trans cosmos
people & technology

The Marketing Chain Management Company

Annual Report 2003
Year ended March 31, 2003

Profile

The Marketing Chain Management Company

We put up a corporate slogan, "Marketing Chain Management", which is also our outsourcing concept we have developed out of our extensive experience, for transforming the way we conceptualize and practice marketing in the 21st century. We can hardly imagine our daily-life and business without the Internet performing as the infrastructure. We are supporting direct communications among real-time marketing activities, consumers and companies through our synchronized services between call and contact center.

People

Our top-notch staff, who are able to fulfill their roles right down to the finest details

People & Technology

Technology

The 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.

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
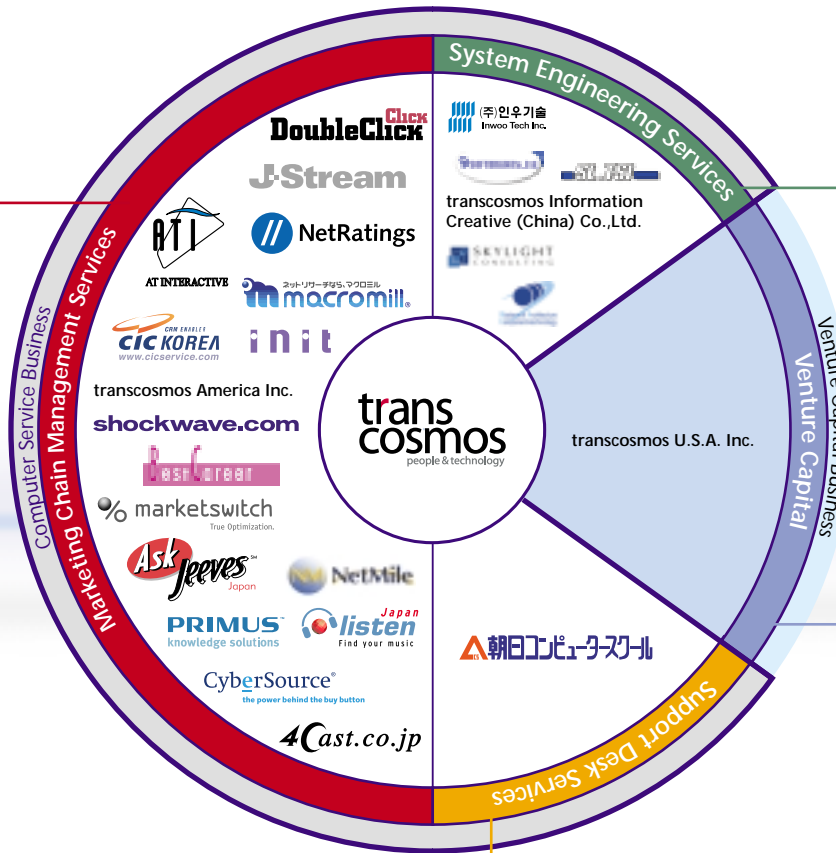- Commitment to society and our shareholders

Group Formation

Marketing Chain Management Services
Directly linking companies and consumers

System Engineering Services
Product development, design support, and system development and operation

Computer Service Business

Marketing Chain Management Services

System Engineering Services

Venture Capital Business

Venture Capital

Support Desk Services

DoubleClick

J-Stream

ATI AT INTERACTIVE

NetRatings

macromill ネット・リサーチなら、マクロミル

CIC KOREA www.cicservice.com

init

transcosmos America Inc.

shockwave.com

BestCareer

marketswitch True Optimization.

Ask Jeeves Japan

NetMile

PRIMUS knowledge solutions

listen Japan Find your music

CyberSource the power behind the buy button

4Cast.co.jp

(주)인우기술 Inwoo Tech Inc.

SL 744

transcosmos Information Creative (China) Co.,Ltd.

SKYLIGHT CONSULTING

朝日コンピュータースクール

trans cosmos people & technology

transcosmos U.S.A. Inc.

Support Desk Services
Support desk for business system and information technology

Venture Capital
Installation support for cutting-edge technology and service

Profile & Group Formation

Top Management Message

Founder & Group CEO
transcosmos inc.
Koki Okuda

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 our value-added is the enduring foundation

Chairman & CEO
transcosmos inc.
Koji Funatsu

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 Company. We define

President & COO
transcosmos inc.
Masataka Okuda

Telephone, Web, email, audio, and video communications are fusing around a common internet protocol, opening a dynamic, integrated, new channel of communication with functionality that goes light-years beyond the telephone. This makes internet technology and know-how essential for today's call center/contact center.

We now make outbound contacts that we once handled solely through telemarketing, for example, richer and more interactive with the addition of internet options. Moreover, we now use internet

of our business, 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, 37 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.

Top Management Message

our business activities under three major domains: 1) Marketing Chain Management Services, which directly connect our client businesses with their customers through a linkage between our Interactive Marketing Services and our Call Center/Contact Center Services; 2) Development Services, which include integration of client CRM and marketing systems, design support for product development, and systems management; and 3) Support Desk Services, which we provide for client sites. Over the coming five years, we will be working toward increasing integration across these three domains.

technology as the basis of our contact-center infrastructure.

The internet is becoming an increasingly important channel through which we offer services at every stage of customer contact. Customers can access agents through online chat, for example, and receive support for products and services, ask for product information, and even complete purchases.

We have developed our CRM business by steadily adopting the latest internet technologies. Examples include J-Stream, supporting live internet streaming video; DoubleClick, distributing advertising and content based on finely segmented target data; and NetRatings, the largest panel-based online audience measurement service in Japan. transcosmos applies such technologies to enhance our clients' e-commerce capabilities, achieving an organic linkage between CRM and salespromotion activities. Now that's Marketing Chain Management.

Questions and Answers

Q
A

Could you describe your view of market conditions in fiscal 2003 and how you plan to address them?

In fiscal 2003, we expect harsh global employment conditions and slumping stock markets, coupled with tumultuous international political conditions. We thus see little prospect of corporate earnings picking up and think consumer spending is likely to remain weak.

In this context, we believe our sector will continue to enjoin continued high demand for outsourcing as a means of reducing costs. We see a continuing trend of companies' moving call center/contact center and support desk tasks out of house and, rather than assigning them to other companies in their corporate group, outsourcing them to professional specialists who have the latest technologies and highly trained staff. But as service prices fall and competition intensifies, outsourcers are also being called upon to enhance their IT capabilities and their ability to offer comprehensive solutions.

To take advantage of the opportunities this harsh business climate presents, we at transcosmos have enhanced, and continue to enhance, our organization according to our Marketing Chain Management concept. Our goal is to satisfy all of clients' marketing chain needs with outstanding specialist personnel and leading-edge technologies.

We are therefore working to raise operating margins by providing higher value-added services, while also undertaking enterprise-wide initiatives to dramatically reduce costs and raise gross margins as a matter of course.

Q
A

Could you describe your service domains?

We classify our principal consolidated segments into Information Services and Venture Capital. We further divide Information Services into four domains: 1) Marketing Chain Management Services, which include Call Center/Contact Center and Interactive Marketing; 2) Support Desk Services, which include Business System Support Desk Services and IT Support Desk Services; 3) Development Services, which include systems development, maintenance, and CAD-based design services; and 4) Overseas Services, which take information services we have developed and refined in Japan and adapt and deploy them in Asia and elsewhere. We conceive our service domains as reflections of our corporate vision and as bridges linking diverse fields with each other.

Q
A

Could you discuss market characteristics and trends facing each service domain?

Marketing Chain Management Services Domain. The call center/contact center market in Japan was worth some ¥300 billion in fiscal 2001, according to data on company results from the Nihon Ryutsu Sangyo Shimbun's Ninth Telemarketing Sales Survey. But this market's double-digit growth has slowed to single digits as unit prices have trended down under on deflationary concerns. At the same time, clients are demanding ever-higher levels of service quality, which makes sharp service differentiation a key survival requirement for call center/contact center outsourcers operating in a market where larger players have been gaining share with each passing year. The internet advertising market, a latent source of interactive marketing demand, is growing and could expand about 20% to ¥100 billion in 2003, according to the May 26, 2003, evening edition of the Nihon Keizai Shimbun. On this basis, we estimate that this domain is worth about ¥400 billion in Japan, of which we hold about a 10% share. We are growing this share and expanding sales by enhancing our industry-specific sales structures and focusing on the manufacturing and retail-distribution sectors.

System Engineering Services Domain.

The market for CAD outsourcing services is experiencing growth in demand from the automotive and aerospace industries. In the system-services area, broadly defined domestic IT investment was ¥12.3 trillion in 2001, though IDC Japan estimates that growth slowed to 0.1% in 2002. The services field has been slower to develop in Japan than in the United States, so we see significant room for growth. We believe latent demand for IT outsourcing is especially strong among small and medium-sized companies, which means medium-term growth potential. We intend to use our strongholds in Kanto, Chubu, and Kansai to bolster our sales to blue chip clients, win new orders for development and design support and system development, strengthen our human resources, and improve profit margins. Our service divisions in Western Japan are working to win new clients in the Chubu, Kansai, and Kyushu regions.

Support Desk Services Domain.

Total investment in software and IT in Japan was about ¥5.3 trillion in 2000, according to the Japanese version of the 2002 White Paper on Information and Communications in Japan from the Ministry of Public Management, Home Affairs, Posts, and Telecommunications. IDC Japan estimates that investment in IT services grew 4.3% year-on-year to ¥5.8 trillion in fiscal 2002. Meanwhile, demand for outsourcing services is rising as companies continue to seek ways to cut costs. IDC Japan forecasts 2.4% growth in services in fiscal 2003, a solid level compared to growth levels in the hardware and software markets. Moreover, corporate IT investment is increasingly shifting away from systems-integration services that bundle hardware, software, and services, toward a more neutral policy of selecting hardware, software, and services separately based on criteria such as changing business conditions and the

contributions these make to customer satisfaction. We deliver services in this domain chiefly through our Business System Support Desk Services and IT Support Desk Services, and also provide ERP support and other services.

