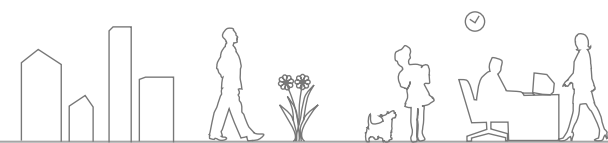# trans cosmos
people & technology

Annual Report 2004
Year ended March 31, 2004

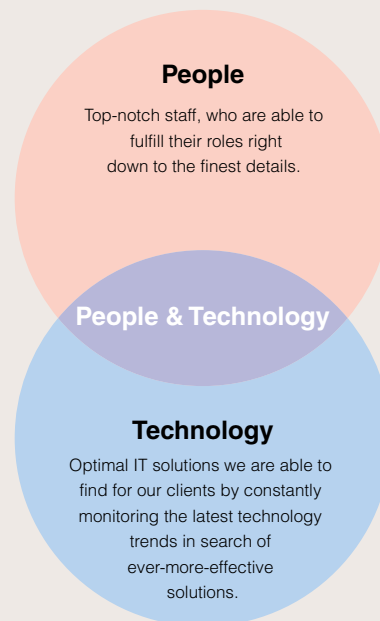**The Marketing Chain Management Company**

Profile

The Marketing Chain Management Company

"Marketing Chain Management" is the name we at transcosmos have given to the outsourcing services model we developed to propel us forward as we move into the 21st century. An amalgamation of transcosmos' years of experience and accumulated expertise, Marketing Chain Management promises to revolutionize marketing. Considering the current trend that the Internet has become indispensable to our daily lives and businesses, we support customers to synchronize real-time marketing opportunities with the contact and call centers that enable companies and consumers to communicate directly with one another.

Corporate philosophy

Client satisfaction is the true value of our company, and the growth of each of our employees creates the value that shapes our future.
• Commitment to our clients
• Commitment to our employees
• Commitment to society and our shareholders

People
Top-notch staff, who are able to fulfill their roles right down to the finest details.

People & Technology

Technology
Optimal IT solutions we are able to find for our clients by constantly monitoring the latest technology trends in search of ever-more-effective solutions.

Contents

FY 2004 Highlights

- Consolidated **Net Sales** grew 9.6% to **¥77,918** million.

- Consolidated **Operating Income** grew to **¥2,946** million.

- Consolidated **Net Income** grew to **¥952** million.

- Consolidated **Total Assets** was **¥71,136** million.

- Consolidated **Total Shareholders' Equity** was **¥54,084** million.

- **Net Income per Share** grew to **¥39.3**.
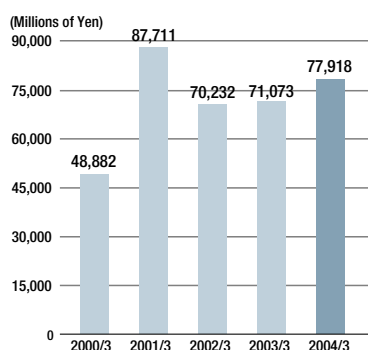
- **Total Cash Dividends** grew to **¥30**.

- **Rapid sales growth in Digital Marketing Services**

  Sales growth in "listing advertisements" and "animated Internet advertisements" are enabling sales (non-consolidated) of Digital Marketing Services to double year after year.
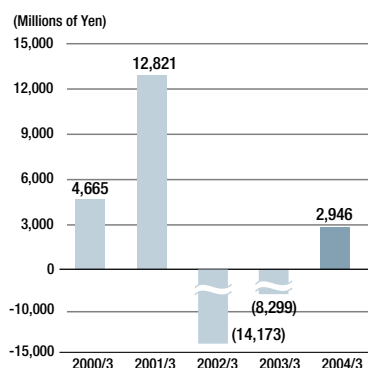
- **Organizational change and corporate governance reinforcement**

  We changed our company-wide organization to an industry-sector-based service structure to better respond to clients' increasingly sophisticated needs and introduced an operating officer system to make decisions and execute them more quickly.

Net sales

(Millions of Yen)

Year	Value
2000/3	48,882
2001/3	87,711
2002/3	70,232
2003/3	71,073
2004/3	77,918

Operating income

(Millions of Yen)

Year	Value
2000/3	4,665
2001/3	12,821
2002/3	(14,173)
2003/3	(8,299)
2004/3	2,946

Net income

(Millions of Yen)

Year	Value
2000/3	1,391
2001/3	4,205
2002/3	(17,612)
2003/3	(9,899)
2004/3	952

Total assets
Total shareholders' equity

(Millions of Yen)

Year	Total assets	Total shareholders' equity
2000/3	82,222	68,164
2001/3	103,892	79,552
2002/3	79,907	64,321
2003/3	64,761	49,550
2004/3	71,136	54,084

01
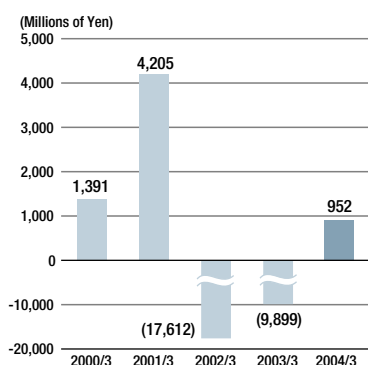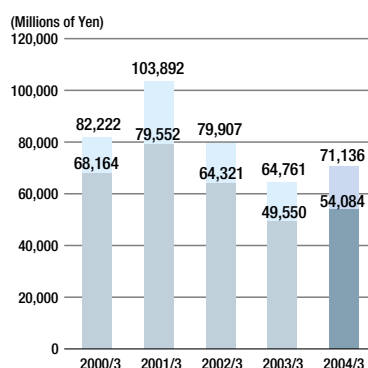
Messages from Top Management

transcosmos has been a pioneer of Japan's information-processing outsourcing business since the company's inception in 1966. We have consistently worked to raise the level of satisfaction among our clients by combining outstanding people with the latest information technology to deliver high-value-added services.

