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# TOGETHER WITH ASPENTECH

'A weird marriage' – personal view

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**Balazs Balasko**

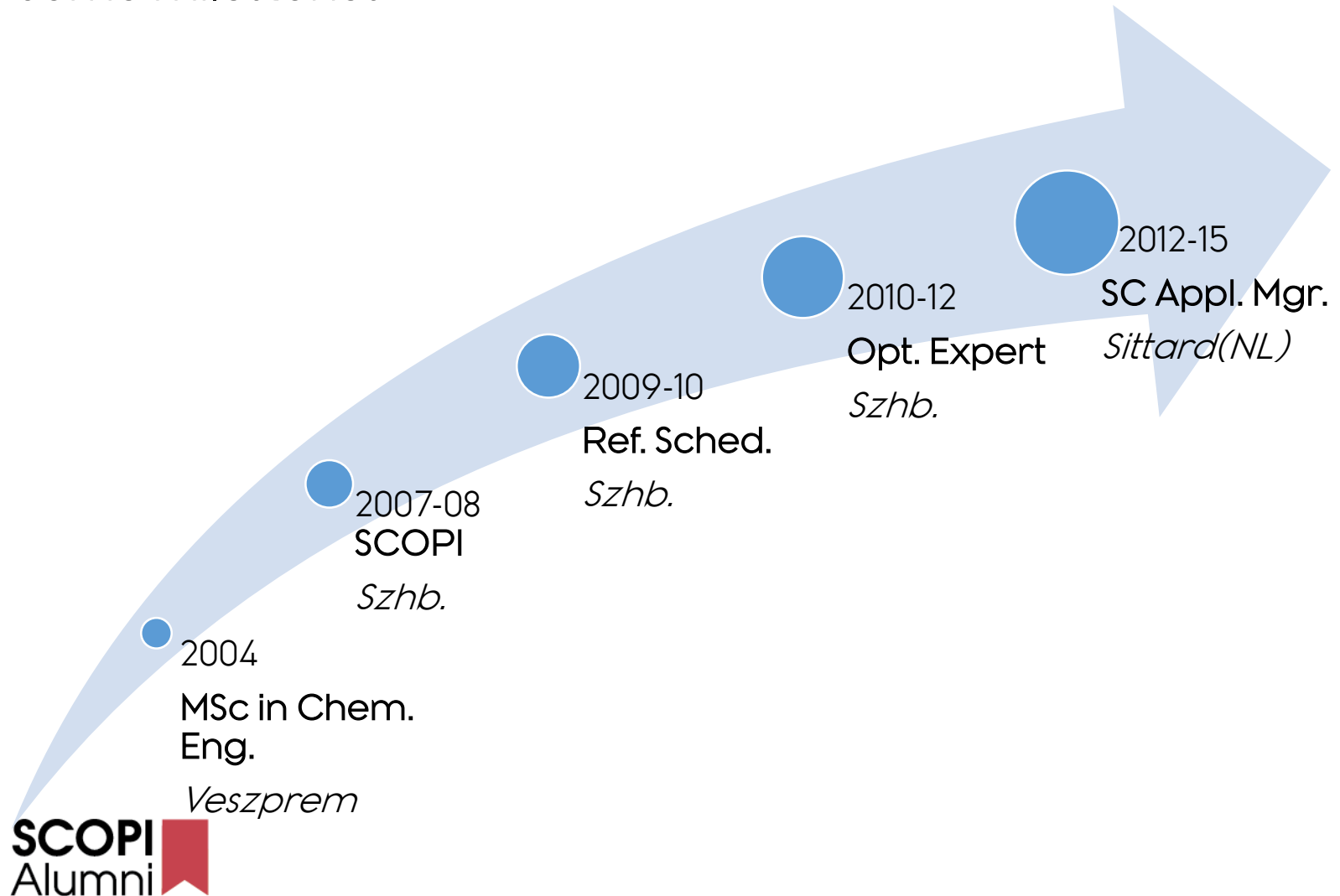
SABIC Europe - SCP Application Manager

12/3/2015– Veszprem – SCOPI Alumni Conference



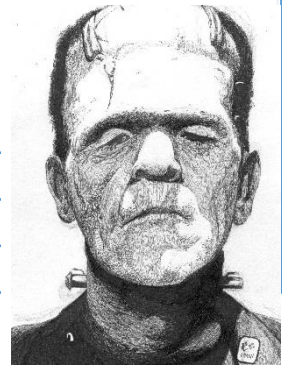
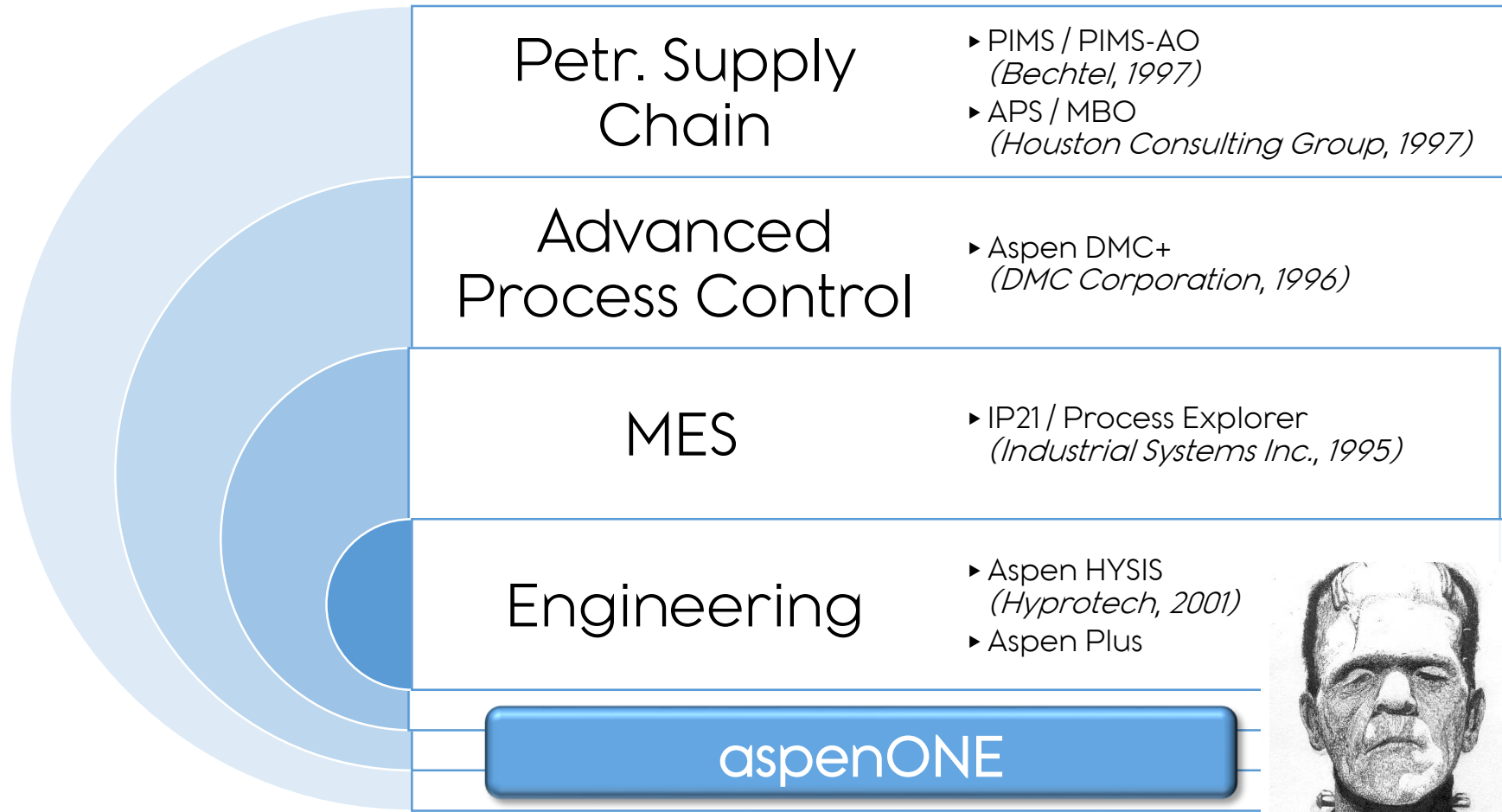
# Who am I?