Could you discuss your business portfolio and management of group companies?

transcosmos Group has 44 subsidiaries (including 39 consolidated and two equity-method subsidiaries) and 17 affiliates (including 14 equity-method affiliates).

We divide Information Services into three business domains: 1) Marketing Chain Management Services, which connect our clients with their customers through integrated services provided by our Interactive Marketing Services and Call Center/Contact Center Services; 2) Development Services, which include product development and design support, systems integration, and systems management outsourcing; and 3) Support Desk Services, which provide support through Business System Support Desks and IT Support Desks at client sites. All transcosmos group companies work together to provide a comprehensive selection of integrated outsourcing services. We also continuously monitor leading-edge technology trends, and investigate, research, and invest in business development to raise the value-added of our services.

Questions and Answers

Could you describe your Venture Capital business?

We believe growth in our Information Services businesses requires us to continuously develop services that will reduce costs and raise value-added. transcosmos opened its San Francisco office in 1989 to monitor technology trends in the United States—home of the world's most advanced outsourcing market—and work to bring outstanding technologies to Japan. We have acquired many of the CRM, database, and marketing-support technologies we use today through such business-development efforts.

Looking ahead, we plan to sell our investment holdings in companies we believe lack sufficient synergies with our own operations. We intend to sell cautiously, monitoring market prices for listed shares, and seeking business partners to buy unlisted shares. We plan to retain our shares in companies we do see synergies with, and invest in helping them grow.

Could you describe your thinking on corporate governance?

Our approach to corporate governance is built on our basic management ideals and our management objectives, which together form our corporate philosophy and define the code of conduct for our employees. In building the structure of our organization and implementing appropriate policies, we strive to maintain the trust the public and our shareholders place in us by running our company in the interest of all stakeholders. To adeptly meet new business needs as they emerge from the rapidly evolving 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. We consider our service divisions and departments independent enterprises under the direction of their respective division managers, who are responsible for rapidly implementing business strategies and tactics. We believe this arrangement makes the results of such initiatives clear.

To ensure that all stakeholders 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. We also introduced stock options beginning in 2001 in a move designed to enhance enterprise value by aligning the interests of officers and top-level employees more closely with those of our shareholders.

Could you describe your basic approach to enhancing shareholder value?

We position returning profits to shareholders among our top management priorities. Our fundamental policy—past, present, and future—is to distribute the results of our successes fairly to shareholders, while maintaining and enhancing our competitiveness by managing our service delivery and new service and technology development operations with a global perspective and adapting to the rapid advance of information systems and changes in the business environment. Our targets include double-digit gains in annual sales, gross margin growth, a recovery in recurring margin to at least 10%, a rapid recovery in net profit per share to at least ¥100, and increased return on equity.

transcosmos at a Glance

Outsourcing Services

Marketing Chain Management Services

Interactive Marketing

Call Center/Contact Center

CERTIFIED COPC 2000

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

Support Desk Services

Business System Support Desk

IT Support Desk

Help Desk Institute CERTIFICATION
Authorised Training Partner

transcosmos inc.

Client Companies

System Engineering Services

Engineering Services

System Services

System Integration Services

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)

Global IT Services

ISO 9001 SGS

UKAS QUALITY MANAGEMENT 006

transcosmos Information Creative (China) Co., Ltd.

Questions and Answers / transcosmos at a Glance

Marketing Chain Management Services

We believe new demand for outsourcing services linking consumers and companies will continue to emerge from rapid changes in the consumer IT environment ushered in by the spread of broadband access. To respond to it promptly, we continually update our service offerings to keep in step with our clients' needs for new services in addition to interactive marketing services and in-house call centers and contact centers. We support crucial process of transforming targeted potential customers and prospects into new customers through optimized communications that deepen customer recognition and understanding of products and services.
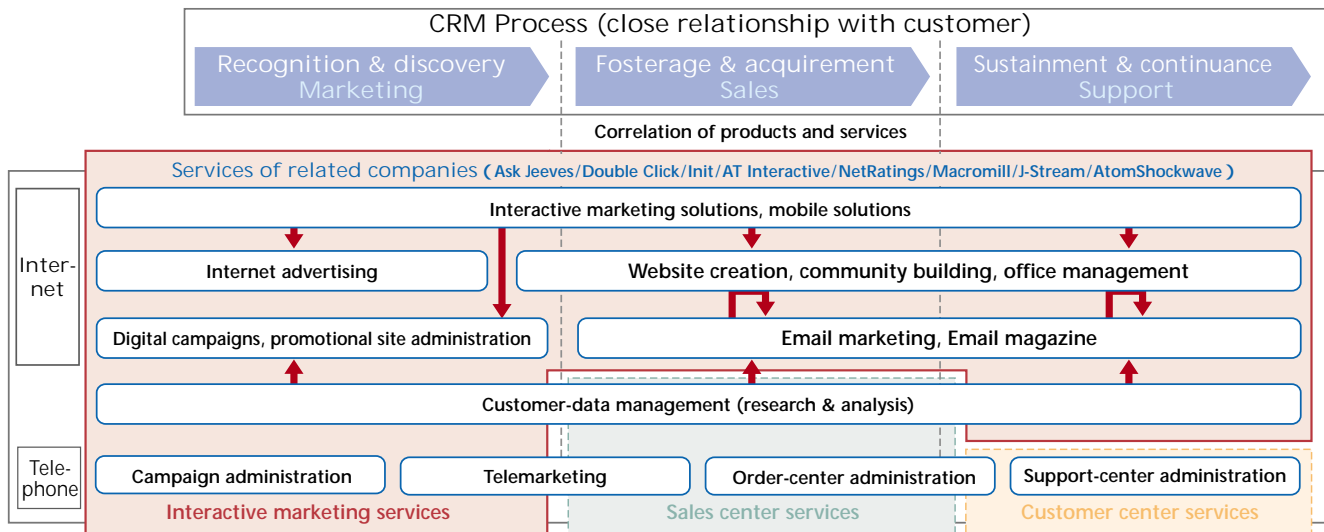
Concept of Markrting Chain Management Services
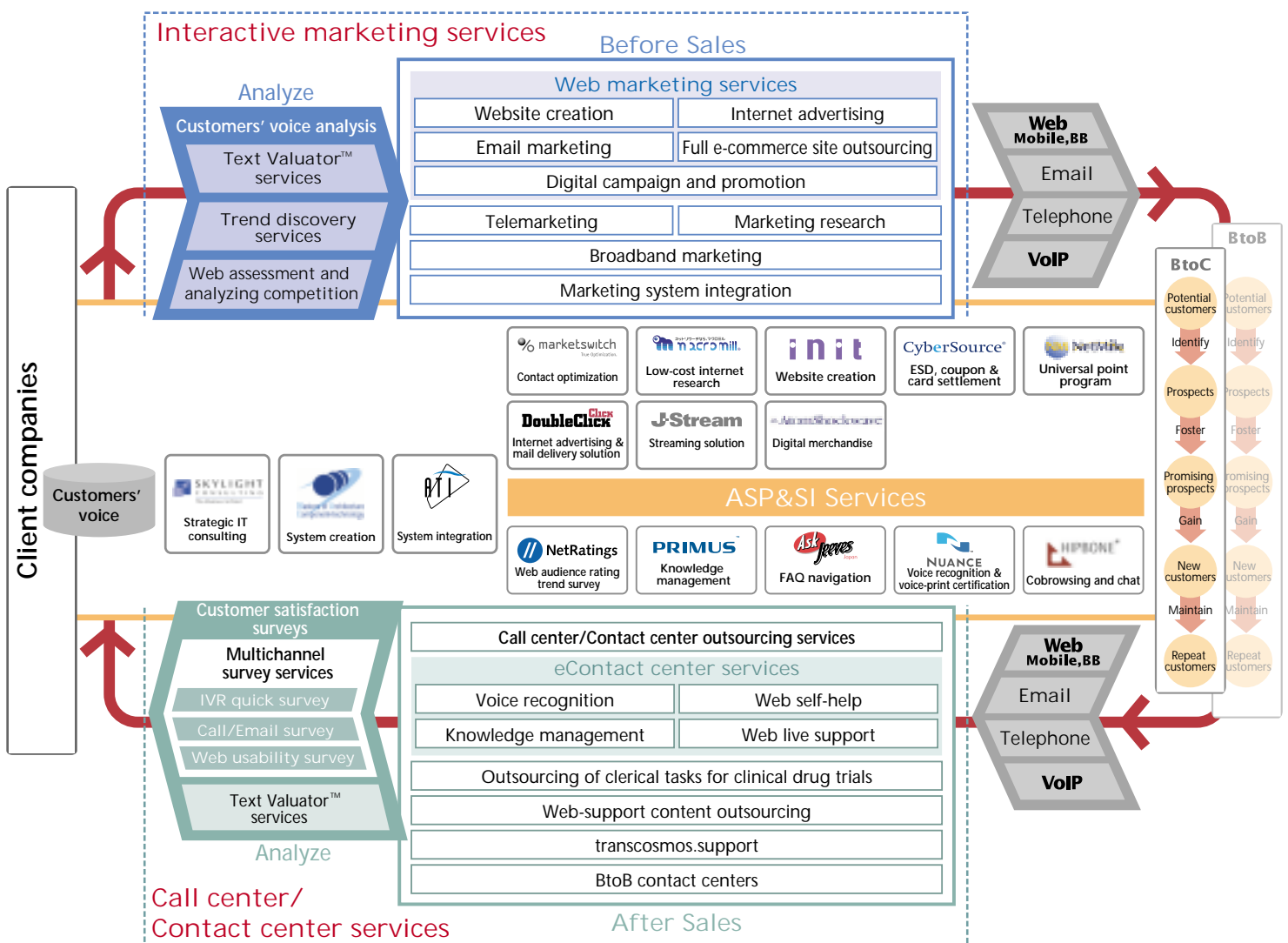
Interactive Marketing Services

We are providing interactive marketing services linking businesses with customers including monitoring internet industry trends and analyzing competition, Website creation, email marketing, internet advertising, data mining, marketing research, video content production, marketing systems integration, and telemarketing.

