

**Client:**

PeerLogic (Now CriticalPath)

PR Team:

Graham & Associates (US)

Stewart-Muir Communications (UK)

Campaign:

Launch of a series of mergers & acquisitions

Budget:

Undisclosed

Objectives:

PeerLogic, a pioneer in the middleware market and a leading enterprise middleware provider, was embarking on a series of acquisitions that would bolster the company's global presence and position in the marketplace. The public relations objective was to redefine PeerLogic as a major player in the middleware market and generate maximum coverage during the acquisition phases. The campaign also included an element of crisis communications. One of the acquisitions involved an International Computing Limited (ICL) subsidiary. A key challenge was to prepare for a possible leak to the media, which had been the case with prior releases of ICL company news.

Strategy & Plan:

The central strategy was to build awareness of the company prior to the announcements through the establishment of relationships with key media and industry analysts covering the middleware space in the US and Europe. This momentum would then be leveraged into other sectors of the media, especially the horizontal technology media and the business press. A pre-emptive plan was established to compensate for any leaks to the media.

Given that this was the most significant PR effort to date for PeerLogic, Graham conducted extensive industry research and a competitive analysis on opponents BEA, Vitria and Crossworlds, and a PeerLogic image audit prior to the media and analyst outreach. With the results analysed, Graham developed messaging and a series of speaking points. Graham also recommended media training to prepare the company spokespeople for the upcoming interviews and briefings. A week before the first announcement, Graham and Stewart-Muir Communications (S-MC) scheduled a series of briefings with key media and industry analysts. As the acquisitions were finalised, Graham and S-MC worked with individual reporters under embargo to secure maximum coverage in key US and international publications.

Measurement & Evaluation:

PeerLogic held briefings both in the US and throughout Europe with all key press including PC Week, InfoWorld, The Financial Times, Information Week, as well as the main analyst groups, such as Giga, Meta, Gartner, and Aberdeen Group.

Widespread national and international press coverage included articles in Computergram International, Network World, InfoWorld, Application Development Trends, Distributed Computing, Wall Street &

Technology and Microscope. An article in the Financial Times also appeared, featuring PeerLogic, Cisco and two other American companies that had recently made acquisitions in Europe.

Results:

PeerLogic was positioned as an opinion leader in the middleware space and a company to watch in the future. It later was acquired by CriticalPath for \$400M.