Some milestones



# Who is AspenTech?

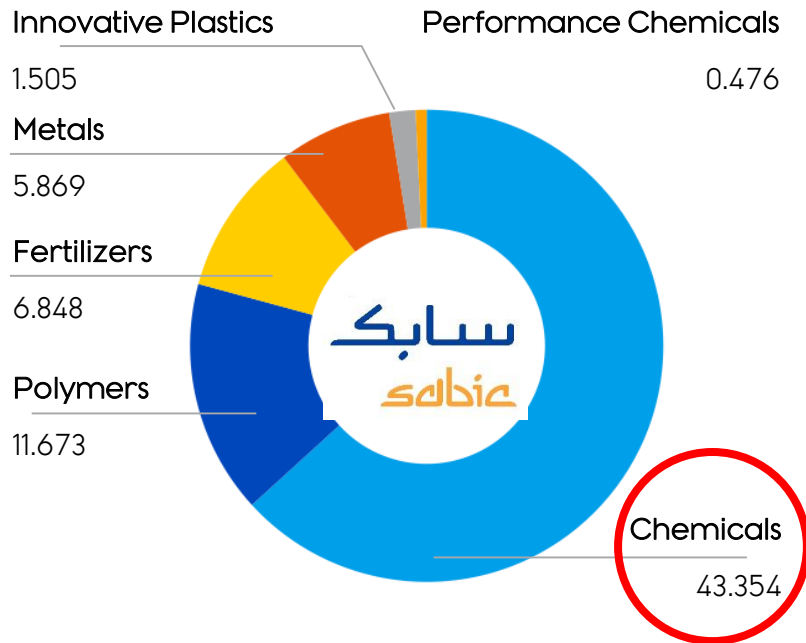
Growth through numerous acquisitions (sample)



# Who is SABIC in Europe?

2<sup>nd</sup> largest globally diversified chemical company with 6 strategic business units

