OSI, an AspenTech® business, is excited to announce that OSI OpenForum™ is now OPTIMIZE, a worldwide AspenTech user conference focused on integrated, end-to-end solutions to help address today’s challenges in the era of energy transition, distributed energy resources, electrification transformation, cyber security and more. This event, taking place on April 29 – May 3 in Houston, Texas, will deliver tremendous value for you and your organization.

For users of the Digital Grid Management software suite from OSI, an AspenTech business, we invite you to take advantage of a three-day, jam-packed agenda highlighted by visionary keynotes, breakout sessions covering our solutions for the Power & Utilities industry, case studies from industry leaders and hands-on solution demos—along with numerous networking opportunities with your peers. In prior events, more than 95% of our attendees indicated that the user conference met or exceeded their expectations—and we will work hard to continue this track record!

We understand that you and your organization may have restricted travel budgets and must be selective in choosing how you allocate resources. We believe OPTIMIZE 24 is an important educational and networking opportunity for our customers and provides an immediate return on investment. Please consider the following benefits of this conference and justification for your attendance:

1. **Learn about our Product Roadmaps and Vision**

Hear directly from Digital Grid Management R&D and Product Management leaders on our latest breakthrough innovations and the roadmap for launching advanced capabilities and new product offerings. Tailored breakout sessions will highlight solutions for your distribution, transmission and generation needs, plus you’ll have opportunities to learn about the complete AspenTech offerings such as Asset Performance Management to help avoid unplanned equipment downtime. You will also have time to collaborate with technology leaders and provide input to help influence product direction.
2. Network with Your Peers

At OPTIMIZE 24 attendees can network and learn from other users and utility experts. The event’s sessions are designed to provide opportunities for you to discuss common topics of interest in the areas of technology, regulations, NERC CIP and cyber security, as well as operational and system maintenance best practices. The technical knowledge of attendees and subject matter experts—combined with high-quality presentations—provide unmatched potential for continuous learning and ensure you stay up to date with industry operational trends, FERC/NERC and energy market regulatory changes.

3. Participate in Key Industry Discussions

More than ever before, industries are converging as utility companies develop plans to use hydrogen to fuel gas turbines, energy companies invest in new minerals and mining projects and more. OPTIMIZE gives you the unique opportunity to discuss these trends with peers and learn how new innovations address the specific challenges facing your business. AspenTech knows that your real-time SCADA, EMS, DMS, GMS and OMS systems are critical to your operations, so we carefully selected timely and insightful topics to ensure you’ll be well informed and better prepared to navigate industry changes, regulatory requirements and technology shifts.

Focused tracks for key functional areas of your business include:

- **SCADA & User Interface Operations Practices**: Intended for operations staff, operators and dispatchers and operations managers, this track includes a showcase of core SCADA product features that will improve your operational efficiency.

- **Outage Management**: Intended for engineering and operations staff responsible for managing and restoring services in the face of distribution network outages, this session focuses on Outage Management System best practices, integration with third-party systems and Compass™ mobile application for field crew job management, damage assessment and switch order management.

- **Generation Management**: Intended for engineering and operations staff from generation operators and market aggregators, this session covers real-time generation control, forecasting, scheduling and planning, production optimization, renewables management and energy accounting.
- **Distributed Energy Resource Management**: Intended for engineering and operations staff from generation, transmission and distribution electric utilities, this track shares advanced management of renewables and distributed energy resources through modeling, visualization, forecasting, scheduling, control and network optimization, Virtual Power Plants (VPP), market participation and integration of aggregator programs of grid edge devices.

- Take advantage of additional tracks on security, historian/data analytics and data model management, providing well-rounded insight into the solutions that address your real-time operational needs.

### 4. Accelerate Expertise with Advanced Training

In addition, you and your team can register for special on-site advanced training led by our technology experts after the close of the general sessions. These advanced training sessions are designed to help attendees refresh their system skills or learn new ones—without requiring additional travel. Choose from three separate training tracks focused on advanced system operations, system maintenance for optimized performance and advanced topics within our generation, transmission and distribution products.

**Save Your Seat at OPTIMIZE!**

Digital Grid Management technology users alike will view OPTIMIZE as a vitally important technical meeting to enhance their knowledge of our products and prepare them for inevitable industry-wide changes. With the contribution of global participants—including guest speakers—we work hard to maximize the exchange of information during the conference.

The central objective of OPTIMIZE is to educate and train, ultimately helping attendees advance the performance, resiliency and sustainability of their companies. All sessions inform users and executives on topics of interest surrounding their use of our products, solutions and services. Compared to other technical industry events, OPTIMIZE offers the greatest value given its extraordinary learning and networking opportunities paired with a modest cost to attend. AspenTech subsidizes the event and negotiates with the conference hotel to offer the lowest rates possible. All conference meals are included in the flat registration fee.
OPTIMIZE™ | 24
Partnering for the Future

We look forward to seeing you in April!
If we can be of any assistance or provide additional information,
please contact us at OPTIMIZE@aspentech.com