

News Release

D.A.Consortium Inc.

DAC maintains certification as a LINE Govtech Partner

~Supporting governments that utilize LINE Official Accounts~

Tokyo, August 23, 2022 --- D.A.Consortium Inc. (DAC) is pleased to announce that following the previous certification, it has maintained its certification as a partner company under the Govtech Partner Program, LINE Corporation's program to recognize leading companies that provide national and local governments technical support in utilizing their LINE Official Accounts.

■ Govtech Partner Program

The Govtech Partner Program was established in 2022 to promote administrative DX. 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>(*1)

Ever since LINE introduced corporate services in 2012, DAC has promoted one-to-one communication between users and governments or companies that utilize LINE through DialogOne®(*2), a messaging management solution 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(*3). In recognition of these ongoing efforts and achievements, DAC was awarded certification as a Govtech Partner continuing from last time.

DAC has also been recognized as the highest-ranking Premier Technology Partner, communications category, under the LINE Biz Partner Program, which certifies partner companies that develop and sell various corporate services offered by LINE Corporation(*3). Under the certification badge program for certified companies, DAC has been awarded four certification badges as a company, the most for any one company in Japan, and five certification badges as a group, the most for any one group(*4).

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) July 26, 2022, LINE press release: "Govtech Partner Program newly established to recognize leading companies that provide national and local governments technical support in utilizing their LINE Official Accounts" <https://linecorp.com/ja/pr/news/ja/2022/4309> (Japanese)

(*2) 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)

(*3) February 15, 2017, press release: DAC supports Shibuya Ward's Child-care Support Service with DialogOne, a solution compatible with LINE Business Connect
https://www.dac.co.jp/press/2017/20170215_dialogone_shibuya-ku (Japanese)

March 29, 2022, press release: DAC and ALBERT launch an inquiry system utilizing AI for Yamaguchi Prefecture's LINE official account

https://www.dac.co.jp/english/press/2022/20220329_done_y

(*4) May 22, 2023, press release: DAC certified Premier Technology Partner, communications category, under the LINE Biz Partner Program

https://www.dac.co.jp/english/press/2023/20230522_lineaward

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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,
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Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

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Empowering the digital future

デジタルの未来に、もっと力を。