SBU Chemicals in Europe responsible for 6Mtons produced by 3 crackers



...with full end-to-end implementation of the aspenONE package

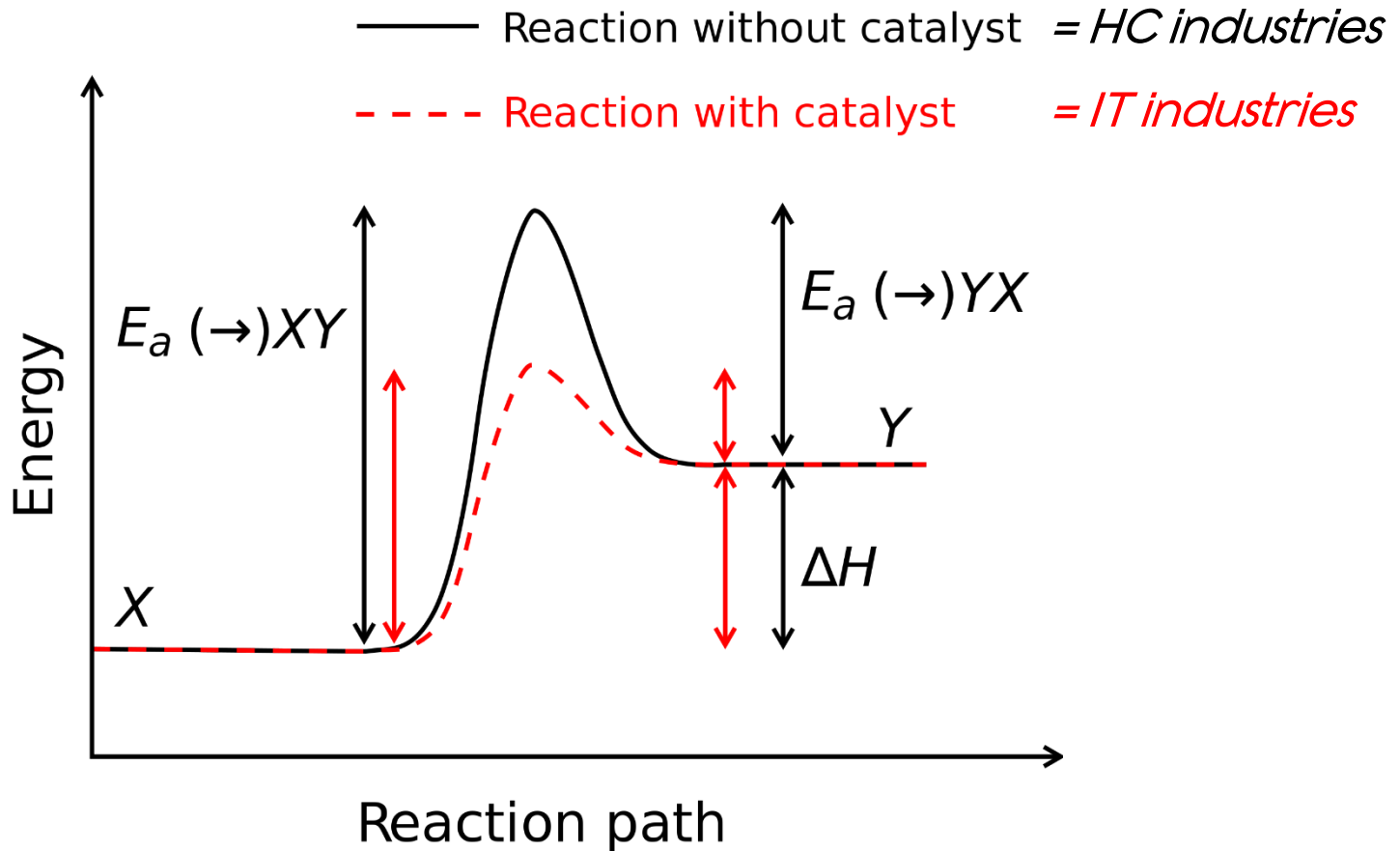