Bringing people and technology together to increase the value we add is the enduring foundation of our business,

Founder & Group CEO
transcosmos inc.

Koki Okuda

The spread of broadband, VoIP, and other similar advanced technologies to ordinary consumers is making the links between businesses and their customers more direct and interactive. Such changes are spurring dramatic transformations in corporate marketing.

In recognition of such fundamental changes in the contemporary business environment, we have launched a plan to better fulfill our role as the Marketing Chain Management

Chairman & CEO
transcosmos inc.

Koji Funatsu

The telephone, the Web, email, VoIP, application services, and video are all fusing around a common Internet protocol, giving rise to a new channel of communication with functionality far superior to that of the traditional telephone—and making Internet technology and know-how an integral part of contact center services. For example, the use of the Internet and digital data processing is transforming telemarketing from conventional telephone-based operations to a highly cost effective, more-interactive and content-rich environment.

President & COO
transcosmos inc.

Masataka Okuda

and we express this in our logo with the words "People & Technology," which we adopted at the end of 2001. We support operational innovation with outsourcing services staffed by highly experienced personnel who use the latest technology to meet the increasingly diversified needs of our clients.

We adopted the corporate slogan, "The Marketing Chain Management Company," on April 1, 2002, 38 years

after our foundation; this is to mark a new stage in our development, one in which we focus on enhancing the competitiveness of our clients by enabling them to link directly with their customers. This corporate vision permeates every company in our group, informing and enhancing our services.

Company. We define our business activities under three major domains: 1) Marketing Chain Management Services, which directly connect our clients' businesses with their customers' through linking our Interactive Marketing Services and our Contact Center Services; 2) Development Services, which include the integration of our clients' CRM and marketing systems, design support for product development, and systems management; and 3) Support Desk Services, which

we provide for our clients' sites. Over the next five years, we will be working to increase integration across these three domains.

Contact center infrastructure is also built on Internet technology: Customers can contact an agent directly through a live web page, have an online conversation, get support for products and services, request product information, and even make purchases. Environments like this are already becoming a common reality.

At transcosmos, we continually adopt the latest Internet technology while developing new services for handling and processing information. For instance, J-Stream provides support for live video communication, DoubleClick Japan

delivers advertising and content to finely segmented targets, and NetRatings Japan analyzes web usage with Japan's largest Internet audience ratings panel. Armed with technologies and expertise such as these, transcosmos' Marketing Chain Management Services integrate these technologies with clients' existing Web sites, organically linking customer relationship management and promotions, and optimizing and streamlining marketing work to help clients acquire new customers, expand sales, and enhance their customers' experience and satisfaction.

Q Could you describe your management environment in fiscal 2004?

A The corporate strategy of our client companies is in the process of changing from an in-sourcing policy of "maintaining all conventional functions in-house with their full-time employees doing all the work," toward an outsourcing policy of "making progress toward concentration on corporate core competence, while increasing the ratio of contracted or temporary employees and promoting utilization of outsourcing." While these corporate environment changes expand our opportunities for acceptance of orders for outsourcing contracts, we are required to distinguish missions of full-time employees from those of contracted or temporary employees and establish a highly profitable organization that is capable of providing high value-added services.

The technology environment that surrounds our company is also changing rapidly. Examples include the widespread adoption of broadband, and the increasing use of IP telephone services both in enterprises and at home. Considering these facts, we expect new demands to arise for outsourcing services. Furthermore, we anticipate an increase in demand from client companies for outsourcing services that they currently do in-house, such as call and contact centers, marketing, system development, and application management.

In the midst of this situation, there is a necessity for continued expansion of the service menu to realize enhancement of sales increase and cost cutting, marketing efficiency, and customer satisfaction of our client companies. The challenges ahead for us will be the development and implementation of high value-added services in such areas as Call Center/Contact Center Services, Digital Marketing Services, Support Desk Services, and System Engineering Services.

Q You have changed to a sector-based organization. What specifically are the concrete effects of this change?

A In order to respond in greater depth to the demands of our client companies for enhancing operation performance such as an increase in sales, and cost effectiveness, we changed our company's organization to a sector-based structure on April 1, 2004. This change made it possible to provide our client companies with all of our services on a one-stop basis. Under this system, we will provide individual or combined services, including call center/contact center services, digital marketing, in-house enterprise support desk services, system development, and design work support, and pursue a service model specialized for each client and in each industry our clients belong to in order to provide higher value-added outsourced services.

These organizational changes have also made it possible to realize speedy market penetration and service cross-selling and to provide higher-quality services through the organization specialized in each type of service. We believe that high value-added services will lead to higher gross profits, and lower costs such as labor costs and selling, general and administrative expenses through improved efficiency in the use of human resources.

Q What are the advantages of Marketing Chain Management and the keys for differentiation from competitors?

A We believe that new demands for outsourcing services will grow as broadband communications spread and the home IT environment drastically changes. We predict that the need for reducing the costs of operating an in-house call center/contact center will become more acute, resulting in an increase in demand for outsourcing services. Under these circumstances, our company is making efforts to provide higher value-added services as a company offering the largest, highest-quality call center/contact center services in the country. The features of our company include two-way digital marketing services between our client companies and their consumers, such as website diagnosis/competition analysis, website construction, email marketing, Internet advertising, data-mining, marketing research, animation contents production, marketing system integration, and telemarketing. In order to respond to newly emerging service demands, we continue to improve new service menus that meet the needs of client companies. Furthermore, we support our client companies to attract new customers by enabling them to maintain close communications with their potential customers and prospects and raising awareness and understanding of product and services.

The fact that we, as a corporate group, provide our client companies with a "chain" of comprehensive services from customer support to customer development (marketing) is the strong point of our company and the reason that we gain an advantage over our competitors. We will continue to enhance the value of the "chain," by developing and providing new service solutions.

Q Could you describe the trends and activities on the call center market both at home and abroad?