Domain of Interactive Marketing Services

CRM Process (close relationship with customer)		
Recognition & discovery Marketing	Fosterage & acquirement Sales	Sustainment & continuance Support

Correlation of products and services

Services of related companies Ask Jeeves/Double Click/Init/AT Interactive/NetRatings/Macromill/J-Stream/AtomShockwave

Interactive marketing solutions, mobile solutions

Internet
- Internet advertising
- Website creation, community building, office management
- Digital campaigns, promotional site administration
- Email marketing, Email magazine
- Customer-data management (research & analysis)

Telephone
- Campaign administration
- Telemarketing
- Order-center administration
- Support-center administration

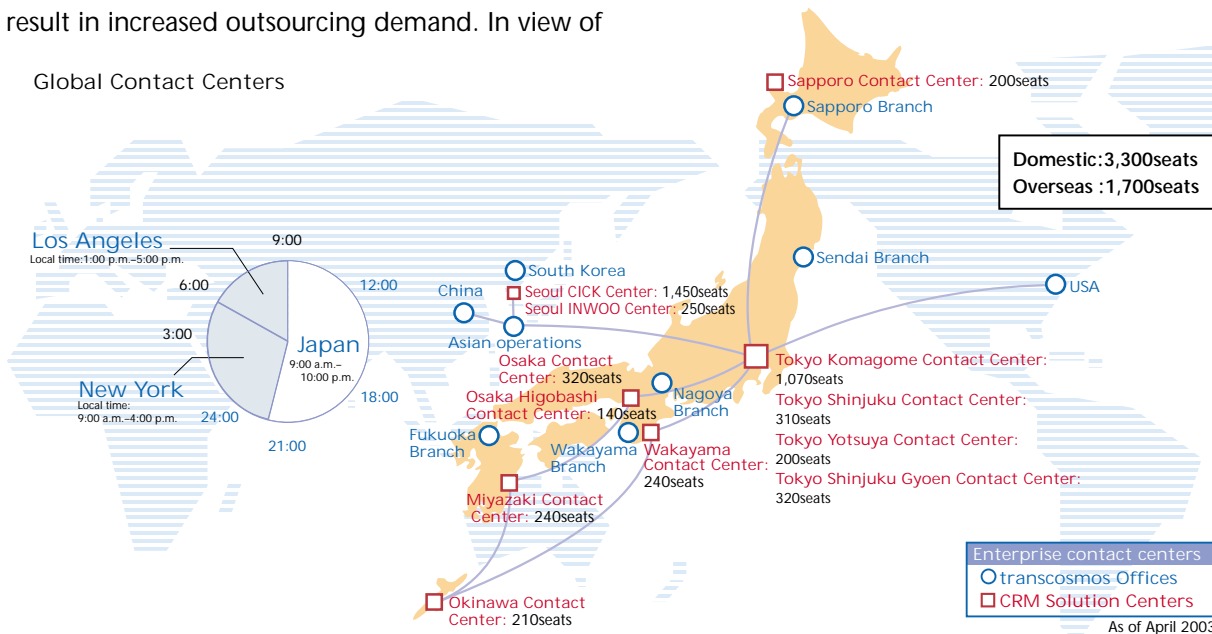Interactive marketing services | Sales center services | Customer center services

Call Center/Contact Center Services

To reduce spending on in-house call centers and contact centers comes to the fore as a way of management restructuring, and we expect this to result in increased outsourcing demand. In view of this trend, we are further increasing the value our contact centers add and maintaining our competitiveness.

Global Contact Centers

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

9:00 / 6:00 / 12:00 / 3:00 / 18:00 / 24:00 / 21:00

Japan
9:00 a.m.–10:00 p.m.

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

Sapporo Contact Center: 200seats
Sapporo Branch

Domestic 3,300seats
Overseas 1,700seats

Sendai Branch

USA

South Korea
Seoul CICK Center: 1,450seats
Seoul INWOO Center: 250seats

China

Asian operations
Osaka Contact Center: 320seats
Osaka Higobashi Contact Center: 140seats

Nagoya Branch

Tokyo Komagome Contact Center: 1,070seats
Tokyo Shinjuku Contact Center: 310seats
Tokyo Yotsuya Contact Center: 200seats
Tokyo Shinjuku Gyoen Contact Center: 320seats

Fukuoka Branch

Wakayama Branch
Wakayama Contact Center: 240seats

Miyazaki Contact Center: 240seats

Okinawa Contact Center: 210seats

Enterprise contact centers
- transcosmos Offices
- CRM Solution Centers

As of April 2003

Marketing Chain Management Services

www.trans-cosmos.co.jp 9

Interactive Marketing Services

We believe the key is the quality of the feedback cycle between the voice of the customer and marketing strategy, and we offer competitive analysis using the latest internet technology, creation of interactive Websites based on survey data and the voice of the customer, and online promotions using customer databases. Our call center/contact center services and development services are designed to work in symbiosis with marketing systems integration and ongoing administrative outsourcing services.

Web Marketing Services

The contact points between our client companies and their customers are contact centers and Websites. To make client Websites more effective, we offer solution services that include Website assessment and competitive analysis, site-building, online promotions, and email marketing.

### Website assessment/Analyzing competition

transcosmos helps clients get the most out of their Websites: We provide a clear picture of user trends, as well as evaluate site usability and content and survey competitive and industry trends.
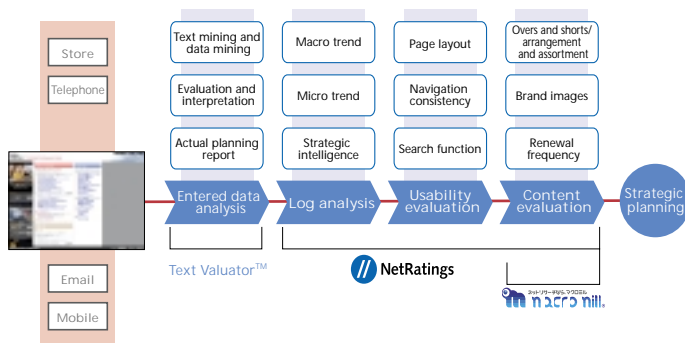
Strategically transforming "customers' voice" into value-added information.

Website creation services

transcosmos takes on complete Website projects, building or rebuilding Websites to increase brand value and give clients the site functionality and services they want.
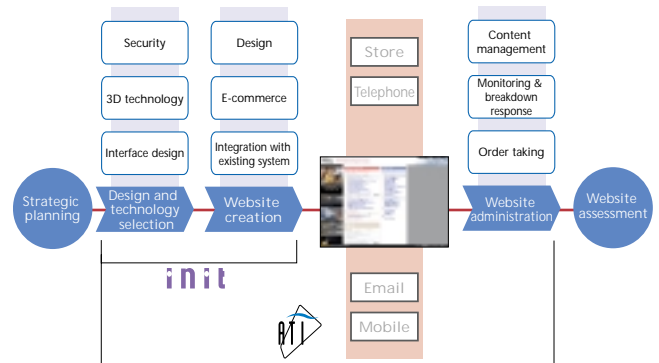
Internet advertising

transcosmos provides internet advertising plans optimized to meet client objectives.

Digital campaign and promotion

transcosmos supports client companies' marketing activities on the internet and mobile networks.
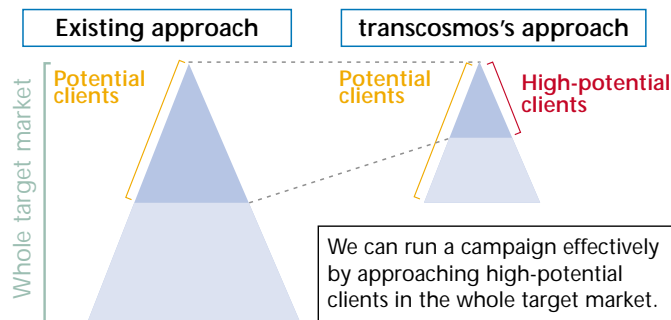
Email marketing

transcosmos works to enhance the success rates of clients' marketing efforts by using email effectively to cultivate prospects and encourage repeaters.
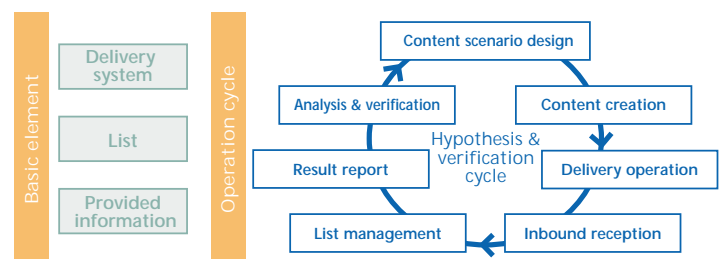
Tele-marketing Services

We support our clients and their customers by linking inbound and outbound tasks. A feature of our outsourcing is our scientific method for approaching clients' customers. It is built on leading-edge software from the United States that helps us deliver the information customers want with optimal timing and through the most appropriate channel—telephone, email, or direct mail. We research the market so we can report information critical to enhancing the quality of our clients' services. This research includes surveys of call center customer satisfaction, as well as our Mystery Call research, which develops comparisons with competitors.