# IT vs. HC Industry

the fundamental contradiction: adaptation speed



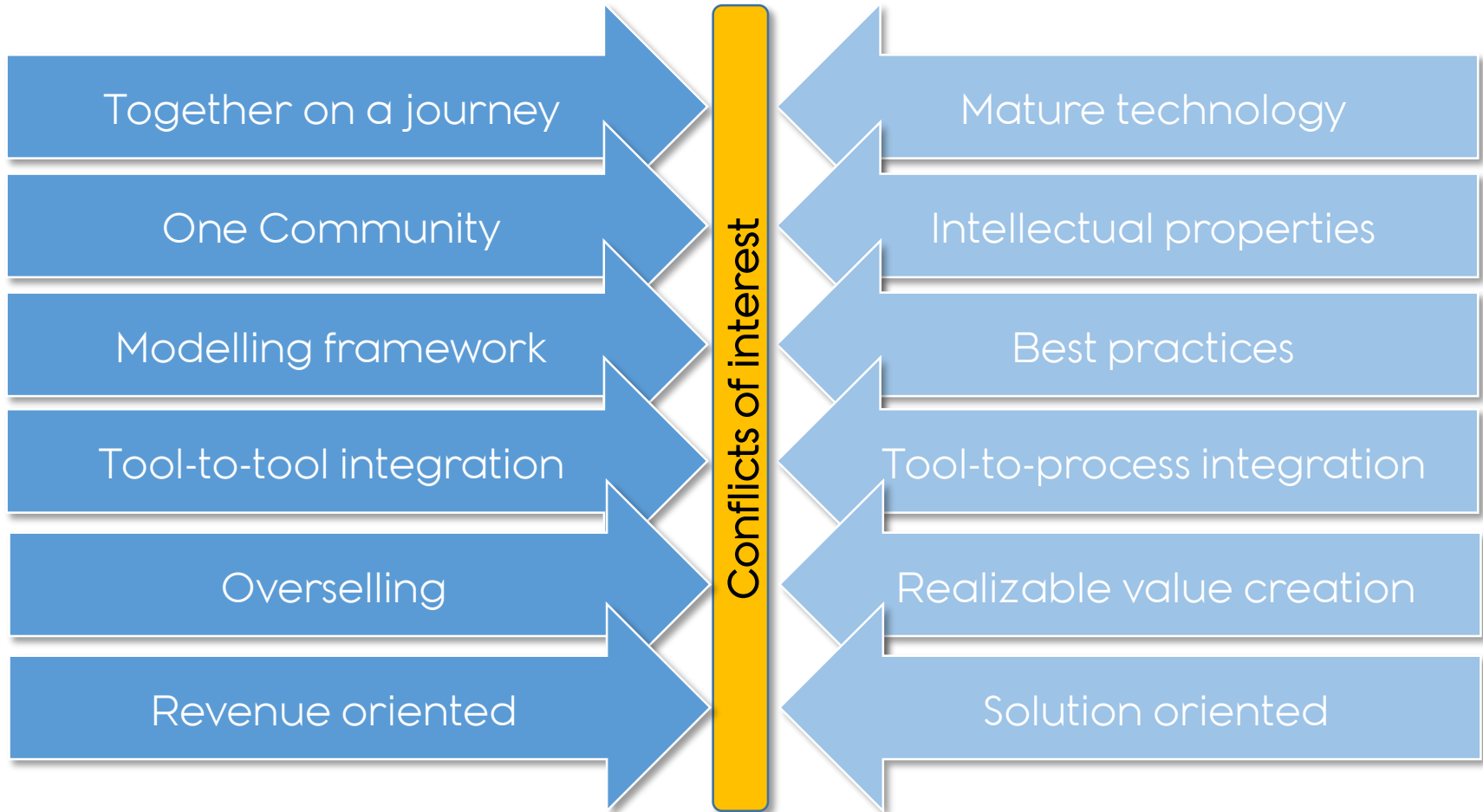
# IT vs. HC Industry

the fundamental contradiction: activation energy



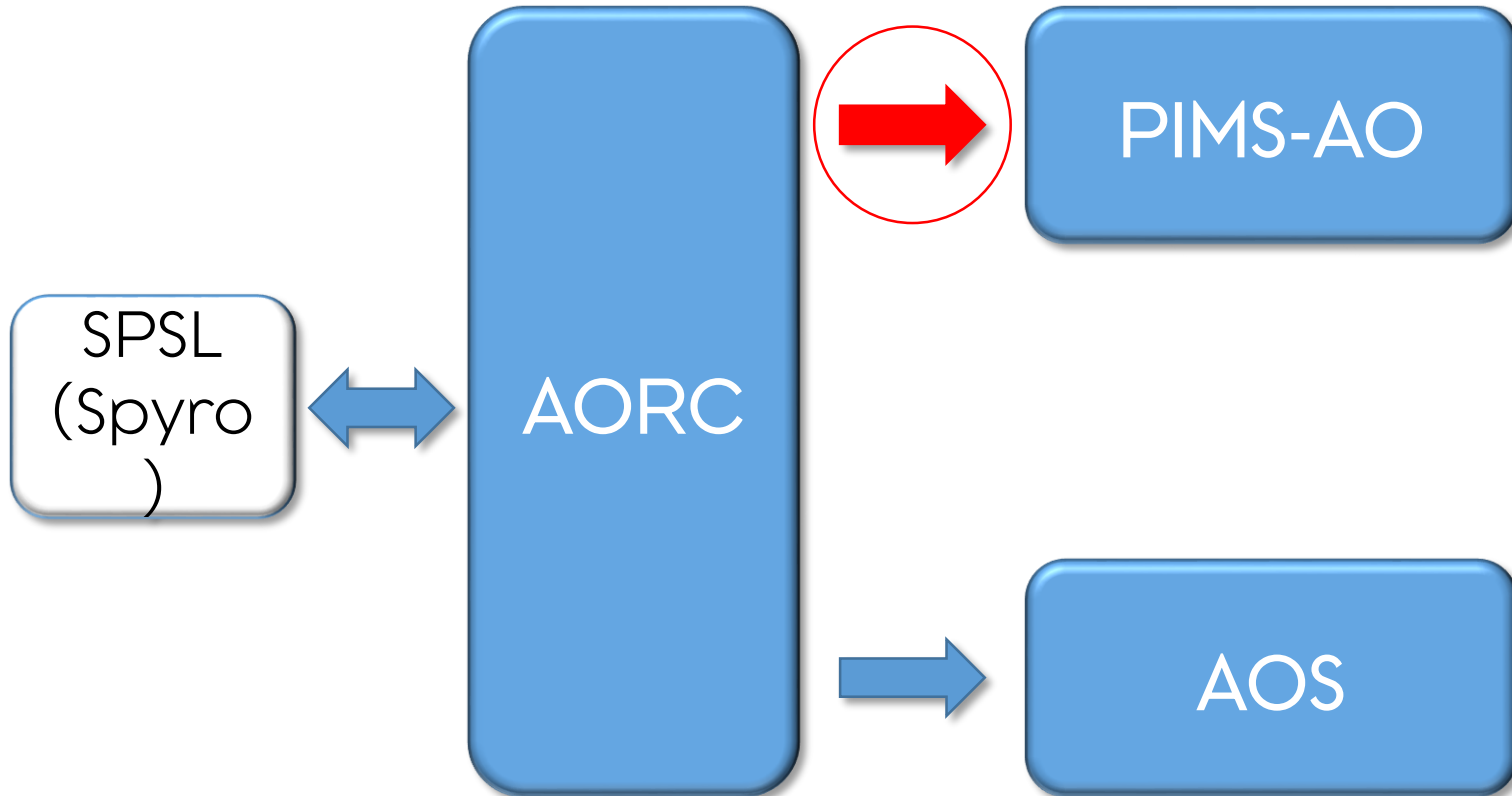
