

Press Release



January 7, 2025
transcosmos inc.

transcosmos becomes Technology Partner in LINE MINIAPP category under LY Corporation Partner Program, which certifies partners specializing in each LY service domain Becomes Japan's only one partner with five certifications

transcosmos is proud to announce that the company has been named a Technology Partner in the LINE MINIAPP category for the fiscal year 2024 under the “LY Corporation Partner Program” run by LY Corporation (Headquarters: Tokyo, Japan; President and Representative Director, CEO: Takeshi Idezawa). The program certifies partners specializing in a wide range of fields such as implementation support for marketing solutions provided by LY Corporation. This makes transcosmos the only one partner in Japan which owns five certifications under the LY Corporation Partner Program—Sales Partner, Technology Partner in the Communication category, Technology Partner in LINE MINIAPP category, CX Partner and Govtech Partner.



LINEミニアプリ



Communication

■About the LY Corporation Partner Program

The LY Corporation Partner Program (*1) is a certification program run by LY Corporation, which aims at encouraging advertising agencies and service developers to proactively solve challenges related to marketing and customer experience (CX) by making the most of LINE and Yahoo! JAPAN services. LY Corporation certifies partners under four categories, namely, Sales Partner, Technology Partner, Network Partner and CX Partner.

(*1) Certification categories: Sales Partner (Certified Partner, Store Promotion Partner, Ads Operation Badge, and Ads Policy Badge), Technology Partner, Network Partner (LINE Network Partner, Yahoo! JAPAN Ads Network Partner), and CX Partner.

■About Technology Partner

transcosmos was named a certified Technology Partner for the fiscal year 2024, a partner who provides technical support for users in deploying marketing solutions and API-related services, primarily LINE Official Account, LINE Ads, Yahoo! JAPAN Ads, Reserve with LINE, and LINE MINIAPP. In the Communication Category—a category in which transcosmos received premier status—partners are evaluated and certified based on criteria such as flexibility to share specifications of tools that link with LY Corporation as requested, skills and resources to adapt to changes in LY Corporation's service specifications, and abilities to maintain required technical specifications. Partners who outperform others are recognized and certified as Premier or Advanced Partners. In addition, LY Corporation awards partners who have achieved performance that exceeds a certain level with relevant solution certification badges.

Now being a Technology Partner in the LINE MINIAPP category, transcosmos will continue to help clients across a broad range of industries implement and operate LINE-related services, building on its proven implementation record and support experience.

*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 182 bases across 35 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 46 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/>

Contact for Media Inquiries

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