



SAP Business Transformation Study | Professional Services | C2 International

How Is Cloud Technology Helping a Global Event Producer Reimagine the Business Conference Experience?

Have you ever attended a workshop while suspended 50 feet in the air? Have your kids ever been invited to participate in a brainstorming session? If the answer to each is no, then you have yet to experience a business conference hosted by C2 International LLC. Gone are the days of listening to a lineup of speakers while you check e-mails on your phone. C2 wants participants to fully engage in a way that reflects the interconnected world of business. By uniting creativity and commerce – the two Cs in its name – C2 is experiencing unprecedented success – and now has plans to expand from North America and Europe into Asia and the Middle East.

To keep its global operations connected and quickly onboard local employees and suppliers to support each event, C2 counts on SAP S/4HANA® Cloud – implemented by Beyond Technologies. Complete integration with other C2 platforms means that employees can work and collaborate from anywhere in the world. Plus, simple updates make it possible to take advantage of the latest and greatest technology without time-consuming upgrades and expensive internal IT resources. The result is that C2 can continue to grow and innovate – helping its customers discover how they can do the same.



“We foster the collision of ideas – watching them grow together with our participants. We are the catalyst for getting businesses to discover what they want. The **impact has to be now – and we need the right technology to make that happen.”**

Richard St. Pierre, President, C2 International LLC

In just six years, C2 International has expanded from its flagship conference in Montreal to hosting groundbreaking events around the globe. Every new booking can mean onboarding hundreds of new employees and suppliers in a matter of days. With a core staff of 30 working across five continents, the company's IT platform must be powerful, flexible, and accessible from anywhere. With SAP S/4HANA® Cloud, C2 can stay connected as it helps more and more businesses understand and achieve their goals.



6,000

People from 50 countries attend C2 Montreal



Rated #1

Business conference in the world two years running



3-step

Process that puts businesses on the path to transformation



Level 2

Eco-certification – the only conferences above level 0 in North America



C2 International LLC
Montreal, Canada
www.c2montreal.com

Industry
Professional services

Products and Services
Business conference events

Employees
30 full-time and 600 during events

SAP® Solutions
SAP S/4HANA® Cloud

Connecting and Growing a Global Live Business with **SAP S/4HANA® Cloud**

Commerce and creativity are at the heart of C2 International's mission to redefine the business conference. By breaking down the barriers of tradition and bringing people together in new and exciting ways, the company is experiencing astonishing success and growth. With SAP S/4HANA Cloud, it has an anytime, anywhere platform that connects its people and supports continued expansion and innovation.

Before: Challenges and Opportunities

- Find a cloud-based platform to support massive and rapid business growth
- Operate at the speed and scale required to provide customers with a mind-blowing conference experience
- Give people and businesses the platform they need to come together and reinvent the world

Why SAP and Beyond Technologies

- SAP S/4HANA Cloud to integrate a global business and keep people connected from anywhere in the world
- Ease of updates, making it possible to take advantage of the latest and greatest technology without time-consuming upgrades and expensive internal IT resources
- Confidence that SAP can support continued growth, including expansion into Asia and the Middle East
- Commitment from Beyond Technologies to deploy SAP S/4HANA in record time – going from nothing to a fully operational system and trained staff in just five weeks

After: Value-Driven Results

- Always-on system that is completely integrated with other C2 platforms
- Proven ability to handle thousands of customer transactions a day from multiple systems
- Self-service onboarding that requires a name and e-mail, then lets employees do the rest
- Large capacity to support hundreds of new employees and thousands of new suppliers in a short time frame
- Rock-solid backup, security, and disaster recovery, letting leadership know that data and systems are safe

“It was December, and I said I would have 10,000 new users by the end of January. When I walked in the office on January 2, SAP S/4HANA Cloud was up and running. So, yes, I trust SAP to carry us forward into the future.”

Richard St. Pierre, President, C2 International LLC



Featured Partner



100%

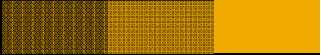
Cloud based, from accounting to operations to social networking

Up to 300

People who can be onboarded over a single weekend



Find out more on how C2 is redefining the business conference experience with SAP S/4HANA Cloud.



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