# AspenTech vs. Users

different business understanding



# Real life example.

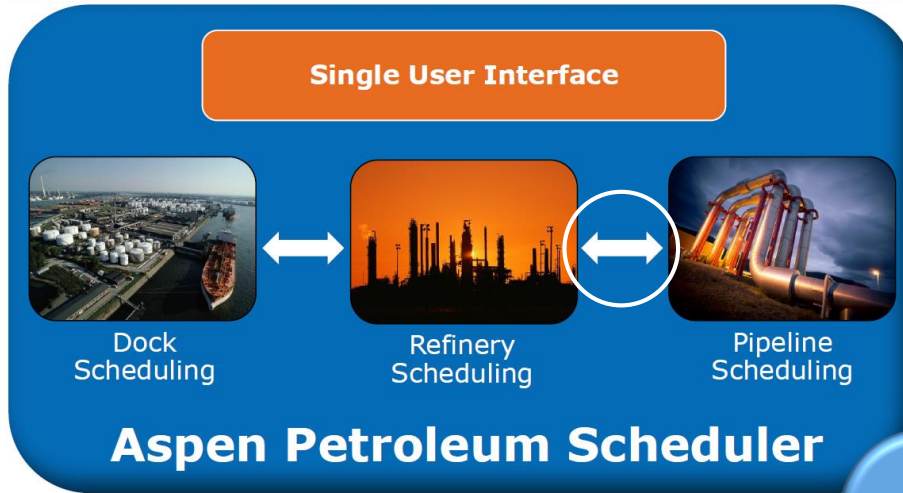
Aspen Olefins Regression Calculation technology at SABIC





