

# Case Study: MSC Software



**NMC PARTNERS**  
PUBLIC RELATIONS COUNSEL

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## Situation Analysis

- In 1999, MSC Software was languishing. Although its NASTRAN product was considered to be the standard in the simulation market, the investors and key customers had lost confidence in the company's ability to innovate. The key was to regain prominence for the company with current and potential customers, while building investor support for the company

## Objective

- Re-establish awareness of MSC's products and services, while expanding understanding of the company among current and potential investors and financial media



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## Tactics

- NMC Partners undertook an aggressive multi-pronged public relations effort, including proactive trade and business media relations, analyst relations, bylined articles, speaker engagements and trade show participation

## Results

- MSC was featured prominently in every design engineering publication in 1999 and 2000, including cover stories in Computer Graphics World, Mechanical Engineering, Desktop Engineering, Design News and Machine Design. On the business media side, MSC was featured on Reuters Television, Bloomberg News, Fast Company, LA Times, and Forbes. Most importantly, sales of MSC products increased significantly, shareholder confidence increased and the company's stock price climbed from \$4 to \$14 in just six months

