

Press Release



October 26, 2020
transcosmos inc.

transcosmos forms a business alliance with Yappli Inc., a company that delivers the app platform “Yappli”

As the first certified partner, transcosmos’ “Yappli” expert team helps clients utilize mobile apps and achieve DX

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) is pleased to announce that the company has formed an alliance for the app business with Yappli, Inc. (Headquarters: Tokyo, Japan; President & CEO: Yasubumi Ihara; Yappli), and been named the first certified partner under their new certified partner program. As the first certified partner, transcosmos will develop experts who are well versed in “Yappli,” an app platform that delivers mobile app development, management, and analytics services, thereby assisting clients in achieving their digital transformation.



Given the growing use of mobile apps across all kinds of businesses and services in recent years, clients not only face a financial burden associated with the initial implementation costs, but also shoulder significant operational burdens such as keeping their apps up-to-date with frequently updated operating systems (OS), driving user traffic to apps, and maintaining and increasing an active user rate.

Under the business alliance with Yappli, transcosmos, the first Yappli certified partner in the industry, will form a Yappli expert team by building on its proven expertise in developing and managing mobile apps to solve such challenges. With the team in place, transcosmos will provide end-to-end services for clients to let them succeed in their apps marketing initiatives. More specifically, transcosmos will help clients rapidly implement “Yappli,” an app platform that empowers over 400 companies, reduce app management workloads, run marketing promotions to drive user traffic to apps, execute initiatives using both apps and their owned media, integrate the apps with various other solutions, and more.

At the same time, transcosmos aims to develop 20 Yappli certified members by the end of the fiscal year 2020, to let the company’s “Yappli” experts, who know its functions and distinctive features inside out, present proposals and deliver “Yappli” development and management services to many more clients.

Our end-to-end app marketing services: from attracting customers, to implementing & managing apps



Led by Yappli Certified members,
we help you execute app marketing

<Proposal Build Team>
Yappli Sales Coordinators

<Deployment Team>
Yappli Certified Designers

<Apps Operations Team>
Yappli Operations Specialists

We help you attract customers, and integrate apps
with other media including websites & SNS



No-code app platform provides app development,
management and analytics services



Rapid development



Easy-to-use



Various push notifications



Sophisticated data analytics



Evolve apps with Cloud



Lead to success

Here are the comments received from Yasubumi Ihara, representative director & CEO at Yappli, Inc.



All kinds of products and experiences are becoming commoditized at an amazing speed today, and brands are placing apps at the core of their business strategies for enhancing brand loyalty more than ever. Looking ahead at the future of retail, we are excited to help businesses utilize apps for a broad range of purposes and to generate value in partnership with transcosmos, a company with proven results and resources for integrating various solutions.

Left: Yasubumi Ihara, Representative Director & CEO at Yappli, Inc.

As the largest service delivery network in Japan with centers in Tokyo and Osaka, nearshore centers in Sapporo, Fukuoka and Okinawa, and onsite locations, transcosmos provides website development and operations services for about 700 clients a year. The significance of apps is more apparent than ever before for businesses to develop deeper relations with their customers via various customer touchpoints and with stores, and to promote digital transformation initiatives. Going forward, transcosmos will work closely with Yappli and share information about how to make the most of “Yappli” and its upcoming functions, and ultimately help clients succeed in their mobile app marketing.

■ About “Yappli,” an app platform

“Yappli” is a no-code app platform offering mobile app development, management and analytics services, without the need for coding or programming knowledge. Today, “Yappli” empowers over 400 companies across a wide range of industries, assisting customers in running both in-store and e-commerce marketing campaigns, achieving DX (digital transformation) within their organization to renovate communication across departments and with business partners via mobile, and streamlining and digitalizing corporate back-office and educational institutions.

■ 6 distinctive features of “Yappli,” an app platform

- ① Rapid development: Develop native apps quickly for both iOS and Android, no coding required.
- ② Easy-to-use: Update apps easily with the intuitive interface, and test and run your apps with the app preview.
- ③ Various types of push notifications: Deliver targeted push notifications based on areas, attributes, etc.
- ④ Sophisticated data analytics: Analyze data based on user behavior and actions. Ability to integrate with your own data.
- ⑤ Evolve apps with Cloud: More than 100 upgrades a year. Keep your apps up-to-date with the latest OS.
- ⑥ Lead to success: Expert team committed to client success provides you with tips, helps you attract your mobile app users, and more.

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* 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/>

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