A The domestic call center market has already exceeded 300 billion yen and continues growing at an annual rate of about 5%. Furthermore, the oligopoly by major call centers is proceeding year by year, causing high-level service competition. The need to outsource business processes is increasing among client companies, but at the same time, demands for cutting costs have become stronger, and competition keener. In the midst of this situation, our company is promoting the basic business strategy for high value-added services through the "fusion of people and technology," and our call center services continue to have double-digit growth. In addition, we are developing two action plans for maintaining our cost competitiveness over competitors. The first is a shift from an agent structure based on the use of full-time employees to one centered on part-time and irregular workers whenever possible. The second plan is to shift the base of call center services from urban areas to provincial areas when approved by clients outsourcing such services.

On our overseas operations, in May 2001 we established CIC Korea, Inc., a call center corporation, in Seoul, as a joint venture between transcosmos and DACOM, the top private-sector communications enterprise in South Korea. Since its foundation, we have secured superior personnel and have continued to achieve rapid growth every year following the growth of the Korean outsourcing market itself. In addition, we are also developing our contact center business in the United States. We are also promoting survey activities toward establishment of local contact centers in China as well under the same joint venture system as that in South Korea.

Q Could you describe the efforts being made toward the development of new technologies and services?

A We are aware of the necessity for developing and realizing service menus to increase sales, lower costs, and enhance marketing and customer satisfaction levels for our client companies. We are carrying out development toward high value-added services in the various areas of Call Center/Contact Center Services, Digital Marketing Services, Support Desk Services, and System Engineering Services. We will continue to carry out research and development of next-generation services that fuse our existing services with the advanced solutions owned by our group companies including joint ventures with US-based IT enterprises.

As concrete examples during fiscal 2003, in the field of Call Center/Contact Center Services, we developed MO^3 Delinquent-payment Reminder Optimization Services, MO^3 Customer Retention Optimization Services, MO^3 Sales Promotion Optimization Services, IP Contact Center Services, eContact Center Web Live Support Services, BPO Services (application form processing), Branch Office Electronic Receiving Services, MO^3 Email Response Improvement Program Services, and Web Dynamize Services. Also, in the field of Digital Marketing Services, we developed Text Valuator™ Services and EC-site Full-outsourcing Services to analyze the live voices of our client company's customers that we collect through our contact service and to propose practical marketing plans, and Trend Discovery™ Services

and Broadband Marketing Services to collect and analyze the Internet search keywords and extract consumer trends. During the first half of fiscal 2003, we started to develop SAP R/3 Support Desk Services and others in the field of Support Desk Services.

As a result, research and development expenses for our entire group for the fiscal 2003 were 3,304 million yen. Our research and development activities are solely in the field of IT Services Businesses, so our research and development expenses are not made in the field of venture capital businesses.

During fiscal 2004, we will continue developing and promoting new services to meet the needs of our clients.

Q Could you describe your policies on alliances and M&A?

A Our outsourcing services utilize rapidly advancing Internet technologies to carry out highly complicated work on behalf of our customers. In order to meet the changing needs of our client companies, we must continuously develop new service menus and renovate the contents of our services. For this purpose, we establish active strategic alliances to share advanced technologies and solutions to respond to any rapid changes. Based on the conviction that "the Internet will promise to revolutionalize marketing" our company has actively developed new businesses and promoted alliances in North America and Japan since 1994. Among our joint ventures, we have already listed DoubleClick and J-Stream on national stock exchanges in Japan. We have integrated the technologies and services possessed by these companies into our marketing chain management loop to construct numerous service sets including operations by our personnel, and provide our client companies with these service sets. We will actively continue forming alliances that should contribute to value-added services to our core business.

We are promoting alliance strategies for the purpose of enhancing our value-added services in various fields, such as Call Center/Contact Center Services, Digital Marketing Services, Support Desk Services, and System Engineering Services, but oligopoly is advancing in the field where we are carrying out activities. A certain scale of business is needed for providing high-quality, low-cost services, and we consider that we have to expand our business scale through M&A.

Q Could you describe your risk management philosophy?

A Our company is exposed to a wide range of management risks due to macro-economic factors including the financial situations, operational achievements, the cash flow situation, and economic fluctuations, as well as specific factors such as the unique business environment surrounding us, the contract period with our client companies, competition, venture capital business, M&A, attraction and retention of excellent personnel, and serious lawsuit incidents. In addition, we are required to carry out a flexible risk management through provision of high value-added services, review of our personnel portfolio to shift from dependence on full-time employees to utilization of contracted or irregular employees, and enhancement of call centers in provincial areas.

In this context, we consider that one of the most important challenges for us is the issue of personal information protection, in other words, the promotion of information security. Specifically, we have obtained the privacy mark certificate from the Japan Information Processing Development Corporation in February 2003, and are careful for handling our clients' personal data (name, address, age, annual income, etc.). We are fully aware of the importance and the dangers concerning the handling of personal information, and we have posted our privacy policies on our website, while we have established sufficient action policies and in-house regulations as well as given education and training concerning those policies and regulations in order to achieve thorough management of personal information.

Q Could you describe your philosophy concerning shareholders' value and corporate value?

A Our company places the redistribution of profits to our shareholders in the position of our most important policy. To keep up with the rapid advance of information systems and changes in the environment, we are developing new services and technologies and enhancing service systems from a global viewpoint in order to maintain and strengthen our competitiveness, while holding the basic policy on distribution of the results of our performance in a fair and just manner for our past, present, and future shareholders. Because our non-consolidated retained earnings fell below zero at the end of the previous period, we did not pay dividends either at the end of the previous period or the last half-year. Following our basic policy, we have decided to pay a dividend of 30 yen per share at the end of the present period.

