

DAC certified as a LINE Govtech Partner for supporting governments that utilize LINE Official Accounts

Tokyo, July 27, 2022 – D.A.Consortium Inc. (DAC) is pleased to announce that it has been certified as a partner company under the Govtech Partner Program, LINE Corporation's new program to recognize companies that provide national and local governments technical support in utilizing their LINE Official Accounts.

■ Govtech Partner Program

The Govtech Partner Program was newly established with the aim to support administrative DX by promoting the development of easy-to-use LINE environments for national and local governments. Under this program, LINE Technology Partners that provide national and local governments technical support in utilizing their LINE Official Accounts and who have fulfilled certain criteria are certified as Govtech Partners. For further details, please refer to LINE's press release.

<https://linecorp.com/ja/pr/news/ja/2022/4309>

Ever since LINE introduced corporate services in 2012, DAC has promoted one-to-one communication between users and companies that utilize LINE through DialogOne®(*1), which it developed and provides. DAC's DialogOne boasts a long record of supporting major companies representing a wide variety of industries as well as governments, such as Shibuya Ward and Yamaguchi Prefecture, in moving their services online(*2). In recognition of these ongoing efforts and achievements, DAC was awarded certification as a Govtech Partner.

DAC is also a Technology Partner under the LINE Biz Partner Program, which certifies partner companies that develop and sell various corporate services offered by LINE Corporation(*3) and has been awarded OMO and Notification certification badges.

DAC will continue to provide various solutions that support national and local governments in their administrative DX efforts and utilization of LINE Official Accounts.

(*1) DialogOne® is a messaging management solution for communication platforms such as LINE. By bridging customer data owned by companies and governments with social media account data, this solution enables high-precision utilization of LINE. With a wealth of implementation experience, a comprehensive range of functions, and advanced technical expertise, DAC provides organizations comprehensive and customized CRM support. <https://solutions.dac.co.jp/dialogone> (Japanese)

(*2) News release of February 15, 2017 : DAC supports Shibuya Ward's child rearing support services utilizing DialogOne®, a LINE Business Connect compatible solution

https://www.dac.co.jp/press/2017/20170215_dialogone_shibuya-ku (Japanese)

News release of March 29, 2022 : DAC and ALBERT launch an inquiry system utilizing AI for Yamaguchi Prefecture's LINE Official Account ~Facilitating accurate and fast access to child-care information~ https://www.dac.co.jp/english/press/2022/20220329_done_y

(*3) News release of April 5, 2022 : DAC wins OMO and Notification certification badges as a Technology Partner under the LINE Biz Partner Program~Including previously awarded badges, the most for any one company with three badges and the highest for a group with four badges~

https://www.dac.co.jp/english/press/2022/20220405_linetechbadge

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<Corporate Information>

■ **D.A.Consortium Inc.**

<https://www.dac.co.jp/english/>

Established in 1996 during the early days of online advertising, DAC has led the formation and growth of the digital marketing industry by steadily expanding its operations with the increased digitalization of information and lifestyles.

Utilizing a wealth of knowledge and experience in digital advertising, advanced technological development skills, and strong relationships media companies, platformers and other technology partners, DAC provides global and comprehensive digital marketing services, such as supporting company data utilization, designing promotional initiatives, and developing and constructing marketing systems.

Guided by the mission, "**Empowering the digital future**," DAC will continue to be a leader in creating new forms of digital ads and marketing that provide new value to society.

Representative : Yuzo Tanaka,
President, Executive Officer, CEO & CCO (Chief Compliance Officer)
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Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

For inquiries regarding this News Release

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Empowering the digital future

デジタルの未来に、もっと力を。