



Press Release

May 30th, 2017

Powered Communications and PIPELINE form a partnership in assisting foreign IT companies to conduct businesses in Japan.

- Providing one-stop “Sales & Marketing” services -

Powered Communications Inc. (Headquarter: Bunkyo-ku, Tokyo, President: Kyosuke Wakairo) and PIPELINE K.K. (Headquarter: Chuo-ku, Tokyo, President: Allan Watanabe) announced today that they had signed an agreement to form a partnership, providing assistance for foreign IT companies to enter and expand their business in the Japanese market.

A gain of 10 new clients and sales of one hundred million yen are anticipated by the end of 2017 (April - December).

Powered Communications Inc. (<http://www.powered-communications.co.jp/jp/>)
PIPELINE K.K. (<https://www.pipeline.ne.jp/ja/>)

Since its establishment in 1999, Powered Communications has assisted over 300 foreign IT companies in entering and expanding their business in the Japanese market by providing them unique marketing services. In addition, PIPELINE, since its establishment in 2014, has a rapidly growing number of brand offers, and provides assistance in sales activities that are the solid first step for foreign IT companies to enter the Japanese market.

With this partnership, clients will be able to receive one-stop services for “Sales & Marketing.” Considering that it is essential for sales and marketing within a company to coordinate with each other, there is a tremendous advantage in receiving a service that integrates sales and marketing activities even when they are out-sourced.

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In particular, clients can receive the following services in one-stop.

[Sales assist services]

- Sales office (Sales agency)
- Business operations
- Localization of products/services
- Development of partner channels
- Technical support

[Marketing services]

- Market research
- Lead generation
- Product marketing
- Solution marketing
- Partner channel marketing
- Marketing communication (Seminars, PR, campaigns etc.)