To adeptly meet new business needs as they emerge from the rapidly evolving and diversifying IT systems milieu, we must continually define new strategies and promptly implement new ways of running our business. To allow us to make decisions more quickly and efficiently, and to help us create an internal system of checks and balances, we have established a three-part structure of top-level responsibility: the Group CEO, who makes important decisions and oversees operations for the group; the parent-company CEO, who does the same for the parent; and the COO, who is in charge of coordinating and carrying out overall operations. Also, to dynamically make decisions and clarify responsibilities toward building higher shareholders' value, social-friendliness and

trustworthiness, we reinforced the corporate governance and the supervision functions of the board of directors under the auditor system. We have also adopted the operating officer system in accordance with a resolution at the general meeting of shareholders held in June 2004, aimed at enhancing our ability to respond to changes in the business environment with quicker decision-making and business execution. Under this new system, the "managerial decision-making and supervising functions" and the "operational execution functions" that had been the responsibility of the board of directors were separated, giving responsibilities for the former to the board of directors and those for the latter to the operating officers, concerning responsibilities for the various comprehensive headquarters of our corporate group. We also introduced stock options designed to enhance enterprise value by aligning the interests of directors and top-level employees more closely with those of our shareholders.

Further, to ensure that all shareholders are informed about our business policies and activities, we proactively and voluntarily disclose information that goes well beyond legal reporting requirements and we are working steadily to expand the content of such disclosures.

transcosmos at a Glance

transcosmos Group

Consolidated Business Segments

IT Services Businesses

Outsourcing Services

Marketing Chain Management Services

Directly linking companies and consumers

▶▶▶ Digital Marketing Services

▶▶▶ Call Center/Contact Center Services

CERTIFIED COPC 2000

(For work done for Microsoft at the MCM Service Division's Komagome Outsourcing Center)

% marketswitch — True Optimization.

WebCrew

shockwave.com

PRIMUS knowledge solutions

transcosmos CRM okinawa

transcosmos CRM sapporo

transcosmos CRM miyazaki

transcosmos CRM wakayama

Fujisan.co.jp

DoubleClick Click

CyberSource® the power behind the buy button

Ask Jeeves™ Japan

J▶Stream

NetMile

// NetRatings

4Cast.co.jp

ネットリサーチなら、マクロミル macromill®

C□DE

Japan listen Find your music

init

AD2

Support Desk Services

Support desk for business system and information technology

▶▶▶ Business System Support Desk Services

▶▶▶ IT Support Desk Services

Accelcareer

Help Desk Institute CERTIFICATION Authorised Training Partner
transcosmos inc.

System Engineering Services

Product development, design support, and system development and operation

▶▶▶ Engineering Services

▶▶▶ Systems Integration Services

▶▶▶ System Services

SKYLIGHT CONSULTING

CERTIFIED JQA MANAGEMENT SYSTEM ISO 9001

(For engineering management work done in eastern Japan as part of the CAD Machine Design Support Service within the System Engineering Service Headquarters Engineering Solutions Service Division, East)

Venture Capital Business

Global IT Support Services

Installation support for cutting-edge technology and service

trans cosmos america

trans cosmos information Creative

ISO 9001

Service Developments

Always working to achieve the next level of service

trans cosmos Investment & Business Development

09

Marketing Chain Management Services

The mission of transcosmos is "to become the leading outsourcing-contract company 'marketing and support' for client companies to build a 'direct relationship' with consumers by riding on the spread of broadband access." Our Marketing Chain Management Services should play the central role in fulfilling this mission.

● **Marketing Chain Management Services Model**

Campaign Management Services
Powered by DoubleClick Emsemble

MO³ Delinquent-payment Reminder Optimization Services
Powered by Marketswitch Solution

MO³ Email Response Improvement Program Services
Powered by Marketswitch/NetRatings Solution

Website Creation Services
Powered by Init

Broadband Marketing Services
Powered by J-Stream

MO³ Sales Promotion Optimization Services
Powered by Marketswitch Solution

Web Marketing Services

Email Marketing Services
Powered by DoubleClick Dart Mail/ Click M@iler

Internet Advertising Services
Powered by DoubleClick Dart Technology

Text Valuator™ Services

Marketing Research Services

Planning
Marketing Strategy Planning

Digital Marketing Services
Marketing
Sales Growth/
Increase of Sales Promotion Efficiency

Analysis
Purchasing Records Analysis/
Customers' Voice Analysis

Operation
Marketing Campaign Implementation

Trend Discovery™ Services

Companies

Consumers

Client Companies — Feedback — Customers' Voice

Website Assessment &
Competitive Analysis Services
Powered by NetRatings AMS

Website Analysis Services
Powered by DoubleClick SiteAdvance

Telemarketing Services

MO³ Customer Retention
Optimization Services
Powered by Marketswitch Solution

Analysis
Customer Satisfaction Analysis

Planning
Strategy Planning for Customer
Satisfaction Enhancement

Call Center/Contact Center Services
Support
Cost Reduction/
Customer Satisfaction Enhancement

ESD & Electronic Settlement Services
Powered by CyberSource

EC-site Full-outsourcing Services

BtoB Contact Center Services
• Sales Support Services
• Order Support Services
• Billing Support Services

Quick Answer Services

Operation
Contact Center Operation

BPO Services

Pharmaceutical Outsourcing Services
• Clinical Trial Support Services
• DI Center Support Services

Multi-channel Survey Services
• IVR Quick Survey
• Call/email Survey
• Web Usability Survey

transcosmos. Support Services

Web Dynamize Services

IP Contact Center Services

eContact Center Services
• Voice Recognition Introduction Services
   Powered by Nuance Solution
• Web Self-help Services
   Powered by Ask Jeeves Solution
• Knowledge Management Services
   Powered by Primus eServer/ eSupport
• Web Live Support Services

transcosmos is supporting client companies in constructing the framework of the optimal Internet-based customer relationships through fusions between Call Center/Contact Center Services (Support) and Digital Marketing Services (Marketing), and between personnel and technologies (People & Technology), while continuously enriching new service menus in line with the needs of our client companies.