Marketing Research Flow

Scientific Approach Method

Existing approach	transcosmos's approach

Whole target market

Potential clients

Potential clients

High-potential clients

We can run a campaign effectively by approaching high-potential clients in the whole target market.
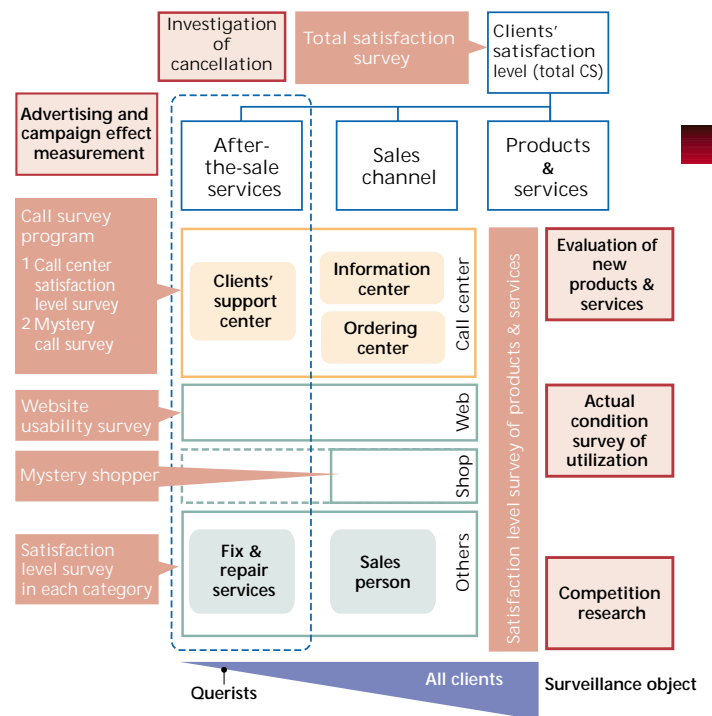
Streaming Solutions

Our Streaming Solutions deliver a wide variety of video content to users worldwide via high-quality, high-security, high-capacity, ubiquitous broadband environments.

5.1ch broadband live broadcasting service
Live internet broadcasting with 5.1ch surround sound and DVD-quality video

ePresenter
Internet presentations synchronizing concept and project proposals with video content

Digital Rights Management & Content Distribution Solution
DRM technology enabling Web-based control (accesses, validity periods, etc.) via the Web

ScreenCast
Conversion of images of on-screen actions, such as software operation procedures, into live streaming content for presentation at remote locations via the Web

Q-Me
Personalized distribution of video advertising and other content, based on a combination of our AdServer advertising distribution technology and our streaming content distribution technology

Marketing Chain Management Services

Call Center/Contact Center Services

We believe that it is necessary for call center/contact center services to combine appropriate technology and properly trained people through advanced process management of processes. We emphasize that we staff our call centers/contact centers primarily with long-term, full-time employees for the reason of: 1) reliable skills grounded in awareness of process management; and 2) the value of continuous, long-term accumulation of know-how. We are gathering customers' voice on our database and analyzing it. We have also established call centers/contact centers in the United States to leverage time-zone differences to better provide round-the-clock support.

People

- Hiring skilled workers
- Appropriate human resource allocation
- Training implementation method, effect measurement and teaching method
- Tutorial based on multicareer path
- Incentive and reward

Process

Design of report line	Communication
Shift managers	Standardized customer response
Escalation flow	Information-sharing and cooperation with other functions
Performance management and monitoring	

Technology

ADC/IVR/CTI	Training with computer
Call tracking system	Web marketing system
Email management system	Data mining
Knowledge & document management	Utilization of VoIP
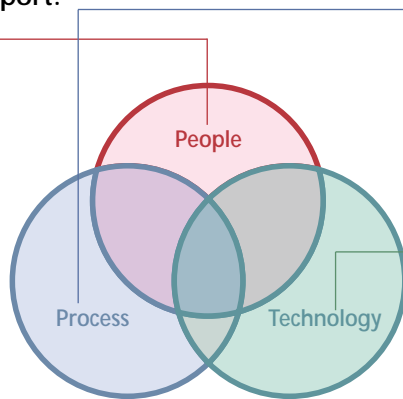
Call Center/Contact Center Solution Services

Call centers and contact centers are traditionally also cost centers. To turn them into profit centers, we add a sales function and automate any tasks that IT can handle to free up people for higher value-added work such as addressing difficult or complex questions and using customer databases for cross selling. transcosmos achieves increased value-added and reduces costs by deploying advanced technologies to automate our call centers/contact centers.

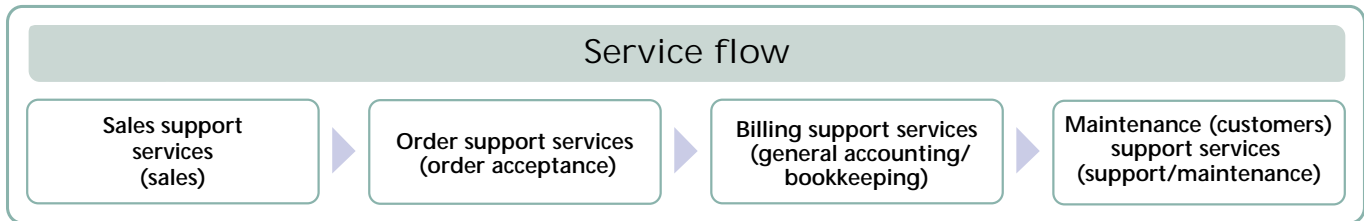**Overview of Next-Generation Contact Center**
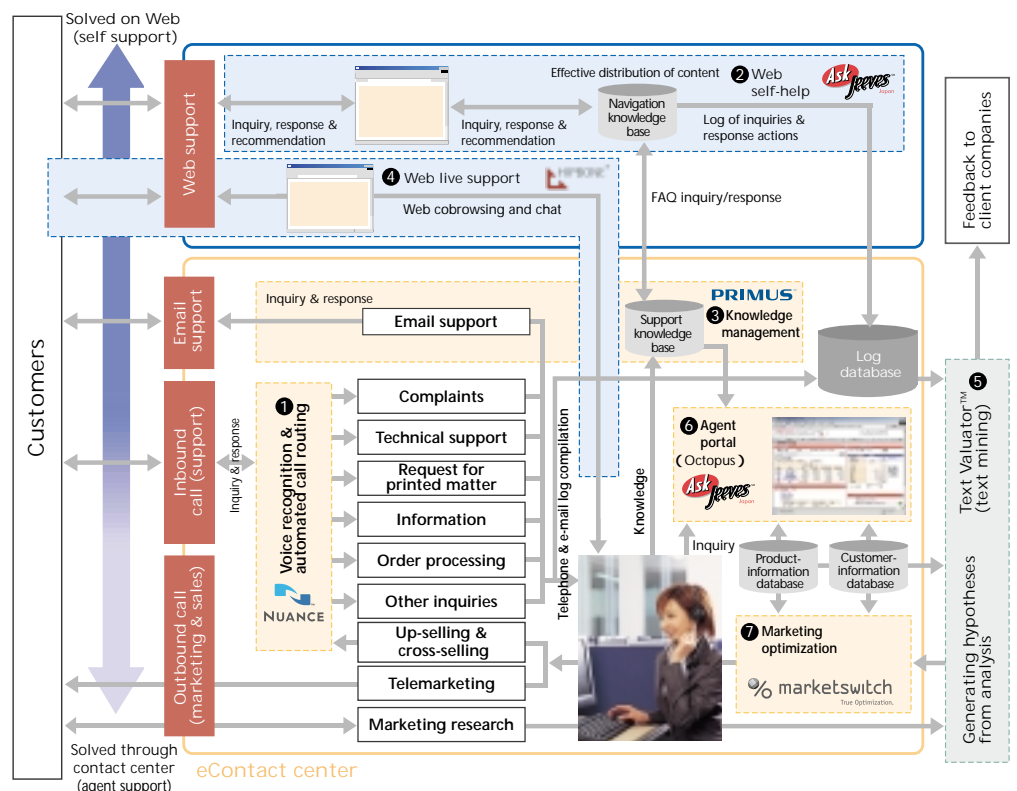
BtoB Contact Center Services

transcosmos's principal BtoB services are Sales Support Services, which enhance the impact and efficiency of clients' sales and marketing efforts: Order Support Services, which take over clients' order-taking operations; Billing Support Services, which verify and collect on clients' accounts receivable; and Maintenance Support Services, which handles customer enquiries for maintenance service and consumables for clients.

Concept of BtoB Contact Center

Service flow

| Sales support services (sales) | Order support services (order acceptance) | Billing support services (general accounting/ bookkeeping) | Maintenance (customers) support services (support/maintenance) |

Web Support Contents Outsourcing Services

We provide end-to-end outsourcing services for Web-support content, from FAQ-content development to site management. We rapidly update and improve content based on what we learn from listening to customers through our contact centers.

