC CMS

Powered by Acquia®

The term Head means the view screen (a presentation screen), so a Headless CMS is a CMS with only a content management feature, no presentation screen. With this new headless feature in place, the “DEC CMS” will handle content creation and management, and offers clients a flexibility to design and configure their user interface, or frontend, without any restriction by the specifications and design templates of the CMS. In addition, since its architecture separates the content management and the user interface components, clients can deploy the CMS even to uniquely designed websites to which they couldn't deploy a traditional CMS, such as dynamic websites like e-commerce websites, and single page application (SPA), without making any change to their user interface.

(For more information, visit here (Japanese only): <https://centerpin-tci.com/deccms>)



transcosmos will continue to build a closer partnership with Acquia, the company that delivers “Acquia Open Digital Experience Platform,” on which DEC CMS is built. With the aim of offering a pleasant environment for users, transcosmos will develop and deliver higher quality services at a greater speed than ever before, and drive platform strategy in the Japanese digital marketing sector by leveraging the combined strengths of the two companies.

#### ■ About Acquia

Acquia is the open digital experience platform that enables organizations to build, host, analyze and communicate with their customers at scale through websites and digital applications. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes for CX leaders. To learn more, visit [acquia.com](https://www.acquia.com).

\* 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 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 48 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](mailto:pressroom@trans-cosmos.co.jp)