•••••• Digital Marketing Services

The main product of Digital Marketing Services is Internet advertising that makes up 60% of all sales. The scale of Japan's domestic Internet advertising market during fiscal 2003 was 118.3 billion yen (according to a Dentsu survey), which shows a 40% increase over the previous year. In the midst of this rapid market growth, transcosmos accurately grasps the market trends of sharply expanding areas such as

Web Marketing Services

transcosmos makes the most of leading-edge Internet technologies to propose a digital marketing framework in accordance with the needs of our client companies, through website diagnosis/competition analysis, building of interactive websites based on survey data and the live voices of consumers, planning of online promotion and digital campaign/promotion utilizing customer databases, and email marketing.

Broadband Marketing Solutions

"Q-Me" is a one-to-one distribution solution with animated advertising content, symbolizing the broadband age. This solution is based on a combination of AdServer, a DoubleClick advertisement distribution technology, and a J-Stream streaming distribution technology. With "Q-Me," pressing the link button to animation will open another browser page where the animated space, character data, charts and diagrams, and banners are displayed in an orderly fashion. Since the viewers are allowed to see a variety of information, in addition to animations, provided by an enterprise, awareness of and interest in the sponsor enterprise are expected to rise among the viewers. For Artnature Inc.'s animated advertisements, we

"listing advertisements" that displays PR contents related to results of an Internet search, and "animated Internet advertisement" that utilizes streaming Internet. As a result, sales (non-consolidated) of the digital marketing business are doubling year after year. They were about 2 billion yen for fiscal 2003 (doubled from the previous year) and will be 4 billion yen for fiscal 2004 (planned).

● Listing Advertising

prepared several types of animated content created with "Q-Me" and employ them individually depending on the distribution media. All of this content has recorded several tens of thousands of distribution opportunities a month, and most of the viewers are men in their late twenties to their forties as targeted. In addition, the click rate was 5% or more higher than the existing banner ads. We are also able to effectively use the measuring tools of the DoubleClick company to collect information on the attributes of viewers of animated advertisements, and apply the results to subsequent marketing activities.

● Broadband Animation Advertising with "Q-Me"
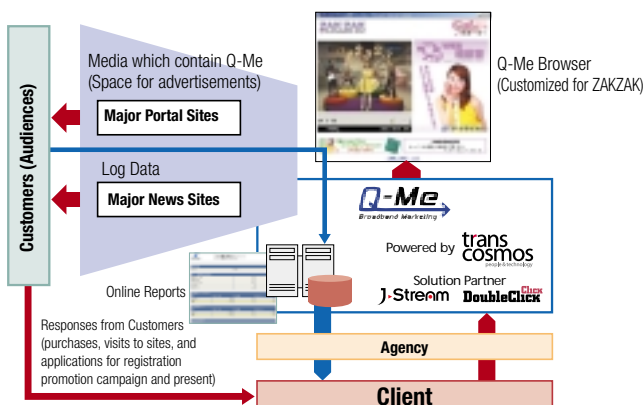
- ●Browsers are customized for each medium.
- ●Commercials are inserted when streaming content is broadcasted and before main contents begin. Moreover, commercials are completely connected with surrounding advertising files.
- ●"Advertising network broadcastings" which cover multiple media and multiple contents are available.
- ●Efficient report function enables you to appraise advertisement performance quickly and correctly.

**Content Providers (Examples of Contents)**

・ New car (passenger car) trial	・ Documentary films (archives)
・ Car maintenance	・ Game of Go
・ Securities information	・ Shogi courses
・ Sports (Series A)	・ Surfing
・ Travel	・ Diet proceedings (highlight)
・ Short films	
・ Web dramas	

※Content development is also available in response to clients' needs.

11

······ Call Center/Contact Center Services

In the Call Center/Contact Center Services, we reduce costs by automating the service processes as much as possible with IP Contact Centers, eContact Center Voice Recognition Introduction and eContact Center Web Self-help. As a result, we can shift agents to respond to more troublesome inquiries and cross-selling based on customer databases, which contributes to an improvement in the quality of customer support activities and an increase in sales for client companies. (Reflecting our differentiation from competitors through the "fusion between people and technology.") In addition, the collection and analysis of consumers' voices via a number of contact channels, including telephone, fax, email, and VoIP, will also contribute to the creation of marketing strategies and tactics for our client companies.

● **From a cost center to a profit center**
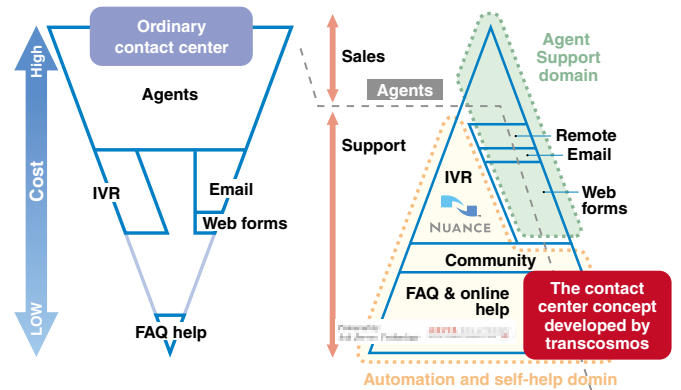
IP Contact Center Services

transcosmos provides comprehensive services at low cost, from design to construction, post-construction support, education and dispatch of agents necessary for the contact center business. Combining emails, websites, IP telephones and TV telephones may lead to further enhancement of sales power, higher customer satisfaction and cost reduction. This

construction can be completed in a short period of time. We spent only a month on the construction of WebCrew's IP contact center which has the largest share in Japan's insurance comparison portal sites. This construction remarkably contributed to an improvement of business efficiency and customer satisfaction.