Concept of Web Support Site Management and Operation
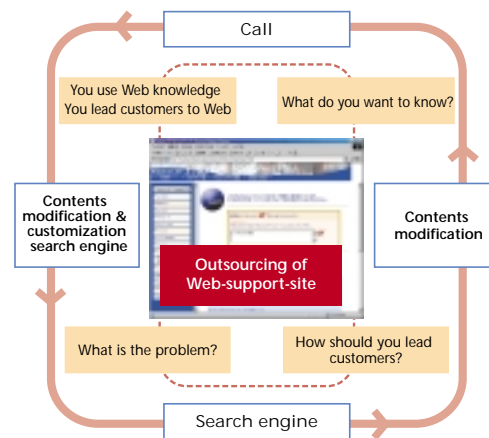
Pharmaceutical Outsourcing Services

We develop and offer "clinical trial services" that streamline and accelerate the numerous clerical tasks attendant to new-drug development. During the essential clinical trial process, for example, we recruit participants and manage scheduling and trial data. Our DI Center Support Service for pharmaceutical companies provides a full range of services for handling enquiries about drugs and medications, covering all aspects from enquiry acceptance and operational organization and systems, to the set up of training programs.
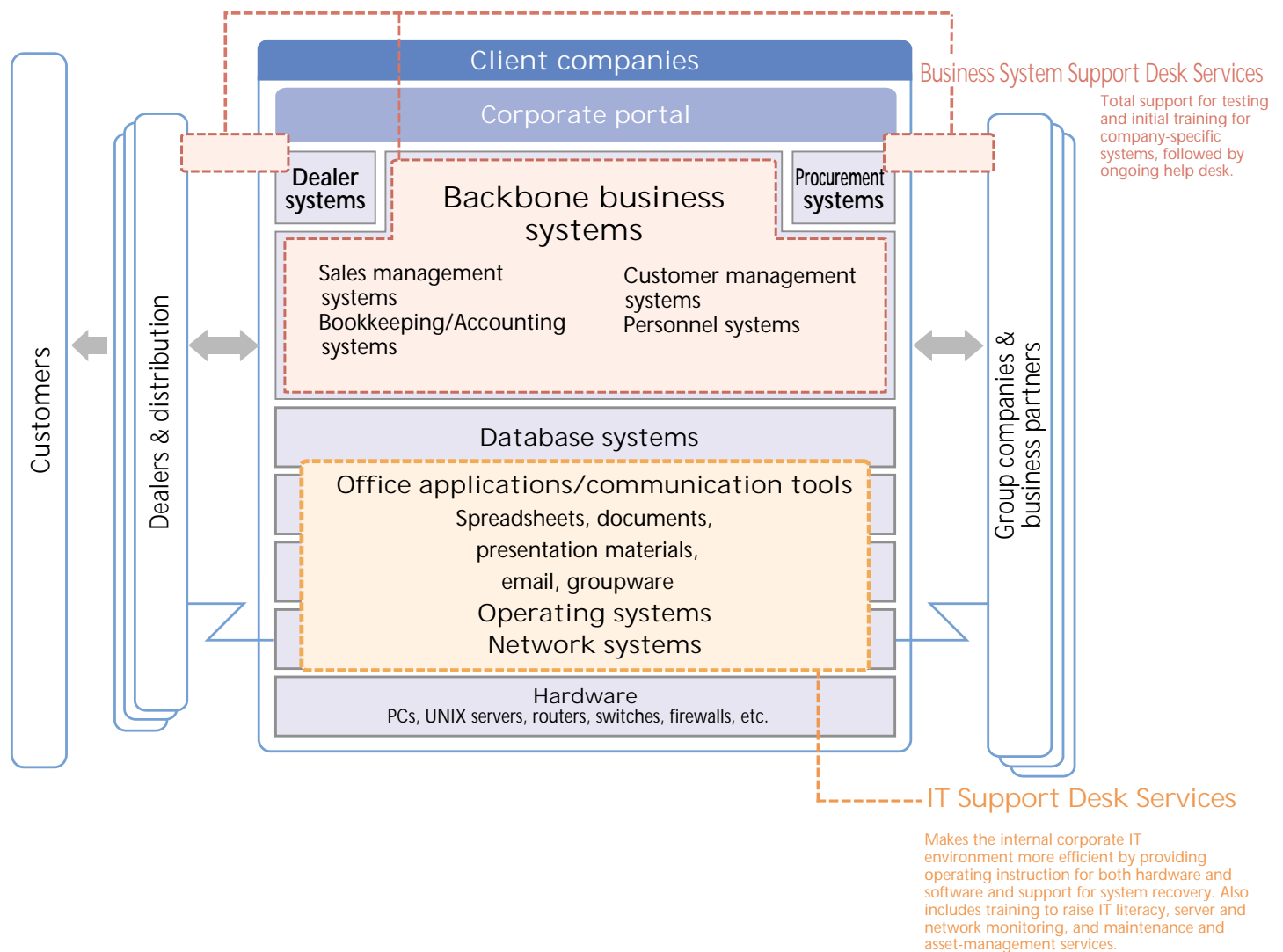
Concept of Clinical Trial Support Services

Marketing Chain Management Services
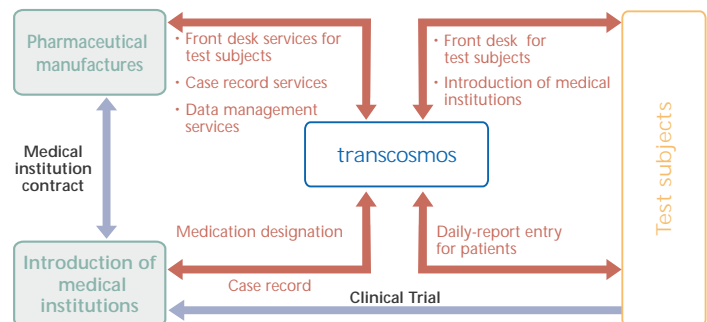
Support Desk Services

Our support desk services include systems consulting, implementation (launch), and testing, as well as administration. Our system administration services mainly provide the support desk, knowledge-database management, and administrator training. Coverage of our support desk services also extends beyond internal corporate services.

Concept of Support Desk Services

Client companies

Corporate portal

Customers

Dealers & distribution

Dealer systems

Backbone business systems

Sales management systems
Bookkeeping/Accounting systems

Customer management systems
Personnel systems

Procurement systems

Group companies & business partners

Database systems

Office applications/communication tools

Spreadsheets, documents, presentation materials, email, groupware

Operating systems
Network systems

Hardware
PCs, UNIX servers, routers, switches, firewalls, etc.

Business System Support Desk Services

Total support for testing and initial training for company-specific systems, followed by ongoing help desk.

IT Support Desk Services

Makes the internal corporate IT environment more efficient by providing operating instruction for both hardware and software and support for system recovery. Also includes training to raise IT literacy, server and network monitoring, and maintenance and asset-management services.

SAP R/3 Support Desk Services

SAP R/3 (ERP) Administration Services

Our SAP R/3 (ERP) Support Desk Services strive to raise operational productivity before, during, and after system migrations. Before deployment, we harmonize divergent requirements between IT and operating departments and check the operational compatibility of current systems. Post-deployment, we work to eliminate discrepancies between the new IT system and new operating processes and structures, and to resolve migration delays.
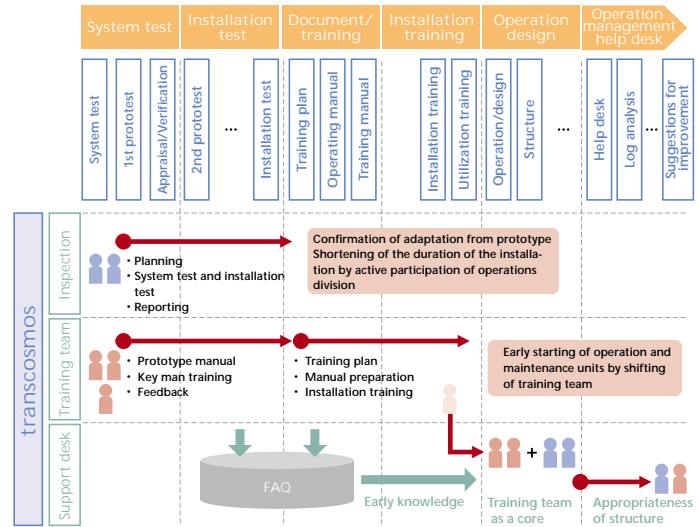
Microsoft Windows XP Speed Migration Services

We provide an end-to-end solution for corporate and non-corporate organizations currently using Windows 95, 98, Me, or NT that want to migrate rapidly to Windows XP Professional Edition, which offers greatly enhanced reliability, stability, and security features.

