



AspenTech Reduces Customers' Supply Chain Integration Costs by 50 Percent with Informatica

FAST FACTS

BUSINESS INITIATIVES

- Deliver improved performance in process manufacturing companies
- Make real-time decisions driven by customer demand
- Synchronize supply chain planning activities across the business

TECHNOLOGY STRATEGY

Introduce a unified enterprise data integration platform which enables customers to access and integrate data from virtually any system, in any format.

BENEFITS

- Met demand for trusted, timely data 50 percent more quickly than a customized integration solution
- Reduced integration time for a consumer goods customer by 66 percent
- Enabled process manufacturers to move real-time data rapidly from multiple sources through a relational database repository
- Supplied users with the most current supply chain data at all times
- Improved decision support by capturing ERP data and consolidating it with data from any source
- Created the foundation for multi-user collaborative planning and scheduling, web-based reporting, and analytics

NUTS AND BOLTS

- Data Integration: Informatica Data Integration
- Sources: Legacy supply chain systems
- Targets: SAP ERP platform and other ERP environments

“We’re taking all that complexity away from our customers; providing them with mission-critical solutions that enable them to make more profitable decisions in their operations.”

- Daniel Sapir, Vice President for Worldwide Channel & Alliance Strategy, AspenTech

Twenty-three of the top 25 oil companies; 47 of the top 50 chemical companies; and all of the top five engineering, procurement, and construction firms rely on AspenTech’s process engineering know-how to model their supply chain processes. The company is the market leader in providing many of the applications that the process industries depend on today, including process simulation and optimization, process control, and scheduling, and plant information management.

Today, most process manufacturing companies in industries such as chemicals, petroleum, polymers, and pharmaceuticals have already captured the benefits from distributed control systems (DCS) and enterprise resource planning (ERP) initiatives. However, the pressure to deliver improved operational and financial performance continues. At the heart of operational excellence is the ability to make real-time decisions that are driven by customer demand, to be able to respond to opportunities or disruptions as they occur, and to synchronize activities across the business. Making these decisions becomes a serious challenge owing to the complex, inter-dependent nature of the business processes.

Informatica Is the Primary Software Integration Partner

This is where Informatica comes in. For the last six years, AspenTech has been using Informatica solutions to provide process manufacturers with pre-packaged integration with their SAP and other ERP systems. In fact, 80 percent of AspenTech’s customers use SAP as their ERP platform, and the partnership with Informatica ensures customers’ supply chains are tightly integrated with the SAP environment.

Daniel Sapir is the Vice President for Worldwide Channel & Alliance Strategy at AspenTech and for him Informatica is the right choice today just as it was six years ago. “Informatica met or exceeded our functionality and performance requirements while introducing the flexibility to simultaneously integrate with ERP systems, relational databases, and other systems using messaging

technologies,” he explains. “In addition to the technical evaluation, we conducted a company analysis and were impressed with the industry recognition and proven track record demonstrated by Informatica. Today, Informatica is our primary software integration partner.”

Informatica is at the heart of Aspen Supply Chain Connect (ASCC). This enterprise-level solution utilizes Informatica PowerCenter and Informatica PowerExchange to enable process manufacturers to move huge quantities of real-time data rapidly from multiple sources through a relational database repository, providing the foundation for multi-user collaborative planning and scheduling, web-based reporting, and analytics. Typical examples of the use of PowerCenter and PowerExchange are to provide pre-built integration patterns for SAP ERP Central Component (ECC) with the option to customize in the field; pre-built integration across multiple AspenTech applications through distributed messaging via web services.

Minimizing Implementation and Integration Requirements

As a result, Aspen Supply Chain Connect speeds response times to demand changes, ensuring users work with the most current data possible in their supply chains. Moreover, it captures ERP data (such as orders or inventory) for decision support, and consolidates data from any source (such as spreadsheets and legacy systems). And of course, the pre-configured interfaces to popular ERP systems minimize implementation and integration requirements.

It's this accelerated integration time that most impresses Sapir's team. Kelly Harred is Supply Chain Practice Director at AspenTech. She can barely imagine a world without Informatica

PowerCenter and Informatica PowerExchange. “Previously, we would have adopted a custom integration solution for each implementation. Customer resources would have been tied up in its development, plus it would have demanded heavy investment. A customized solution would also have been sensitive to version changes in SAP. Today however, using the unified Informatica enterprise data integration platform, we can meet the demands of process manufacturing companies for trusted, timely data in a fraction of the time. The bottom line is that we can now provide the process manufacturing industry with a world-class integration solution in half the time it takes using a customized approach. And we benefit from at least three times more functionality.”

According to Lara Foley, Product Manager for the Planning & Scheduling Suite at AspenTech, the decision to standardize on Informatica is not only helping end-user customers synchronize their ERP systems, it's also spearheading improved agility at AspenTech itself. “The Aspen Supply Chain Connect product—underpinned by Informatica—has helped AspenTech improve business in a number of areas, including sales, services, development and support,” she says. “For sales, it offers a standard approach to integration that can be readily customized in the field; there's no need to re-invent the wheel. For services, it provides a standard product that reduces field customization requirements for projects.

Response to Demand for Out-of-Stock Inventory Three Times Faster

The blended AspenTech and Informatica solution is helping Consumer Packaged Goods organizations tie together their global data. “In one instance, it was taking the customer three

days to respond to demand when the inventory was not in the distribution center. By adopting the pre-built integration of Aspen Supply Chain Connect, that inventory is in the right place at the right time. As a result, the customer can now respond in less than a day. This 66 percent reduction in response time is stimulating demand, maximizing revenue opportunities, and helping the Consumer Packaged Goods customer to boost profitability,” says Sapir.

Summing up the value provided by Informatica PowerCenter and Informatica PowerExchange, Sapir says, “Using Informatica as the integration engine within Aspen Supply Chain Connect makes it easier to work with our customers. When we sell a supply chain solution, the customer isn't interested in discussing connectors, servers, and other technology. We're taking all that complexity away from our customers; providing them with mission-critical solutions that enable them to make more profitable decisions in their operations. This means more sales and more resources focused on their core competency, because they've outsourced development of integration to the experts. Our solutions are also an integral part of many of our customers' operational excellence initiatives.”

Foley goes further. “I've managed many partner relationships during my career, and would place Informatica at the top of that list, based on the capability of their technology, the consummate professionalism of the team, and their commitment to AspenTech.”

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