



CASE STUDY

Campbell Accelerates Product Improvements to Meet Customer Demand with Economic Evaluation Solution



"Aspen Capital Cost Estimator allows us to present a detailed document based on comprehensive knowledge of previous projects and vendor information. We have reached a point where the estimates are accurate to actual costs within 5 to 10%."

- Harry Miller, Director of Process Engineering, Campbell



Powerful, innovative aspenONE® Engineering solution—featuring Aspen Capital Cost Estimator—reduces the time for capital decisions up to 30% and ensures more accurate estimates within 5 to 10% of actual costs.

Campbell Soup Company is a global manufacturer and marketer of high quality soups, sauces, beverages, biscuits, confectionery, and prepared food products. Based in Camden, New Jersey, the company's North American portfolio consists of more than 20 market-leading brands.

When Campbell was developing new processes to improve product quality and meet consumer needs, its Process Engineering Group was tasked to generate up to 70 cost estimates per year, with variations totaling 150 cost estimates per year. The company subsequently went through a period of intense capital upgrade. However, arriving at the results for these cost estimates could be time-consuming and proven inconsistent at times.

CUSTOMER PROFILE - Campbell Soup Company - Food and Beverage Manufacturer

CHALLENGE

Lack of common processes and data to deliver accurate, consistent cost estimates.

SOLUTION

Aspen Capital Cost Estimator for precise, comprehensive information to develop and cost capital projects.

BENEFITS

- Reduces time for capital decisions by 20 to 30%
- Delivers accurate cost estimates within 5 to 10% of actual costs
- Helps determine viability of a project and the most economical way to manufacture
- Provides standardized information communicated across the organization
- Supports decision-making based on internal manufacturing versus outsourced manufacturing

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After a thorough selection process with several knowledge management solutions in which Campbell set up test sites based on existing projects, they selected aspenONE Engineering with Aspen Capital Cost Estimator. The key differentiator was the accuracy of the results versus actual costs and the solution's ability to customize to the specialized requirements of a food company.

CONSIDERING ALL FACTORS FOR MORE ACCURATE ESTIMATES

Leveraging historical data and updated vendor information, Aspen Capital Cost Estimator provides Campbell with accurate and comprehensive information for capital project scope development and costing. The company relies on the solution for the following scenarios:

- Transferring new technology from one site to another
- Determining the viability of bringing new products to market
- Capacity expansion projects

The estimates generated are based on information such as cost of new equipment that is part of a new process, plant infrastructure such as piping, instrumentation, etc., and labor for the associated design and construction activities.

SHARING VALUABLE DATA COMPANY-WIDE

Today, Campbell is standardized on Aspen Capital Cost Estimator. After the Process Engineering Group determines the viability of projects, the results are shared in a common format across cross-functional teams, including marketing, supply chain, and at the senior management level.

"A major benefit with the AspenTech solution is that it allows us to put science around our methods of cost estimation. For example, the solution was used to help determine the best option for doing a retrofit. Using the solution, we were able to quickly turn around multiple scenarios to find the most cost-effective approach," said Harry Miller, Campbell's Director of Process Engineering.

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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.

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