We provide reliable, expert support throughout this process, including testing to make sure everything is running perfectly, user training, and post-migration help-desk services and impact analysis.
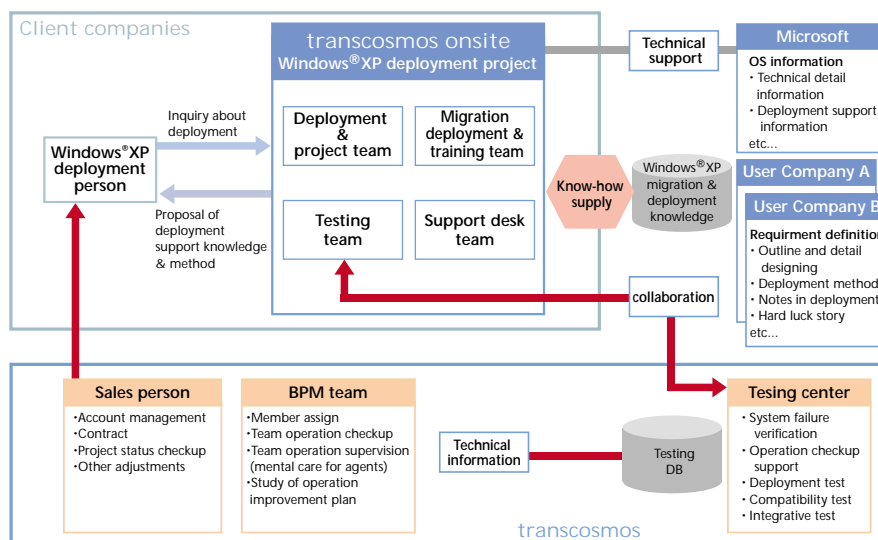
System Engineering Services

With increasing globalization, money, merchandise, services, and business resources are moving across borders more than ever before. One result is that corporate-information strategies are becoming key elements in achieving greater efficiency and keeping proprietary information secure. As well as supporting clients in every detail of their distinct corporate information strategies, we provide a comprehensive suite of services that extends to optimizing product-making operations. This suite of services include Engineering Services which assist clients directly with making new products, System Services which provide on-site system support, and Systems Integration Services which use the latest information technologies backed by a forward-thinking awareness of long-term system-management issues.

Concept of System Engineering Services
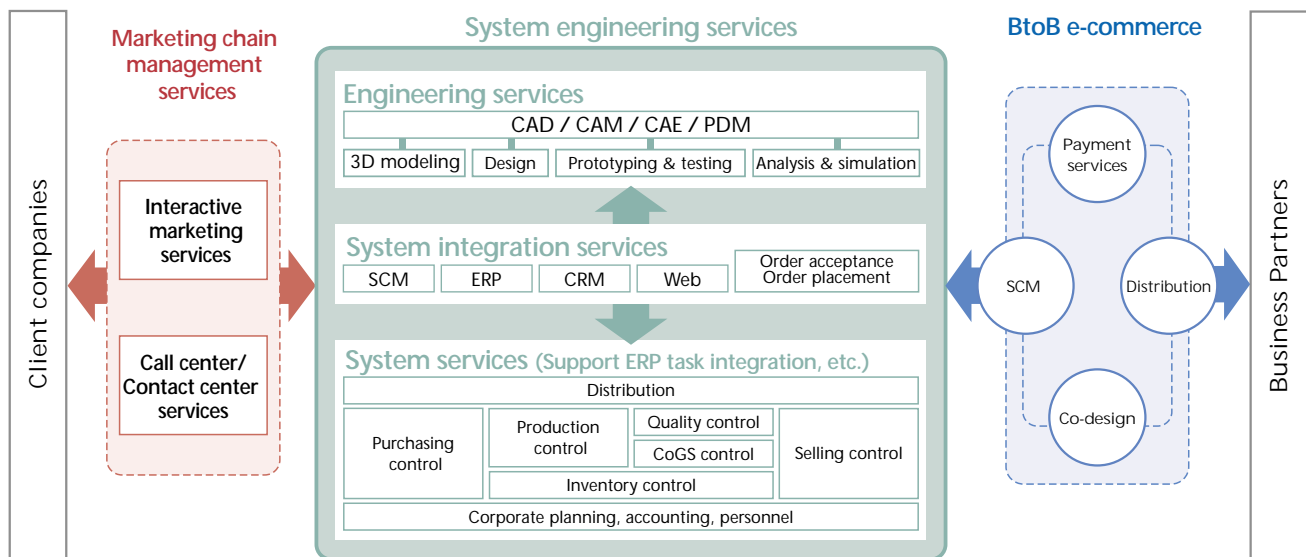
Engineering Services

We support the full range of development and design activities by latest computer technologies based on advanced CAD/CAM/CAE/PDM tools. We anticipate the movement of manufacturing base shift to China and the Asian region by Japanese manufacturers, then we have concentrated our overseas service operations in East Asia and set up systems for providing on-site support specific to each of our client's distinct fields and the countries they operate in.

Concept of Engineering Services
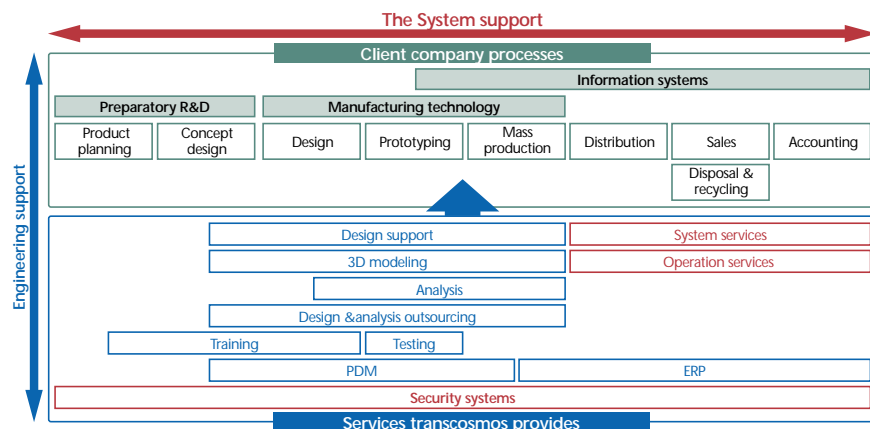
System Services

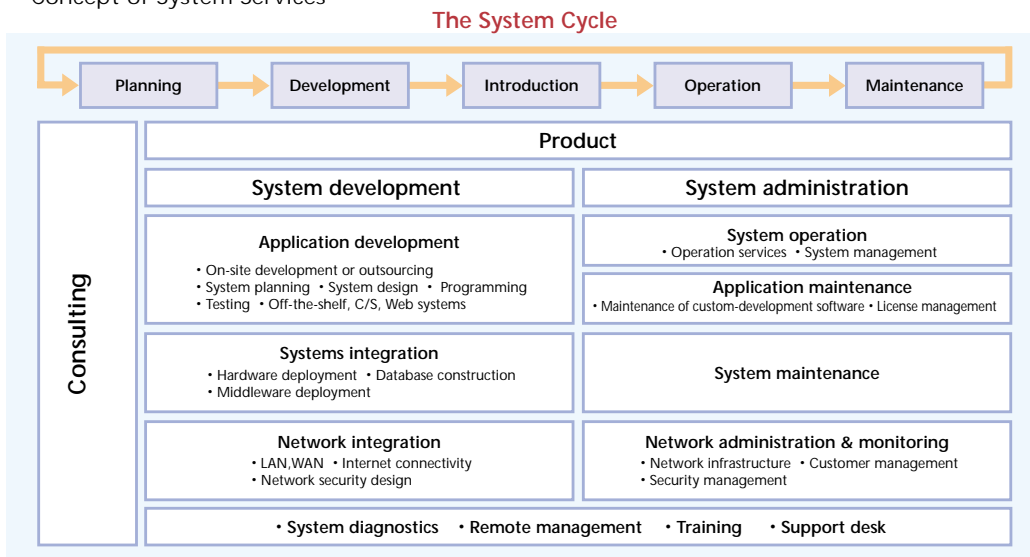We provide on-site assignment of the appropriate engineers for every stage of the process – definition of requirements, design, application development, testing and launch – to support for deployment and administration of back-office systems including backbone business systems in keeping with our clients' corporate information strategies for both of off-the-shelf and open-source systems.

Concept of System Services

The System Cycle

Planning → Development → Introduction → Operation → Maintenance

Consulting

Product

System development	System administration
Application development On-site development or outsourcing System planning System design Programming Testing Off-the-shelf, C/S, Web systems	**System operation** Operation services System management
	Application maintenance Maintenance of custom-development software License management
Systems integration Hardware deployment Database construction Middleware deployment	**System maintenance**
Network integration LAN,WAN Internet connectivity Network security design	**Network administration & monitoring** Network infrastructure Customer management Security management

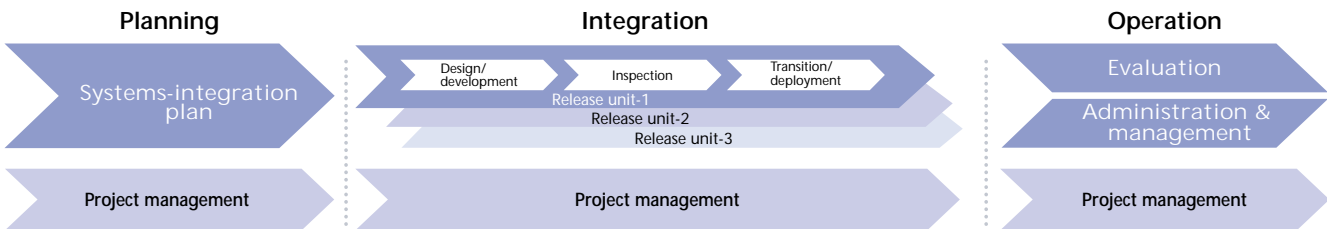System diagnostics   Remote management   Training   Support desk

Systems Integration Services

We also offer the systems integration with stable quality such as CRM by adopting our original systems integration method called "compass" to all projects along with providing the process from IT consulting to planning merged with know-how from contact center service operation and latest marketing technologies.

