

Press Release



January 21, 2020
transcosmos inc.

transcosmos enhances Online Merge Offline (OMO) services framework for distributors & retailers

Drives digital transformation in convenience stores, drugstores, DIY stores, supermarkets, restaurants, etc.

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) has enhanced its Online Merge Offline (OMO) services scheme with the aim of offering better services to convenience stores, drugstores, DIY stores, supermarkets and others in the distribution and retail industry as well as for the restaurant industry. By strengthening its integrated services scheme for consumers, retailers and manufacturers that primarily consists of “Gotcha!mall,” a platform that connects diverse genres of stores with consumers, “Yext,” a solution that centrally manages offline store data stored online and “LINE Sales Promotion,” an in-store sales promotion solution, transcosmos aims to help clients achieve digital transformation.



With Online-to-Offline (O2O) business model, it has been difficult to merge offline businesses like real stores with online, hence posing a challenge to businesses. OMO is a new retail marketing concept which incorporates offline business into online business, thereby creating more business opportunities and new consumption occasions and patterns. The concept was first advocated in China from around September 2017 along with ever increasing in-store smartphone payments. Now, Japan also places importance on the concept given its significance.

With the aim of strengthening its abilities to assist clients' OMO strategies, transcosmos has enhanced its services delivery scheme for convenience stores, drugstores, DIY stores, supermarkets and others in the distribution and retail industry as well as for the restaurant industry. More specifically, transcosmos has formed two new teams, “Nationwide Distributor Sales Promotion Office” under the Sales Division and “OMO Policy & Strategy Office” under the Services Division. With such functions in place, transcosmos helps nationwide chain stores achieve digital transformation. In addition, the company will also beef up its OMO support services including marketing promotions for manufacturers to help them succeed in their OMO initiatives that integrate manufacturing and sales. Below are the key enhanced OMO services by transcosmos:

- “Gotcha!mall”

“Gotcha!mall” is a smartphone-based platform which connects consumers with products and stores (business method patented). Whilst converting a massive amount of offline shopping data into valuable data that leads businesses to success, Gotcha!mall also offers numerous opportunities to consumers to enjoy shopping in stores in and out of Japan by using its

proprietary gamification and algorithms.

- “Yext”

Yext offers Yext Search Experience Cloud which enables businesses to disseminate their offline store information via more than 150 search engines, social networking services (SNS) and map apps across the globe. On the platform, users can update consumer data collected at various touchpoints all at once.

- “LINE Sales Promotion”

LINE Sales Promotion lets businesses readily run LINE-based campaigns and grasp consumer purchase behavior. The API helps businesses solve challenges they face in sales promotion activities, with a focus on offline store campaigns that involve manufacturers, retailers and end users.

■ **transcosmos sponsors “Retail DX 2020” by Diamond Retail Media Co., Ltd.**

transcosmos will sponsor “Retail DX 2020” scheduled to be held on February 21, 2020. Experienced professionals who have been promoting digital transformation in prominent retail companies will give speeches under the themes of “leveraging digital in a way that only offline stores can do,” “evolution of stores & customer experience through the visualization of in-store customer behavior,” “digital transformation from “B2C” and “C2C” perspectives,” “future marketing initiatives critical for both retailers and manufacturers” and more. From transcosmos, Kosei Honda, Executive Manager of Services Promotion Sector and Manager of OMO Policy & Strategy Office will be on stage.

Date & Time: Friday, February 21, 2020 from 13:00 to 17:00 (reception opens at 12:15)

Venue: 3F Large Meeting Room, Essam Kanda Hall Building 2

Address: 3-24-5, Uchi-Kanda, Chiyoda-ku, Tokyo 101-0047 Japan

Participation fee: Free of charge (pre-registration required)

URL (Japanese only): <https://diamond-rm.net/seminar/46386/>

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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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