● **System Diagram of the IP Contact Center Service**
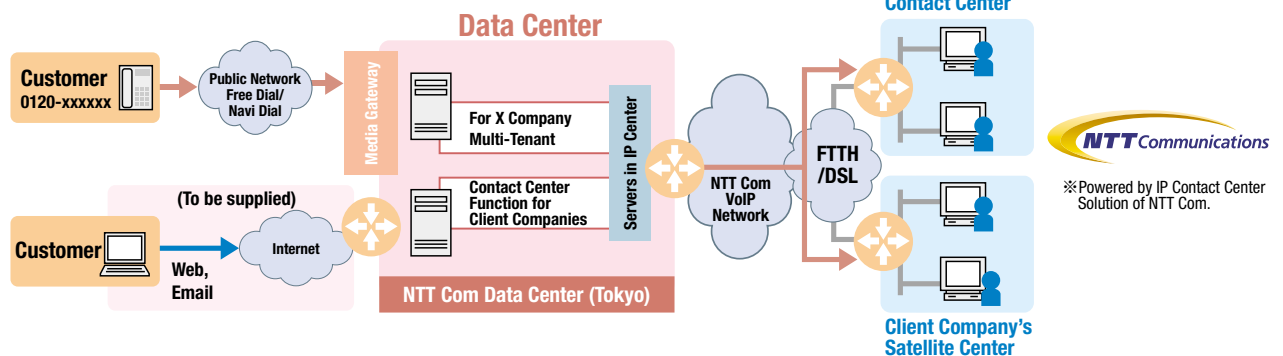
eContact Center Voice Recognition Introduction Services

Are you familiar with the software called "Nuance?" This is a voice recognition technology widely used in North America for referencing stock prices, and considered as the de facto global standard due to its high recognition ratio and broad multi-lingual applicability. This technology broadly attracts attention for its proven efficiency to bring down costs per call to one-tenth or less. transcosmos

quickly introduced this technology into its call center and contact center services, and succeeded in automating incoming call processing, decreasing the number of missed calls at peak times, and achieving both lower costs and higher customer satisfaction without expanding the scale of the center services.

Powerd by
Nuance Technology

NUANCE

eContact Center Web Self-help Services

transcosmos has effectively applied the self-support technology "Ask Jeeves" to client companies' websites as a "reception counter" to allow visitors to pose questions in natural language format, like, "What should I be careful of when expanding the memory on my PC?" and speedily access the answer he/she needs. This technology also feeds back stored questions (live voices of visitors), which can be used for the planning of new products/services, and optimization of the website contents.

Powered by Ask Jeeves Technology   **JEEVES SOLUTIONS** for your customers' questions to work

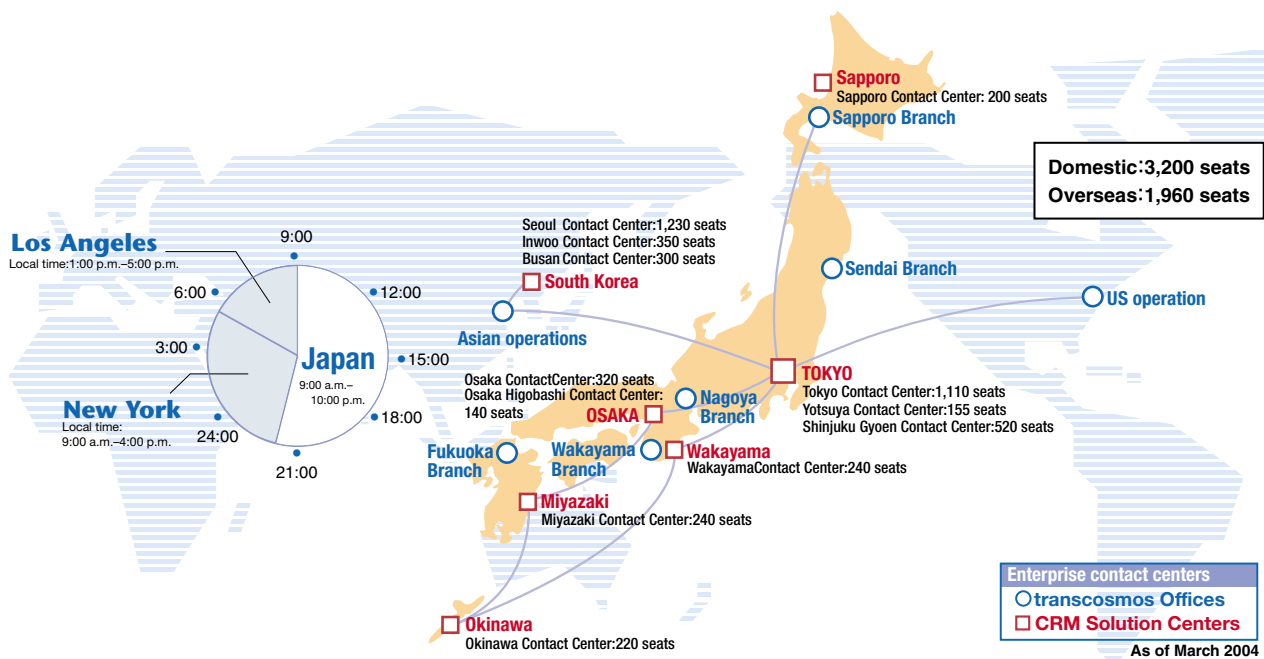## eContact Center Knowledge Management Services

This technology allows a client to automatically organize pieces of effective knowledge among daily interactions with customers and share the knowledge, which enables responses of an equal level without considering differences in channels and agents' skills, and improves the response ratio to first contacts. Knowledge management technologies such as "Primus" improve the efficiency of responses to inquiries and email replies, which can cut costs of the call centers/contact centers.

Powerd by Nuance Technology   **PRIMUS** knowledge solutions

Chart of Deployment of Call Centers/ Contact Centers

transcosmos responds flexibly to a wide range of demands for outsourcing and requests concerning the cost and the time block from client companies via call centers/contact centers deployed both at home and abroad.

Sapporo
Sapporo Contact Center: 200 seats
○ **Sapporo Branch**

Domestic：3,200 seats
Overseas：1,960 seats

Los Angeles
Local time:1:00 p.m.–5:00 p.m.