Compass™ Systems Integration Methodology

Planning	Integration	Operation
Systems-integration plan	Design/development → Inspection → Transition/deployment Release unit-1 Release unit-2 Release unit-3	**Evaluation** **Administration & management**
Project management	Project management	Project management

Compass™ is transcosmos Group's proprietary systems-integration methodology. It incorporates and standardizes the know-how, rules of thumb, and procedures that we have accumulated over many years of experience in systems-integration project management. transcosmos and Skylight Consulting jointly developed Compass™

System Engineering Services
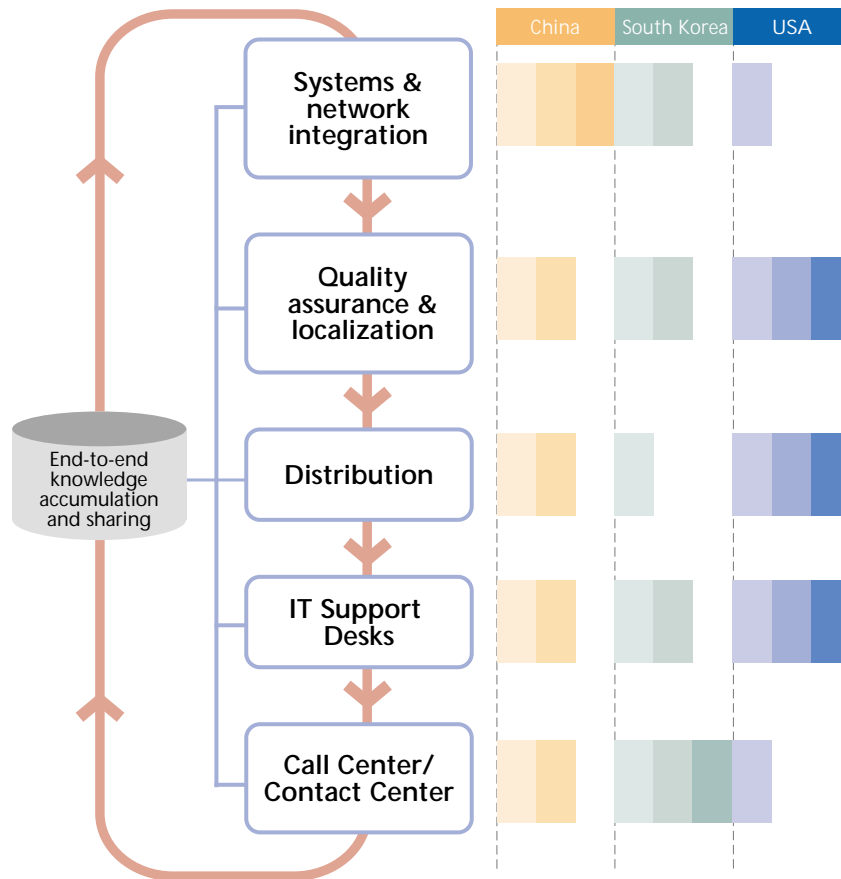
transcosmos U.S.A. Inc.
Seattle Headquarters

transcosmos U.S.A. Inc.
San Francisco Branch

Global IT Support Services

Reflecting on the paradigm shift among Japanese manufacturers on the manufacturing base's transfer to China and other Asian regions, we support our client company's business globally.
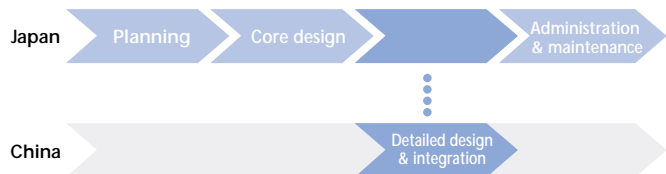
Scope of Overseas Services

	China	South Korea	USA
Systems & network integration			
Quality assurance & localization			
Distribution			
IT Support Desks			
Call Center/ Contact Center			

End-to-end knowledge accumulation and sharing

Systems Integration/Network Integration Services

transcosmos Information Creative Co., Ltd., a wholly owned subsidiary in China, performs high-quality systems development tasks for Japanese clients at a low price. We acquired ISO 9001 certification in 2001.

Japan-China Systems Development Workflow

Japan: Planning → Core design → Administration & maintenance

China: Detailed design & integration

ISO 9001
SGS

UKAS
QUALITY
MANAGEMENT
005

transcosmos America Inc.
Los Angeles Headquarters

transcosmos America Inc.
New York Branch

transcosmos Information Creative
(China)Co.,Ltd.Tianjin Headquarters

transcosmos Information Creative
(China)Co.,Ltd.Shanghai Office

Customer Interaction Center Korea
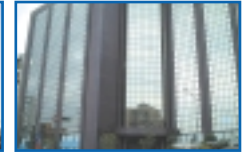
transcosmos Engineering Taipei Inc.

Quality Assurance & Localization

Quality assurance of products and services is highly important for global company in overseas markets. We employ staffs who are highly skilled in the languages our clients need quality-assurance work done in. We also maintain the linguistic expertise to provide software localization services.

Quality Assurance & Localization Model

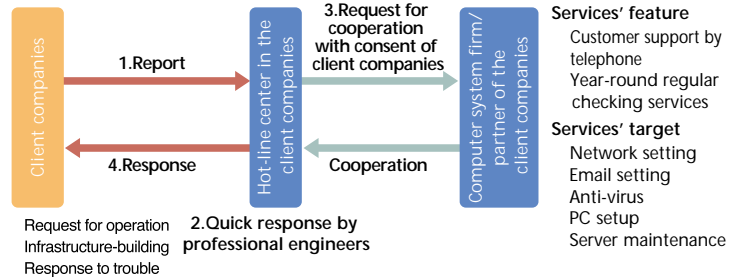| English | Hardware | Software |
Chinese	Quality assurance	
Korean	Localization services	
Japanese		
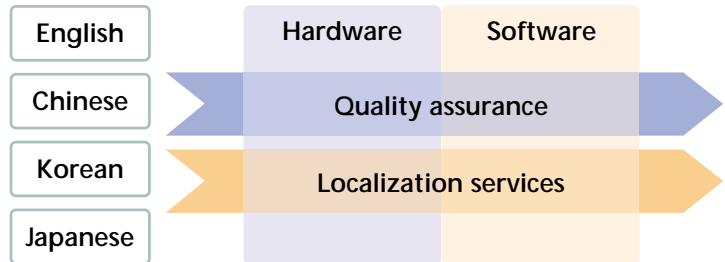
Distribution Services

transcosmos is highly effective at providing sales, support, and distribution routes overseas. We sell many types of hardware and Japanese-language software through a network of some 1,300 overseas dealers. We also offer bilingual support services in Japanese and English.

Support Desk Services

We provide staff capable of providing support desk services in English, Chinese, Korean, Japanese, and other languages, mainly to Japanese corporate clients. We not only break through the language barrier, but do so with a complete range of fine-tuned, flexible services in each language.

Hot-line Services

Client companies — 1.Report → Hot-line center in the client companies — 3.Request for cooperation with consent of client companies → Computer system firm/ partner of the client companies

4.Response ← Cooperation ←

Request for operation
Infrastructure-building
Response to trouble

2.Quick response by professional engineers

Services' feature
 Customer support by telephone
 Year-round regular checking services

Services' target
 Network setting
 Email setting
 Anti-virus
 PC setup
 Server maintenance

Call Center/Contact Center Services

transcosmos call centers/contact centers not only provide multilingual services, but also leverage our global network and time-zone differences to deliver round-the-clock services. Native speakers are available to provide call support in each language, and transcosmos has the flexibility to meet changing clients' needs.

Into the Fast-Growing South Korean Market
DACOM, South Korea's top consumer telecommunications company, and we established CICK, a South Korean contact center business in May 2001. Expansion of outsourcing market has been expected in Korea, thus we also reinforce our business deployment.

Global IT Support Services

Network

transcosmos Group
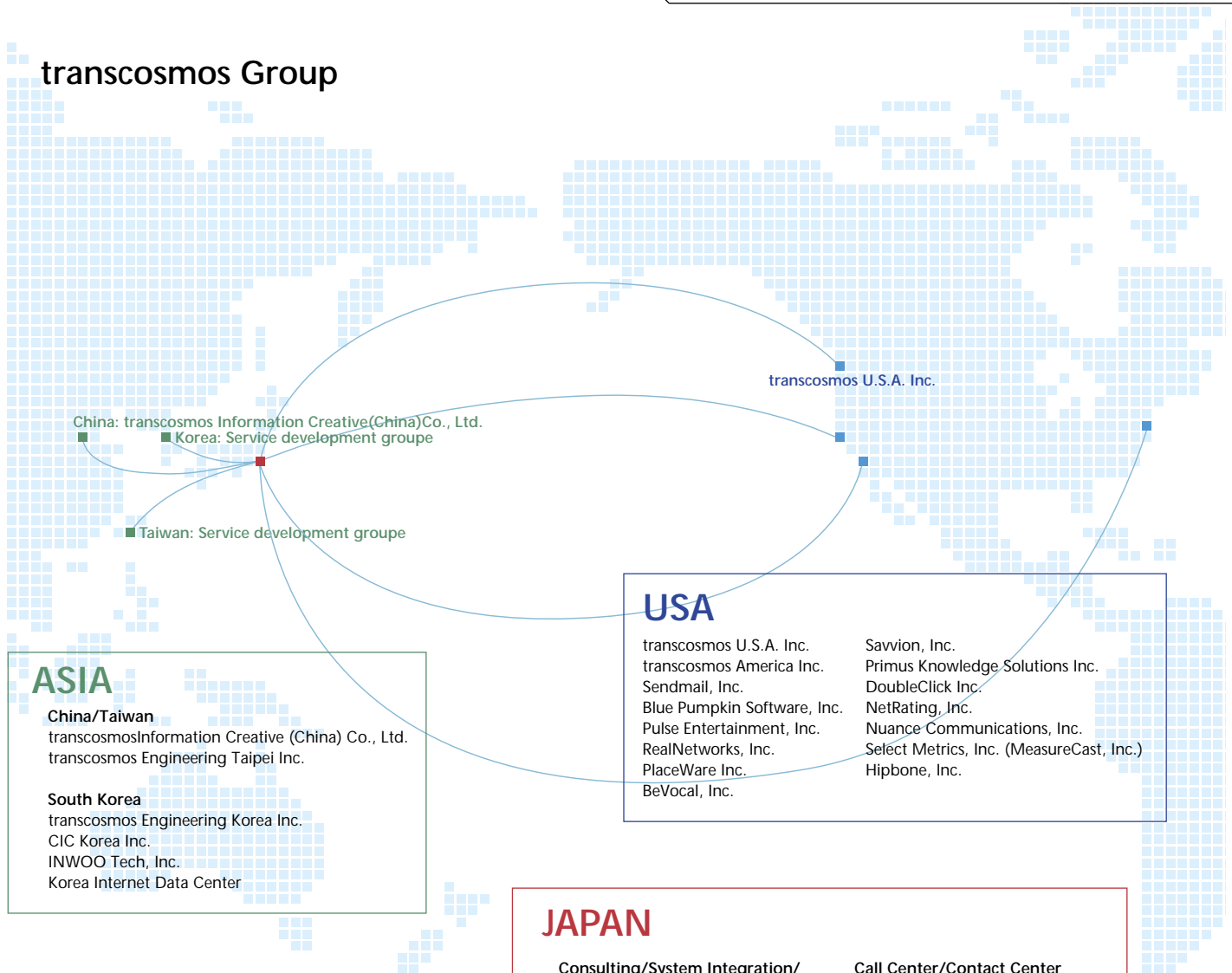
China: transcosmos Information Creative(China)Co., Ltd.

