

## **Dentsu Isobar Becomes an Elastic Path Solution Partner to Provide API-first Commerce to Enterprises.**



Dentsu Isobar Inc. (Head office in Tsukiji, Chuo-ku, Tokyo; President & CEO: Hidetoshi Tokumaru; Herein referred to as Dentsu Isobar) is the first Japanese company to become a solution partner of Elastic Path Software, Inc., the provider of the world's leading enterprise API-first commerce solution (Head office: Vancouver, Canada; Co-Founder & Chief Executive Officer: Harry Chemko; Herein referred to as Elastic Path). As a result of this partnership, Dentsu Isobar will now be able to leverage Elastic Path® Commerce's transactional capabilities to enrich the experiences it provides to its existing customers, and as an established service provider of Elastic Path, deliver installation consulting, implementation development, and solution management in Japan.

Placed in the Visionary Quadrant at U.S. research company Gartner Inc.'s 2017 Magic Quadrant for Digital Commerce, Elastic Path is a recognized leader in API-first enterprise commerce. Elastic Path empowers the world's biggest brands to innovate and transact billions of dollars in today's fast-paced digital world. It enables companies to quickly embed commerce into any customer experience, across any touchpoint—helping companies define the future of commerce.

In addition, Elastic Path can be seamlessly linked to other digital experience platforms such as Adobe Systems' Adobe Experience Manager and various web content management solutions that allow an efficient management of content.

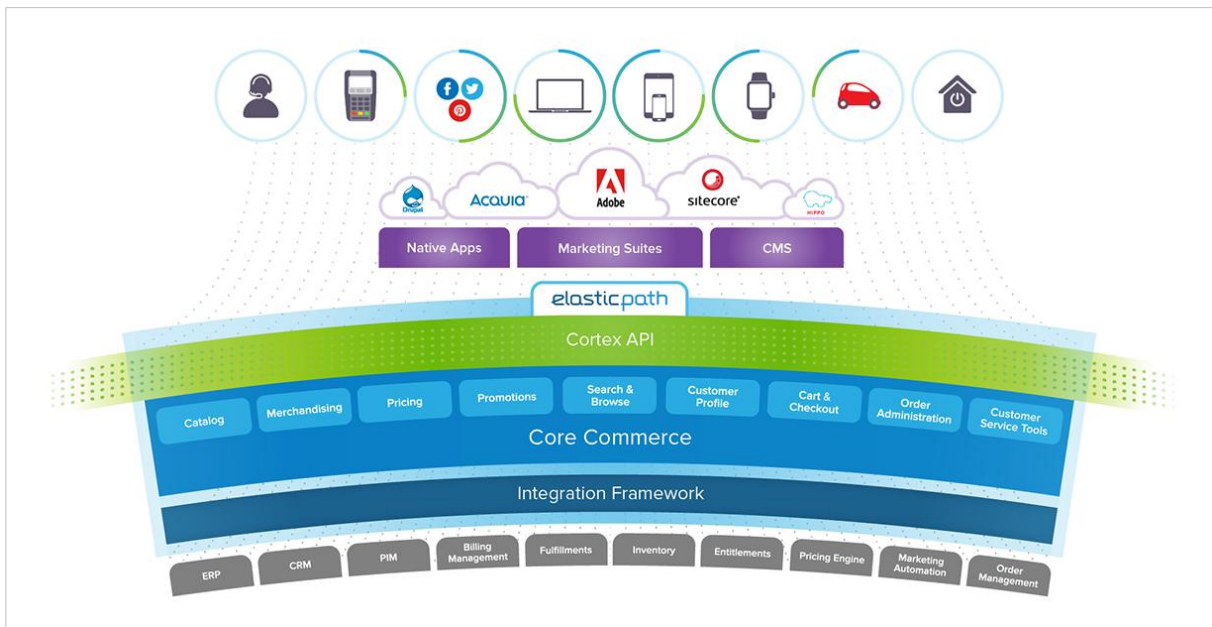
"Dentsu Isobar recognizes that Japanese brands are making investments to provide richer experiences to their customers, and that commerce is a key component needed in order to fully realize the value of these experiences," said Hidetoshi Tokumaru, President & CEO, Dentsu Isobar. "Elastic Path's API-first approach to commerce is allowing leading brands to monetize their investments in experiences, and we are excited by the potential of providing the same capability to our target markets."

# Dentsu isobar

"Elastic Path is very excited to partner with Dentsu Isobar to enhance our presence in the Japanese market," said Harry Chemko, CEO, Elastic Path. "It's great to see a key agency in the Dentsu Aegis Network making investments to grow an Elastic Path practice, complementing its impressive digital marketing capabilities with our commerce offering."

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Elastic Path Commerce platform is engineered for the future – for any touchpoint, any frontend and any backend or legacy system. Its architecture consists of 3 components: Cortex Hypermedia API, Core Commerce and Integration Framework.



## About Dentsu Isobar:

- **Agency Name:** Dentsu Isobar Inc.
- **Head Office:** Tsukiji Shochiku Bldg. 1-13-1 Tsukiji, Chuo-Ku, Tokyo
- **Established:** Jan. 1, 2016
- **Predecessor:** Digital Palette Inc. Established April, 2001
- **Capital:** JPY 400 M
- **Employees:** 380
- **Businesses:** Digital Solution Services
- **President & CEO:** Hidetoshi Tokumaru

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[DENTSUISOBAR.COM](http://DENTSUISOBAR.COM)



**About Elastic Path:**

- **Company name:** Elastic Path Software, Inc.
- **Head Office:** 1400 - 745 Thurlow Street Vancouver, British Columbia V6E 0C5, Canada
- **Established:** 2000
- **Employees:** 160
- **Businesses:** Enterprise Software Provider
- **Co-Founder & Chief Executive Officer:** Harry Chemko  
[www.elasticpath.com](http://www.elasticpath.com)

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