

# Press Release

trans  
cosmos  
people & technology

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transcosmos, inc.

## transcosmos begins a business mobile site carrier formulation support service

– Everything from consulting and mobile site construction to validation, operation and customer support is offered in a single package –

transcosmos, inc. (Headquarters: Shibuya Ward, Tokyo; President and COO: Masataka Okuda; Securities code: 9715; hereafter, transcosmos) has started a total service to support business mobile carrier formulation (\*). Starting on August 1, 2009 a special organization was newly established with approximately 100 employees to provide a single package, including everything from carrier formulation consulting and mobile site construction to operation services, such as site validation on actual equipment, contents monitoring and customer support.

### (\* ) Carrier Formulation

Even within a mobile site, the sites contained in “menu lists” provided by each mobile telephone communication carrier company (hereafter, carrier) are called “official sites”. In order to be included, it is necessary to create a mobile site that adheres to the guidelines established by the carrier, submit an application to the carrier and obtain approval. When registered as an official site, there are merits such as the prospect of attracting customers from the official menu lists and being registered in official search engines.

The service menu and features are as shown below.

### ● Mobile Site Formulation Consulting Service & Mobile Site Construction Service

The service provides market research and analysis, planning, formulation application to the carrier and acts as the registrant's representative after approval. It also provides construction and development of mobile sites considering the specifications which official sites must satisfy.

### ● Mobile Equipment Validation Service

In order to ensure quality as an official site, the responses of all types of terminals are confirmed at transcosmos' mobile equipment validation center (see photos). Currently, 95.0% of the mobile access share in Japan is covered and there is also a speedy response to the new equipment that is continuously coming into market.



### ● Mobile Site Update Service, Mobile Site Customer Support Service, Contents Monitoring Service

To be approved as an official site, it is necessary to provide fresh contents and establish a customer support contact point. Furthermore, when setting up a bulletin board or community site, it is necessary to check the posted contents in advance. Operation services such as content updating, contact center set-up and 24 hour 365 day content monitoring can also be provided in a package.

transcosmos does not only provide formulation consulting and mobile site construction, but is also able to provide mobile oriented services as a total package, including operation and support services, etc. In addition, it also provides services such as planning, operation and office support for promotions utilizing an official site. Transcosmos has a sales target of ¥2 billion in FY2009 for mobile related services, including the business mobile site carrier formulation support service that has been initiated.

- transcosmos is a trademark or registered trademark in Japan and other countries.
- Other company names, and names of products and services are the trademarks or registered trademarks to those respective companies.

(About transcosmos inc.)

We launched operations in 1966 as a pioneer in the information processing outsourcing business. Since then we have brought together people and technology through careful effort while striving to enhance the competitive strength of our customers' enterprises by converting high added value to superior service. Since June 2002 broadband and VOIP spread diffusely, resulting in a more direct and rich connections between enterprises and consumers, and in particular, in an era in which enterprise marketing activities were revolutionized. Recognizing this, we brought out "Marketing Chain Management Company" as an enterprise slogan and endeavored to drive business. Today, telephone, web, email, and even video communication are united through the hub of the Internet protocol and a completely new communication channel is emerging. This means Internet expertise has become indispensable in call-center and contact-center services. Moving forward, transcosmos will make the most of our distinctive strengths, always adopting the latest Internet technology and developing outsourcing services. It is our intention to promote interactive marketing services that offer speed, increased sales, cost reduction and improved customer satisfaction to our customer's enterprises.

(URL: <http://www.trans-cosmos.co.jp/>)

**Inquiries from the media should be forwarded to**

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