

# C Current Communications



**CASE STUDY: M957**  
**CLIENT: S2 SYSTEMS**

**GOAL:** Raise profile S2 Systems in key vertical markets—financial services, retail and healthcare. Position S2 for an IPO and/or acquisition.

**CHALLENGE:** As a newly independent provider of high-volume, high availability transaction processing solutions, S2 faced the challenge of creating awareness of the company and understanding of its products among key audiences, including S2's large global base of installed customers.

**STRATEGY:** Build S2 brand and drive understanding of the company among existing customers, vertical market trade media and select industry analysts.

Increase S2's profile as an industry leader by maximizing media attention at important industry conferences and trade shows and highlighting S2's success with 'beacon' customers.

**RESULTS:**

- More than 30 press releases announcing new products, customers and partners were distributed in one year—achieving more than 3 million in targeted media impressions.
- More than 250 select S2 customers attended the company's 1<sup>st</sup> annual users' conference— "S2 Exchange."
- Media/analyst outreach generated awareness among all target analysts and extensive coverage in all target trade publications.

**IMPACT:**

- S2 Healthcare acquired by Dakota Imaging
- S2 Systems acquired by ACI, Inc.

