

IFS case study

IFS designs and implements industry specific business applications for organisations worldwide. With offices and employees in over 60 countries IFS is a global company that works closely with its customers to develop applications specific to their requirements.

The company has more than 2,000 customers in more than 50 countries and focuses on seven main industries: aerospace & defense, utilities & telecom, manufacturing, process industries, automotive, retail & wholesale distribution, and construction contracting & service management. IFS has 2,700 employees and net revenue in 2009 was SKr 2.6 billion. www.IFSWORLD.com

PR Objectives

- To raise the profile of IFS in Australia and New Zealand in specific industries such as oil and gas, mining, manufacturing and construction.
- To establish IFS as a 'market commentator' on 'component based' enterprise applications and the useability of enterprise applications.

Approach

To enable BENCH PR to position IFS as a market commentator and establish thought leadership, BENCH PR hosted a messaging session for IFS to clarify key messages for all stakeholders and pitched in a number of different ideas to editors for opinion pieces and features.

Results

- BENCH PR achieved over 40 pieces of media coverage for IFS in 2009. Most of these were large opinion and profile pieces in publications such as The Australian, CIO, PACE magazine, Oil and Gas Gazette, Australian Mining, Aviation Business and NZ titles.
- BENCH PR also hosted a number of analyst briefings and identified key networking events for Managing Director Rob Stummer.
- <http://www.theaustralian.com.au/news/hawker-concedes-gremlins/story-0-1225757607550>
- <http://www.pacetoday.com.au/Article/Exclusive-IFS-interview-From-ERP-to-ESP/469906.aspx>
- http://www.cio.com.au/article/313330/opinion_how_demand_simplicity_useability_changing_erp_market
- <http://www.itnews.com.au/News/152365,ifs-eyes-smart-metering-projects.aspx>