



## AspenTech Introduces Customer Champions Program for Key Influencers in the AspenTech Community

May 29, 2012

*Program Launches with Global Series of Technology and Innovation Forums*

BURLINGTON, Mass.--(BUSINESS WIRE)--May. 29, 2012-- [Aspen Technology, Inc.](#) (NASDAQ: AZPN), a leading provider of software and services to the process industries, introduced a Customer Champions Program for key influencers in the AspenTech customer community. The program launched with a global series of Technology and Innovation Forums where AspenTech product experts demonstrate and discuss the latest innovations in [aspensONE® process optimization software](#). The program covers the entire aspensONE software suite of Engineering, Manufacturing and Supply Chain solutions.

AspenTech's customer community consists of 100,000 -200,000 industry professionals at the world's leading process industry companies across energy, chemicals, pharmaceuticals, engineering and construction, and other process market segments. The Champions Program is targeted at key influencers who hold key roles in the deployment and use of optimization technology across their organizations. The Champions Program is designed to foster a vibrant, informed and engaged community of these customers locally, regionally and globally.

The Customer Champions Program also provides an opportunity for customers to provide input to AspenTech regarding important areas for R&D investment, while sharing insights with peers about global challenges and opportunities in the process industries.

The first phase of the Customer Champions Program consists of 20 Technology & Innovation Forums held in Beijing, Bombay, Frankfurt, Houston, London, Seoul, and other cities. The program will continue throughout 2012 and 2013 and will play an important role leading up to the [OPTIMIZE™ 2013 Global Conference](#) in Boston in May of 2013.

AspenTech customers use aspensONE software to optimize their engineering, manufacturing, and supply chain operations. This results in improved profitability, significant cost savings, and superior operating performance.

### Supporting Quotes

*Blair Wheeler, Senior Vice President, Marketing, AspenTech*

"We are continually looking for new and better ways to engage with our customers. The Customer Champions program is great way to create awareness about the value of optimization and build a vibrant global community of industry professionals across the world's leading process companies. It also provides an excellent vehicle for regular two-way communication with our customers that can inform our product strategy and direction."

### Supporting Resources

- [AspenTech Customer Success Network](#)
- [AspenTech Twitter Page](#)
- [Aspen Tech Facebook Page](#)

### About AspenTech

AspenTech is a leading supplier of software that optimizes process manufacturing – for energy, chemicals, pharmaceuticals, engineering and construction, and other industries that manufacture and produce products from a chemical process. With integrated aspensONE 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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