Korea: Service development groupe

transcosmos U.S.A. Inc.

Taiwan: Service development groupe

ASIA

China/Taiwan
transcosmosInformation Creative (China) Co., Ltd.
transcosmos Engineering Taipei Inc.

South Korea
transcosmos Engineering Korea Inc.
CIC Korea Inc.
INWOO Tech, Inc.
Korea Internet Data Center

USA

transcosmos U.S.A. Inc.	Savvion, Inc.
transcosmos America Inc.	Primus Knowledge Solutions Inc.
Sendmail, Inc.	DoubleClick Inc.
Blue Pumpkin Software, Inc.	NetRating, Inc.
Pulse Entertainment, Inc.	Nuance Communications, Inc.
RealNetworks, Inc.	Select Metrics, Inc. (MeasureCast, Inc.)
PlaceWare Inc.	Hipbone, Inc.
BeVocal, Inc.	

JAPAN

**Consulting/System Integration/
Development Services**
Skylight Consulting, Inc.
Mac Interface Co., Ltd.
Solution-LABO-TSI Co., Ltd.
System Wave Co., Ltd.
Trans Welnet Inc.

Marketing-chain management
DoubleClick Japan Inc.
J-Stream Inc.
NetRatings Japan Inc.
Macromill, Inc.
init co., ltd.
A.T. Interactive Inc.
Marketswitch Japan KK
Ask Jeeves Japan Co., Ltd.
Primus Knowledge Solutions, K.K.
CyberSource KK
NetMile, Inc.

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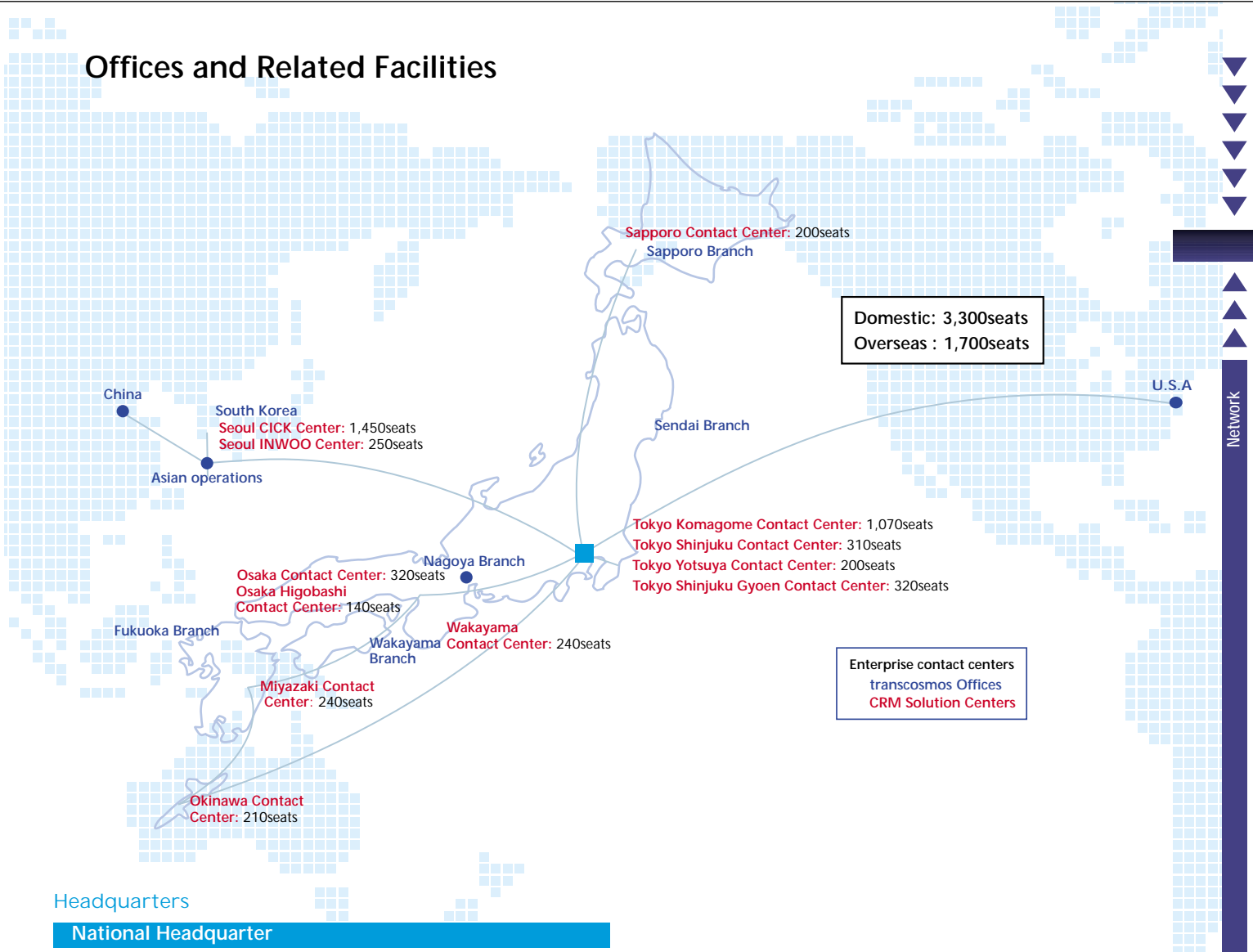BestCareer Inc.
TechnoBouquet Inc.
Wakayama Planet KK

E-business sites
Forecast Communications Inc.
Listen Japan, Inc.
AtomShockwave K.K.

IT Training/IT Personnel
Asahi-MKC Co., Ltd

Offices and Related Facilities

Sapporo Contact Center: 200seats
Sapporo Branch

Domestic 3,300seats
Overseas 1,700seats

China

South Korea
Seoul CICK Center: 1,450seats
Seoul INWOO Center: 250seats

Asian operations

Sendai Branch

U.S.A

Tokyo Komagome Contact Center: 1,070seats
Tokyo Shinjuku Contact Center: 310seats
Tokyo Yotsuya Contact Center: 200seats
Tokyo Shinjuku Gyoen Contact Center: 320seats

Nagoya Branch

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

Fukuoka Branch

Wakayama
Wakayama Contact Center: 240seats
Branch

Miyazaki Contact
Center: 240seats

Enterprise contact centers
transcosmos Offices
CRM Solution Centers

Okinawa Contact
Center: 210seats

Network

Headquarters

National Headquarter

Sumitomo Seimei Akasaka Bldg., 3-3-3 Akasaka, Minato-ku, Tokyo, 107-0052 Japan
Tel: +81-3-3586-2880   Fax: +81-3-3586-8616

Office

Osaka Headquarter

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

Nagoya KS Bldg., 3-1-18 Taiko, Nakamura-ku, Nagoya, 453-0801 Japan
Tel: +81-52-453-7585   Fax: +81-52-453-7587

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 News

2003/03/14

transcosmos launches campaign and promotions business with a new promotion model featuring camera-equipped cellphones

2002/12/17

transcosmos introduces Japan's first Web Cobrowsing which enables to make internet trades simple into our contact center.

2002/11/15

transcosmos begins new marketing research service

2002/11/08

transcosmos partners with Microsoft Japan to offer Windows XP Speed Migration Service

2002/10/17

transcosmos, DoubleClick form alliance in email marketing

2002/09/12

transcosmos Provides Telephone Support for Microsoft Products in Japan

2002/08/06

transcosmos launches Q-Me broadband video marketing solution

2002/07/18

Suzuka Circuit's Coca-Cola 8-Hour World Endurance Championship to be Webcast on 6-Screen Multiplayer

2002/06/13

Short Shorts Film Festival Committee and transcosmos launch SSFF Preview Square to promote the Short Shorts Film Festival 2002 online

2002/05/13

transcosmos signs Distributor Agreement with Samsung SDS to Market "Bizentro" ERP Solutions Product and Launches Backbone Systems Solutions Service for Manufacturers in Japan

www.trans-cosmos.co.jp

Our "Investor Relation" section including the financial statements, management messages and IR News is available on the web-site.