

Press Release



January 23, 2020
transcosmos inc.

transcosmos releases “marketing materials management service,” that manages end-to-end process from receiving to shipping of POPs and other promotional materials

Cuts required tasks & man-hours to streamline the whole process for manufacturers, retailers and more

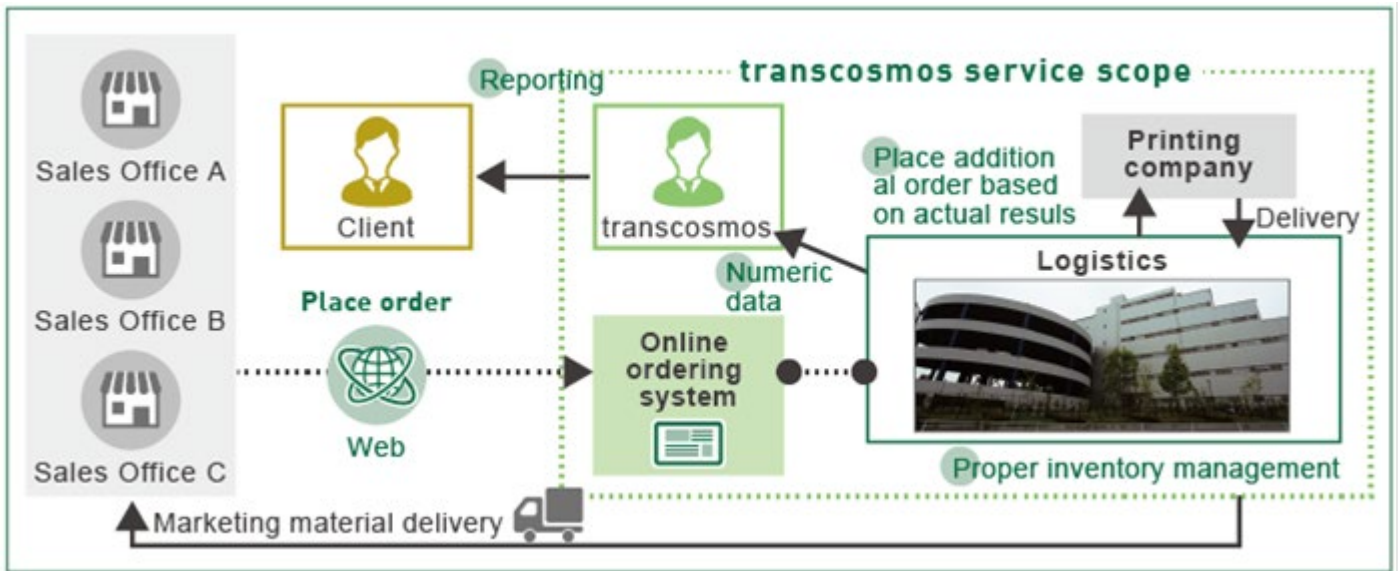
transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) has released “marketing materials management service,” an end-to-end one-stop service that ranges from storing clients’ marketing materials such as point-of-purchase displays (POPs) in its warehouse, to building and operating order management systems, to shipping the materials to clients’ branches and stores.



To run product launch and other promotional campaigns, manufacturers and retailers need to set up various POPs such as posters, banners and panels as well as prepare brochures, novelties, prizes and other marketing materials in each of their stores for in-store promotions. It is not rare for clients’ marketing members to manually enter and manage data for this whole materials management process. In some cases, they are in charge of a diverse range of tasks such as placing orders to production companies, moving and storing materials delivered to their warehouses via their headquarters, entering order data placed by branches and stores manually, giving shipping orders to warehouses, managing inventory and more. As such, their man-hours weigh heavily on businesses.

To address such a situation, transcosmos offers the one-stop service that includes the development and operations of order management systems and the delivery of materials to branches and stores. More specifically, transcosmos stores clients’ marketing materials at “E-Commerce One-Stop Center Kita-Kashiwa,” its logistics center specifically designed for the e-commerce business and then deliver the materials to clients’ branches and stores upon receiving orders. In order to offer a user-friendly service for the branches and stores, transcosmos builds a dedicated online order management system which is designed just like e-commerce websites that come with an intuitive UI. In addition, the one-stop marketing management service includes features that manage inventory accurately by digitalizing all numeric results and placing additional orders for materials based on actual delivery volume. Ultimately, the service helps clients reduce tasks and man-hours required for managing marketing materials thereby streamlining the whole process.

■ Marketing Materials Management Services scheme (for illustration purposes only)



Building on its proven success in developing websites and operating warehouses that the company has achieved through the provision of e-commerce services, transcosmos will now offer the best operational scheme in the marketing material management. transcosmos aims to implement the service to clients with a focus on the manufacturing, retail, medical and real estate industries.

■ E-Commerce One-Stop Center Kita-Kashiwa basic information

Location: LOGIPOINT Kita Kashiwa, 13-1 Matsugasaki Nitta, Kashiwa-shi, Chiba, Japan
 Access: By train: 6 minutes' walk from JR Jyoban line "Kita Kashiwa Station"
 By car: Near National Route 16 / along National Route 6, approximately 6 km from Kashiwa interchange on the Joban Expressway
 Usable area (after extension): 4,110 tsubo
 Security: ISO27001 certification
 (information security managers stationed, indoor security cameras, 24/7 security guards)
 Facilities / equipment: Warehouse Management System (WMS), handy terminals, automated material handling systems, shrink wrap machines, air cushion machines, etc.

* transcosmos is a trademark or registered trademark of transcosmos inc. In Japan and other countries.

* 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/>

Media Contact

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