9:00
6:00   12:00
3:00
Japan
9:00 a.m.–
10:00 p.m.
15:00
18:00
24:00
21:00

New York
Local time:
9:00 a.m.–4:00 p.m.

Seoul Contact Center:1,230 seats
Inwoo Contact Center:350 seats
Busan Contact Center:300 seats
□ **South Korea**

○ **Sendai Branch**

○ **US operation**

Asian operations

Osaka ContactCenter:320 seats
Osaka Higobashi Contact Center: 140 seats

OSAKA □

□ **TOKYO**
Tokyo Contact Center:1,110 seats
Yotsuya Contact Center:155 seats
Shinjuku Gyoen Contact Center:520 seats

○ **Nagoya Branch**

Fukuoka Branch ○

Wakayama Branch

□ **Wakayama**
WakayamaContact Center:240 seats

□ **Miyazaki**
Miyazaki Contact Center:240 seats

□ **Okinawa**
Okinawa Contact Center:220 seats

Enterprise contact centers
○ **transcosmos Offices**
□ **CRM Solution Centers**
As of March 2004

Support Desk Services

transcosmos takes responsibility for everything from consultation, implementation (startup of live operation), testing and operations of internal and external systems of client companies. The three main pillars of the operation services provided by transcosmos are support desks, construction of knowledge databases, and education of people in charge of operation. transcosmos provides services that meet the needs of our client companies, including Business System Support Desk Services, IT Support Desk Services, as well as ERP Support Desk Services, and Microsoft Windows XP IT Support Desk Services.

System Engineering Services

To support construction and operation services for systems from those maintaining customer relations to those employed for backyard jobs, transcosmos provides client companies with Engineering Services for assistance in the development and design of products, System Services for onsite development, operation and maintenance of systems, and System Integration Services for construction of systems that should be operated over a long period with leading-edge IT technologies.

Global IT Support Services

Following the explosion of overseas extension of Japanese manufacturing industries, focused in the Asian region, transcosmos provides these industries with System Integration/Network Integration Services to implement system development for Japanese users with higher quality at lower costs, Quality Assurance/Localization Services to realize software localization in multiple languages, Distribution Services to sell hardware and software products created in the Japanese language, Support Desk Services to dispatch Japanese- or local-language-speaking support desk staff to Japanese-affiliated companies, and Call Center/Contact Center Services for 24-hour/7-day operations in multiple languages.

Service Developments

transcosmos opened its San Francisco office in 1989. We watch technology trends in the U.S., a leader of outsourcing services, and make efforts to import excellent technologies such as "Nuance," the world standard voice recognition system, and "DoubleClick," an Internet advertising distribution system. At present, transcosmos has established a Service Development Department with 50 specialists to continue pursuing the next-generation high value-added services through the startup of new business areas and management of affiliate company groups.

Network

transcosmos Group

JAPAN

● **Marketing-chain management**
   DoubleClick Japan Inc.
   J-Stream Inc.
   NetRatings Japan Inc.
   Macromill, Inc.
   init co., Ltd.
   Marketswitch Japan KK
   Primus Knowledge Solutions, K.K.
   CyberSource KK
   NetMile, Inc.
   CODE Inc.
   AD2 Inc.
   WebCrew Inc.

● **Call Center/Contact Center
   Operation Services**
   transcosmos CRM Okinawa Inc.
   transcosmos CRM Sapporo Inc.
   transcosmos CRM Miyazaki Inc.
   transcosmos CRM Wakayama Inc.
   Wakayama Planet KK

● **E-business sites**
   Forecast Communications Inc.
   Listen Japan, Inc.
   AtomShockwave K.K
   Fujisan Magazine Service Co., Ltd.
   Ask Jeeves Japan Co., Ltd.

● **IT Training/IT Personnel**
   Accelcareer Co., Ltd

● **Consulting/System Integration/System
   Engineering Services**
   Skylight Consulting, Inc.
   Mac Interface Co., Ltd.
   Trans Welnet Inc.
   Applied Technology Co., Ltd.

USA

■ **Service Development Company**
   Transcosmos Investment & Business
   Development, Inc.

■ **Service Company**
   transcosmos America Inc.

