

CASE STUDY



Start-Up Consulting Group Gets Out of the Gate Fast with aspenONE® Engineering Desktop

**"Our vast experience interacting with business executives has convinced us that there is a better way for companies to make decisions about building new processes to produce new chemical products and develop processes based on renewable raw materials. And now these companies are ready to accept new approaches."**

— Marcel Eijkenboom, Co-Founder, Maturus Optimi



Headquartered in the Netherlands and UK, Maturus Optimi provides consulting services in the areas of process development, economic evaluation, and energy efficiency. Its many services include helping clients develop project scope, evaluate different process routes, simulate and model industrial processes, and improve energy efficiency of new and existing processes.

Maturus Optimi's vision is that most process manufacturing and engineering organizations can greatly improve their new product decision-making processes and their time to market—ultimately increasing efficiency and optimizing process designs.

**Versatile and affordable aspenONE Engineering Desktop provides Maturus Optimi with access to the full suite of industry-leading products, bringing significant optimization value to clients, quickly and easily.**

### CUSTOMER PROFILE - Maturus Optimi - Engineering & Construction

#### CHALLENGE

Compete with larger consulting firms when designing and optimizing processes for various clients.

#### SOLUTION

aspenONE® Engineering Desktop

#### BENEFITS

- Help clients achieve better capital estimates during feasibility study and early conceptual designs
- Solve difficult process problems with access to a complete suite of best-in-class modeling tools
- Manage business risk in a small company through affordable, scalable access to software
- Use the same tools that much larger organizations bring to similar projects

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To help realize this vision, the company has turned to the aspenONE Engineering Desktop solution, which bundles industry-leading engineering tools and products into one cost-effective package for small and medium-sized businesses (SMBs). Now consulting firms like Maturus Optimi can rely on the same tools used by their much larger competitors to solve difficult process challenges, such as integrating economics and energy analysis earlier in conceptual design for greater accuracy.

### **BUSINESS CHALLENGE: AFFORDABLE ACCESS TO INDUSTRY-LEADING TOOLS**

Newly formed three years ago, Maturus Optimi got its start by providing technology and business expertise to several specialty chemical companies. With early success, the company then looked to grow and serve a broader cross-section of process manufacturers. But to compete with some of the larger consulting firms, Maturus Optimi knew it needed access to a higher class of process simulation and economic tools: the proven performance of aspenONE Engineering solutions.

The biggest hurdle was the perceived cost of entry to acquire the modeling software. Fortunately, AspenTech had just introduced a new program to address the needs of SMBs, offering the full suite of engineering products for one low price.

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### **TOOLS THAT SUPPORT A FORWARD-LOOKING VISION**

Maturus Optimi was able to quickly reach agreement with AspenTech to get up to speed with the aspenONE Engineering Desktop and support its business right out of the gate. Only aspenONE provides an integrated workflow where Maturus Optimi can perform technical modeling and estimating concurrently in the R&D and feasibility stages of a project. This gives engineers and consultants instant credibility with clients, as well as the ability to achieve innovative technical results.

“We have the in-house skills to use advanced modeling tools—such as dynamic simulation, custom modeler, and tools for energy optimization—to the immediate benefit of our clients,” said Mladen Crnomarkovic, co-founder of Maturus Optimi. “Now with this new SMB licensing model from AspenTech, we have access to these same tools we didn’t dream we could afford as a new startup. This gives us a jump-start in the marketing of our services and providing client value.”

### **A FOUNDATION FOR FUTURE GROWTH**

Maturus Optimi doesn’t know what the future will bring, but it is confident that the business will grow and it will be in a position to add new consulting expertise. The aspenONE Engineering Desktop gives them a scalable approach that supports both the needs of customers and the needs of its start-up organization.

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AspenTech is a leading supplier of software that optimizes process manufacturing—for energy, chemicals, engineering and construction, and other industries that manufacture and produce products from a chemical process. With integrated aspenONE® solutions, process manufacturers can implement best practices for optimizing their engineering, manufacturing, and supply chain operations. As a result, AspenTech customers are better able to increase capacity, improve margins, reduce costs, and become more energy efficient. To see how the world's leading process manufacturers rely on AspenTech to achieve their operational excellence goals, visit [www.aspentech.com](http://www.aspentech.com).

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