# More examples to come.

Pipeline scheduling and reporting



# There is always a 'BUT'

numbers do not lie

PIMS: 75%+ market share in optimization

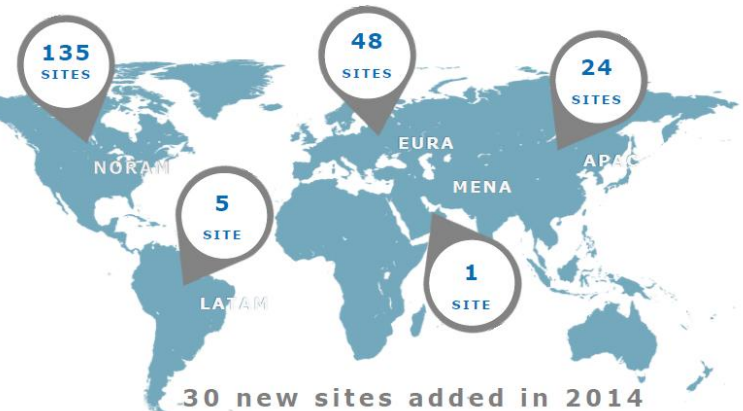
PIMS-AO

84 TOTAL SITES  
EXCLUDING E&Cs



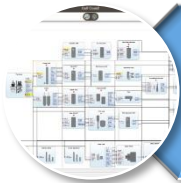
APS/MBO

213 TOTAL SITES



# Importance of PIMS Platinum

a typical supply push



True integration only  
via common asset  
model



Peers applying decent  
technologies



Aging expert  
population



Thin clients and cloud  
computing

Conflicts of interest

Existing PIMS users



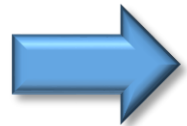
*'Why marry grandma again'*

Potential Platinum users



*'Why marry if it is not ready'*

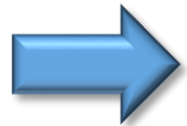
# Take aways



Software providers incl. AspenTech clearly in a transition period



PIMS customers under a supply push



Divorce is costly if not taking the pace

If SCOPI = 'PIMS Academy' then  
*How to position it for future challenges?*

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# THANK YOU FOR YOUR ATTENTION

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## MORE INFO

[Balazs.Balasko@sabic.com](mailto:Balazs.Balasko@sabic.com)

Balazs Balasko

SABIC Europe - SCP Application Manager



# Back up

## Peers to AspenTech on SC Planning and Scheduling

Company	Planning	Scheduling
Haverly Systems	GRTMPS	H/Sched
Schneider El. (Invensys)	SimSci Spiral Suite	SimSci Spiral Suite
OM Partners	OMP Plus	OMP Plus
AIMMS	AIMMS	-
Honeywell	RPMS	-
Ingenious	ProPlan	-
Dassault Systems (Quintiq)	Quintiq for planning	Quintiq for scheduling
Optience	SCMart Suite	SCMart Suite
M3 Tech	SIMTO Planning	SIMTO Scheduling
Prometheus	SIMRAF	SIMRAF/PRORAF
Princeps	PrincepsLP	Flowers
Soteica	-	VisualMESA
Triplepoint (WAMsystems)	SCO	SCO

# Back up

Market share of mobile operating systems

Historically a Highly Dynamic Platform Market

