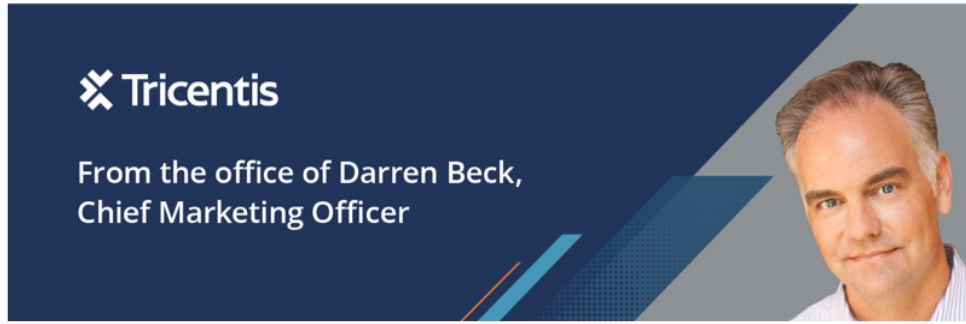


**From:** Corporate Communications <[corporatecommunications@tricentis.com](mailto:corporatecommunications@tricentis.com)>

**Date:** Thursday, February 8, 2024 at 1:25 PM

**To:** Tricentis Employees all <[tricentix@tricentis.com](mailto:tricentix@tricentis.com)>

**Subject:** Tricentis.com: Now in Japanese!



Hello Tricentis Colleagues!

In preparation for the upcoming opening of our Tokyo, Japan office in April, I am thrilled to share that the Tricentis Japanese website is now live! This is an excellent first step toward establishing Tricentis' presence in the Japan market and building our SEO. [Check it out!](#)

A wide-ranging cross-departmental team worked diligently to bring this to fruition. Collaborating with third-party agencies GeoFusion and Urban Connections and navigating the intricacies of the Japanese language, the team has launched a site that promotes Tricentis test automation, test management, and performance testing products. Over the coming weeks, more and more localized pages will be rolled out as well as additional content, support materials, and even localized paid media campaigns.

Omedetou gozaimasu (congratulations!) to the team for this outstanding achievement!  
Contributors include:

**Web team**

Virginia Kiddy • Snow Sukserm • Tony Chi • Maxim Cheptea

**Marketing team**

Gina Kawalek • Siew Theng Gwee • Osamu Uchida • Ayumu Narizuka

**Paid media team**

JD Callaway • Chris Erickson

**Legal team**

Jen Kuhn

Thank you for your dedication and hard work putting Tricentis on the map in Japan!

Darren

[tricentis.com](https://www.tricentis.com)



