



- **Challenge** — Rapid deployment of aspenONE Engineering to exploit best practices and innovations in Engineering Excellence
- **Solution** — Implement Microsoft Application Virtualization with aspenONE Engineering
- **Key Benefits** — Maximum ROI from your aspenONE Engineering investment
 - Remove the complexity of enterprise deployments
 - Simplify and speed the deployment of aspenONE Engineering
 - Significantly reduce costly IT processes such as compatibility and regression testing
 - Reduce application-to-application conflicts
 - Run multiple versions of aspenONE Engineering on a single desktop enabling execution of multiple projects
- **Customer References** —BASF Ludwigshafen Germany (BASF HQ)

"BASF profits because application virtualization enables us to overcome issues we have been facing for many years. Not only the deployment of new releases and updates is much quicker, we now have the ability to run different versions on the same PC without any conflicts. This helps us in one of the most risky tasks, the migration from one version to the next."

— Dr. Alexander Wiesel,
Senior Process Engineering, BASF

aspenONE® Engineering and Microsoft® Application Virtualization

Accelerating enterprise-wide deployment of aspenONE Engineering Software

AspenTech and Microsoft are committed to delivering IT innovations to help drive operational excellence for process manufacturers. Through the use of Microsoft Application Virtualization, AspenTech and Microsoft provide a powerful combined offering that accelerates the delivery and adoption of AspenTech's engineering and optimization solutions.

Solution Overview

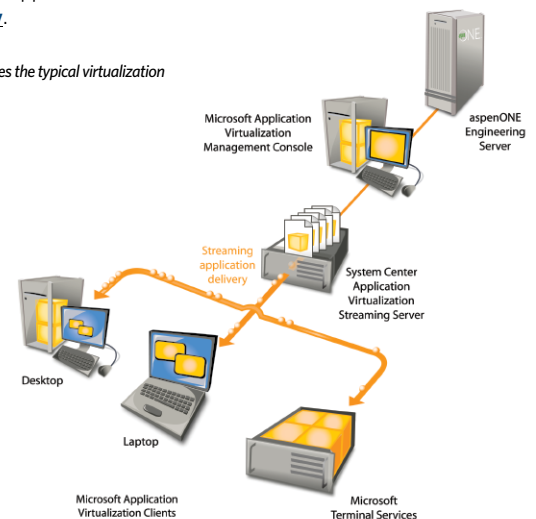
aspenONE Engineering is an integrated lifecycle solution that helps companies drive operational excellence by optimizing process designs and operations, leading to safer, competitive, and more reliable process plants. It supports the entire engineering lifecycle—from conceptual and basic design through to plant startup and operations support—providing a significant competitive advantage and sustained economic value. By using consistent models based on consistent data throughout the lifecycle, reliable insights are gained into plant behavior, enabling safer and smarter decisions with the greatest value. Companies are able to reduce capital and operating costs, increase engineering efficiency and quality, and accelerate time-to-market with payback in months instead of years.

By utilizing **Microsoft's Application Virtualization (App-V)**, companies are able to take advantage of the aspenONE solution and maximize business value today. App-V reduces the complexity and IT labor involved in deploying, updating, and managing applications by converting these applications into virtual services that are managed and hosted centrally, but run on-demand locally. aspenONE Engineering—now "Virtualization-Ready"—fully supports Microsoft App-V, enabling companies to simplify and accelerate the deployment of aspenONE throughout the organization without having to install on end users' PCs. App-V delivers these applications on-demand to desktops and laptops, and turns what used to be a series of tedious, manual tasks into an automated, streamlined process. With App-V, aspenONE deployment, upgrades, patching, and terminations are quick and easy, eliminating time-consuming processes and simplifying the application management lifecycle.

From a performance perspective, App-V ensures that aspenONE runs reliably without conflict—no matter what other software is running on that computer. All applications are instantly available on any licensed device. App-V even allows controlled application use when users are completely disconnected. Because App-V centralizes management of aspenONE, users can only get the applications they have the rights to; application usage and license metering are managed centrally so system administrators can ensure compliance. Centralized management also enables IT to patch or upgrade the software just once to the server, saving valuable time and ensuring that users always have the most recent version of aspenONE applications.

Using App-V, AspenTech customers can accelerate the deployment of aspenONE updates by more than 50 percent as well as enable customers to run multiple versions of aspenONE simultaneously. Virtualization also transforms aspenONE into a centrally managed virtualized service, resulting in dynamic delivery of software that is never installed on the client device, never conflicts with other applications, and minimizes tedious compatibility testing. To learn more about aspenONE Engineering visit www.aspentech.com/engineering/. To learn more about Microsoft Application Virtualization visit www.microsoft.com/appv.

This diagram illustrates the typical virtualization options available.



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About AspenTech

AspenTech is a leading supplier of software that optimizes process manufacturing—including oil and gas, petroleum, chemicals, pharmaceuticals 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.

About Microsoft in Manufacturing Operations

Microsoft's technologies, software, and infrastructure platform provide unequaled collaborative capabilities with security and enterprise business process flows. Using partner solutions built on these technologies, people in manufacturing can access needed product information using familiar desktop tools, empowering their connected community of users to make fast and accurate fact-based decisions. Using real-time information, people can view industry-specific KPIs, trace every action taken for a specific component for a particular order, and provide customers with transparency into inventory and product availability. The results: Faster decisions, reduced costs, greater customer satisfaction and improved operational efficiency.

Over 80% of all Manufacturing Control Systems currently installed are based on Microsoft and our ISV partner solutions. Microsoft and our expansive ISV partner community deliver the strongest heterogeneous platform to provide end-to-end solutions for collaboration, analytics and integration.

Microsoft was a founding member of OPC (OLE for Process Control) and Microsoft is actively involved in ISA95 standards setting.

www.microsoft.com/industry/manufacturing

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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