

## **Dentsu Isobar Collaborates with Cloud Commerce Solutions Leader Demandware to Step up Engagement in Commerce Business Solutions**

Global full-service digital agency Dentsu Isobar Inc. (headquarters: Tsukiji, Chuo-ku, Tokyo; president and CEO: Hidetoshi Tokumaru) has joined forces with the Japanese branch of world-leading provider of cloud commerce solutions Demandware, Inc. (headquarters: Shibuya-ku, Tokyo; representative and CEO: Mamoru Kitamura). Having entered into the first ever partnership of its kind in Japan, the two companies will provide ideas and support that accompany use of the Demandware commerce platform, as well as solutions that improve profitability for domestic and foreign companies that do business on that platform.

Having already moved into the global market, Isobar had partnered with Demandware. This collaboration in Japan will make possible consumer solutions that are globally linked and more optimal.

### **Key Points Regarding the Partnership**

Based on the driving concept of “Ideas without limits,” Dentsu Isobar is providing creative and comprehensive solutions in virtually all fields of corporate digital marketing. As branding has become so intertwined with purchases and other transactions, Dentsu Isobar employs the approach of brand commerce to provide companies with solutions. Dentsu Isobar has partnered with Demandware as Link Affiliate Partners to provide clients inside and outside of Japan with improved brand and customer experiences and support that included digital marketing, site design, and analysis. The collaboration will entail initiatives that reinforce the capacity to formulate commerce solutions and provide customers with optimal digital experiences.



## About Dentsu Isobar

As a member of Isobar, a global network brand of the Dentsu Aegis Group, Dentsu Isobar is a full-service digital agency that provides digital solutions. The high value-added digital solutions that we provide to client companies in Japan and abroad for markets both domestic and foreign include the construction of digital strategies, digital campaigns, experience marketing, and the construction of platforms.

### ■ Profile of Dentsu Isobar

- Company Name : Dentsu Isobar Inc.
- Headquarters : 1-13-1, Tsukiji, Chuo-ku, Tokyo
- Date of Establishment : January 1, 2016  
(Digital Palette, Dentsu Isobar's predecessor was established in April 2001)
- Capital : 400 million JPY
- Number of Employees : 332
- Line of Business : Provision of digital solutions and services
- Representative : Hidetoshi Tokumaru, President & CEO

## About Demandware

Demandware, the category-defining leader of enterprise cloud commerce solutions, empowers the world's leading retailers to continuously innovate in our complex, consumer-driven world. The Demandware open cloud platform provides unique benefits, including seamless innovation, the LINK ecosystem of integrated best-of-breed partners, and community insight to optimize customer experiences.

### ■ Profile of Demandware

- Company Name: Demandware, Inc.
- Headquarters Locations: 11 fl. JR Ebisu Bldg., 1-5-5 Ebisu-Minami, Shibuya-ku, Tokyo
- Date of Establishment: Oct. 2014
- Line of Business: Providing a cloud-based e-commerce platform and related services, providing consultation and training for the construction of systems
- Representative and CEO: Mamoru Kitamura

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