■ **Strategically Associated Companies**
   DoubleClick Inc.
   NetRatings, Inc.
   Primus Knowledge Solutions Inc.
   Loudeye Corp.
   RealNetworks, Inc.
   Nuance Communications, Inc.
   Select Metrics, Inc. (MeasureCast, Inc.)
   Sendmail, Inc.
   Blue Pumpkin Software, Inc.
   BeVocal, Inc.
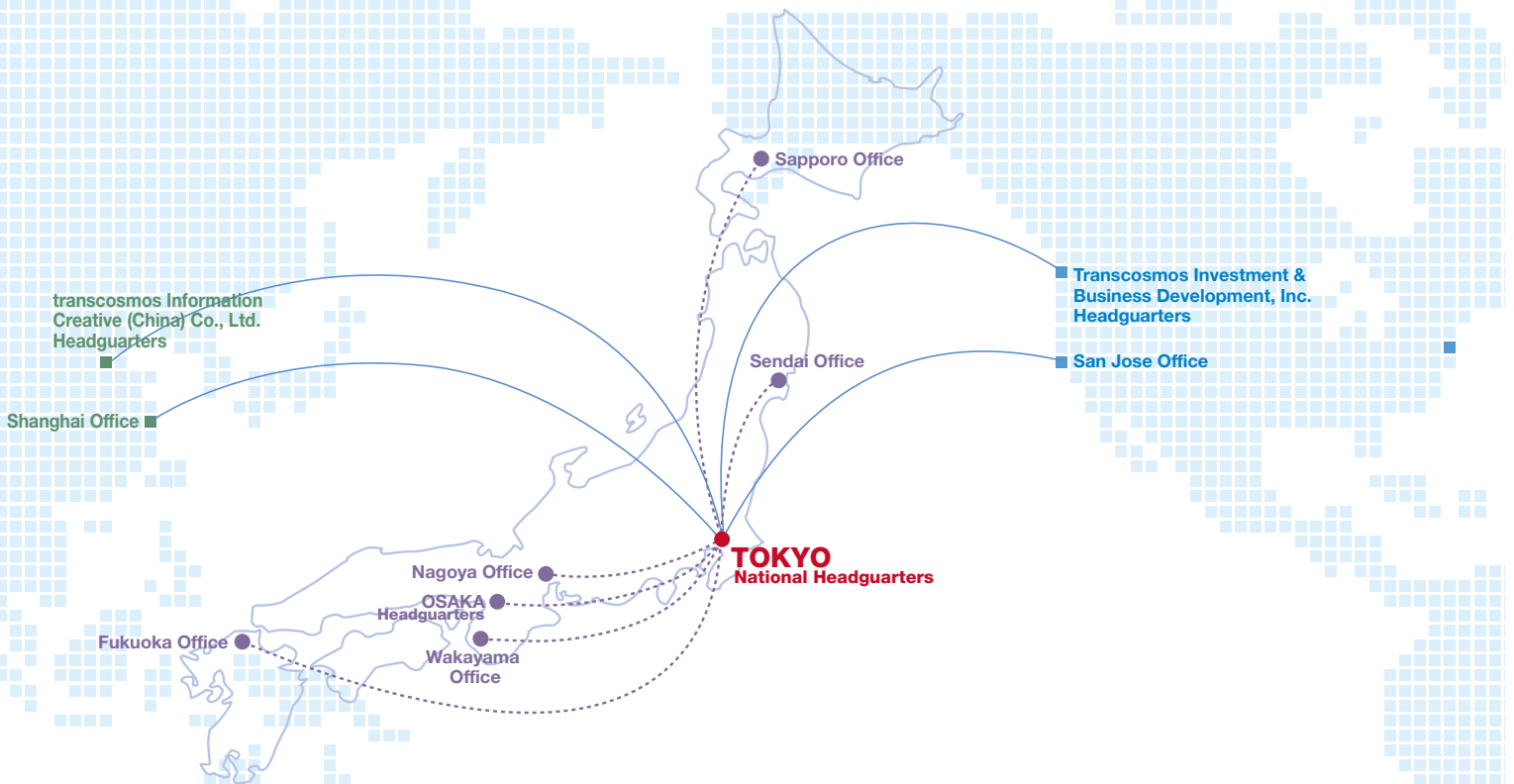   Exava Inc.

ASIA

■ **China/Taiwan**
   transcosmos Information Creative (China) Co., Ltd.,
   Tianjin Headquarters
   transcosmos Information Creative (China) Co., Ltd.,
   Shanghai Office
   transcosmos Engineering Taipei Inc.

■ **South Korea**
   transcosmos Engineering Korea Inc.
   CIC Korea, Inc.
   Inwoo Tech, Inc.
   Korea Internet Data Center

● Sapporo Office

transcosmos Information
Creative (China) Co., Ltd.
Headguarters

Shanghai Office ■

■ Transcosmos Investment &
Business Development, Inc.
Headguarters

Sendai Office ●

■ San Jose Office

● **TOKYO**
National Headguarters

Nagoya Office ●
OSAKA ●
Headguarters
Fukuoka Office ●
Wakayama ●
Office

Offices

Headquarters

National Headquarters

3-25-18, Shibuya, Shibuya-ku, Tokyo 150-8530 Japan
Tel: +81-3-4363-1111   Fax: +81-3-4363-0111

Offices

Osaka Headquarters

Shin Asahi Bldg., 2-3-18 Nakanoshima, Kita-ku, Osaka, 530-0005 Japan
Tel: +81-6-6202-7601   Fax: +81-6-6202-7610

Sapporo Office

Sumitomo Shoji Sapporo Bldg., 1-6 kitaichijo-Higashi, Chuo-ku, Sapporo,
060-0031 Japan
Tel: +81-11-271-0259   Fax: +81-11-232-0180

Sendai Office

Miyagino Center Bldg., 4-5-22 Zakuro-oka, Miyagino-ku, Sendai, 983-0852 Japan
Tel: +81-22-293-3255   Fax: +81-22-293-3181

Nagoya Office

Hirokoji Toei Bldg., 2-3-6 Sakae, Naka-ku, Nagoya, 460-0008 Japan
Tel: +81-52-223-1238   Fax: +81-52-223-1239

Wakayama Office

Wakayama Nisseki Kaikan Bldg., 2-1-22 Fukiage, Wakayama, 640-8137 Japan
Tel: +81-73-432-1831   Fax: +81-73-432-1832

Fukuoka Office

Sumitomo Seimei Hakata-eki Higashi Bldg., 1-13-9 Hakata-eki, Higashi, Hakata-ku,
Fukuoka, 812-0013 Japan
Tel: +81-92-473-1267   Fax: +81-92-475-1625

transcosmos Website

Our website features various information about transcosmos, including our corporate profile, services, group companies, news releases, and investor relations.
You can also learn more about our group companies by visiting their websites.
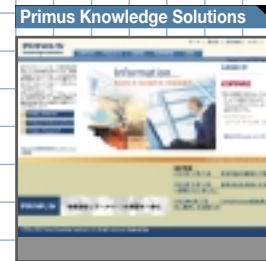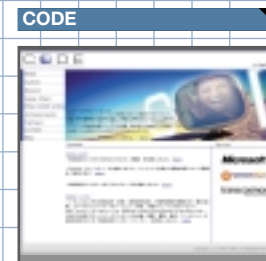
transcosmos

http://www.trans-cosmos.co.jp/

J-Stream

http://www.stream.co.jp

DoubleClick

http://www.doubleclick.ne.jp/

Primus Knowledge Solutions

http://www.primus.co.jp

AD2

http://www.ad2.co.jp/

AtomShockwave

http://www.shockwave.co.jp/

CODE

http://www.co-de.co.jp/