

# Press Release



June 28, 2021  
transcosmos inc.

## transcosmos beefs up ASEAN sales team and group's development network in Singapore

### Offers high value-added services by combining superior “people” and up-to-date “technology”

transcosmos inc. (Headquarters: Tokyo, Japan; President & COO: Masataka Okuda) hereby announces that the company will beef up its sales team targeting the ASEAN market and the group's global development framework by leveraging the two group companies located in Singapore. With the new names, the two companies will play their respective roles for the group.



#### ■ transcosmos international Pte. Ltd., the new sales team designed for the ASEAN market

TRANSCOSMOS SINGAPORE PTE.LTD., the current sales office based in Singapore will be renamed transcosmos international Pte. Ltd. (Headquarters: Singapore, Managing Director: Takashi Sube; transcosmos international). The new company will focus on sales activities and managing all contracts covering the entire ASEAN region. Today, transcosmos offers and sells services tailored for each ASEAN nation (Indonesia, Thai, Vietnam, the Philippines, Malaysia and Singapore) with a network of 19 bases and 7,500 members.

Putting members who know each country inside out including cultures, commercial practices, client needs and consumer trends, transcosmos international will execute sales activities with a particular focus on global companies that operate in ASEAN countries. By adopting best practices from other countries and respecting country-specific circumstances, transcosmos international will suggest and offer the best solutions and services that fit each country.

#### ■ TRANSCOSMOS ZERO PTE. LTD., the transcosmos global development base

SOCIAL GEAR PTE LTD (SOCIAL GEAR) has been reborn as TRANSCOSMOS ZERO PTE. LTD. (Headquarters: Singapore, Director CEO & CTO: Kei Yamane; transcosmos zero). To date, Social Gear has been developing operation & management systems and ad operations systems designed for Facebook and other social networking services for the Japan and the ASEAN market. As transcosmos zero, the company will assist transcosmos in developing “transcosmos platform” with its development capabilities and knowledge, thereby offering services that help transcosmos group's clients in achieving their business transformation.

The “transcosmos platform” is a collective name for secure Technology for cloud native development (development standards + development platform + operational platform) and People with global capabilities (quality assurance team + development team + operations team).

The DX market continues to expand as COVID-19 accelerates the move towards digitalization. Against this backdrop, transcosmos considers it imperative for the company to build a framework that enables it develop its services and systems internally. Under this belief, transcosmos is driving its effort for standardizing the group's system development & operations processes and reinforcing its development & operations team. As Japan faces an increasing shortage in IT talent, transcosmos zero will build an insourcing team in the ASEAN region, a market that shows further growth potential.

transcosmos's original goal has been to deliver highly valuable services by uniting people with technology through "scheme." That is the very reason why we put "people&technology" in our brand logo. "People" refers to highly-skilled professionals who can offer considerate services that meet and exceed client expectations, whilst "technology" means the world's cutting-edge technologies that enable us to deliver value to our clients. transcosmos will continue to provide clients with high value-added services by combining superior "people" with up-to-date "technology."

\*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 166 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 to consumers 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. Visit us here <https://www.trans-cosmos.co.jp/english/>

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