



Long-term PR Campaign Cultivates Company's Leadership Stance

When Springboard President Domenick Cilea answered his phone on a late fall Friday afternoon in 1996, it was the beginning of a long-term client relationship that spans more than a decade. On the other end of the line was the newly appointed president of IDS Scheer who was tasked with building the company's North American operations.

Today, IDS Scheer is widely considered the market leader in Business Process Management (BPM). Determined to educate the market and solidify its position as an industry innovator in this emerging space, IDS Scheer partnered with Springboard to create its messaging and effectively communicate it to the marketplace.

With a goal to penetrate top-tier IT publications and gain market traction among leading industry research firms, such as Gartner, Forrester and many others, Springboard and IDS Scheer embarked on a long-term collaborative relationship built on creative thinking, hard work, and trust.

Part of Springboard's early success included taking the company on the road for media tours with IDS Scheer executives, meeting face-to-face with US and EMEA analysts and reporters who covered the BPM market. Springboard also developed customer case studies to illustrate real-world implementations and product success.

Today, these tactics have contributed to IDS Scheer growing from an early pioneer in BPM to an industry thought-leader, serving more than 7,000 customers across 70 countries. Additionally, in the past five years, Springboard helped IDS Scheer transform the company's annual user conference, ProcessWorld, into a renowned BPM-specific industry event that draws key reporters and industry analysts from around the world.
