Why Attend OPTIMIZE™ 24

We are excited to announce OPTIMIZE 24, our worldwide AspenTech® user conference focused on integrated, end-to-end solutions to help address today’s challenges in the era of energy transition, energy security, renewables, electrification transformation and more. This event, taking place on April 29 – May 3 in Houston, Texas, will deliver tremendous value for you and your organization.

The conference features a two-day, jam-packed agenda covering topics relevant to companies in Chemicals, Downstream, EPC, Metals and Mining, Power and Utilities, Upstream and other industries. Take advantage of in-depth sessions on the latest innovations from AspenTech’s product suites, case studies from customers, hands-on solution demos and numerous networking opportunities with industry peers. In prior events, more than 80% of attendees indicated that OPTIMIZE would help improve their job performance—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 the conference and justification for your attendance:

1. Learn about our Product Roadmaps and Vision

Hear directly from 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 across our core product suites: Asset Performance Management, Digital Grid Management, Industrial Data Management, Manufacturing & Supply Chain, Performance Engineering and Subsurface Science & Engineering. Not only will you learn about the complete AspenTech offerings, but you’ll also have time to collaborate with technology leaders and provide input to help influence product direction.
2. Network with Peers—Expand Your Knowledge

At OPTIMIZE 24, customers can network and learn from other users and experts. The event’s sessions are designed to provide opportunities for you to discuss common topics of interest in the areas of technology, energy security, emissions reduction, energy transition, cyber security, new regulations and more. 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 new and emerging innovations.

3. Participate in Key Industry Discussions

More than ever before, industries are changing—and OPTIMIZE gives you the unique opportunity to meet with your peers to discuss the challenges or issues affecting your business. For example, as industries converge, utility companies are developing plans to utilize hydrogen to fuel gas turbines; energy companies are investing in new minerals and mining projects; and more. Discuss these trends while learning how new technology solves your specific challenges. In addition, AspenTech knows that your design, operations, maintenance and industrial data management systems are critical to your success so we carefully selected topics to ensure you’ll be well informed and prepared to better cope with industry changes, regulatory requirements and technology shifts.

Focused tracks for key functional areas of your business include:

- **Asset Performance Management (APM)**: Learn how next-generation APM solutions are accelerating the path to deliver a comprehensive set of features that expand capabilities beyond failure prediction and offer a solution to monitor asset health and performance of not only rotating assets, but also static assets. Discover the keys to excelling in complex applications for maintenance, reliability, process and operational teams to deliver on operational excellence and sustainability goals.

- **Digital Grid Management (DGM)**: Join global electric and gas utilities in the evolution to an intelligent grid that can be monitored, controlled and optimized in real time to provide reliable, safe and secure service. Learn how the advancements in AspenTech’s Operational Technology portfolio can mitigate adverse events, scale to incorporate renewables and empower utilities to benefit from more diverse market opportunities and services.
• **Industrial Data Management:** Learn how our solutions are helping customers achieve their digitalization goals by integrating legacy, mission-critical technologies with emerging technologies to bridge the IT and OT divide. Hear from partners and users on topics such as data aggregation and contextualization; enabling accurate ESG reporting through data management strategies; vendor- and version-agnostic data integration; security and data governance; and data management as an enabler for AspenTech applications.

• **Manufacturing and Supply Chain (MSC):** Learn how our MSC solutions can help close the gap between planning and operations to reduce margin leakage, reduce energy consumption and emissions, improve product quality and respond to change with agility across the supply chain network. Tracks will include case studies and best practices on adaptive process control and dynamic optimization; production planning and scheduling; and supply chain management.

• **Performance Engineering (PE):** Learn about the latest innovations in PE that can help you improve sustainability, agility and profitability across the entire asset lifecycle. Hear how your peers are using PE solutions to optimize the design of assets and processes by reducing CAPEX and OPEX, improving safety, accelerating process innovation, reducing emissions, maximizing profitability and making progress towards sustainability goals.

• **Subsurface Science & Engineering (SSE):** Discover the latest benefits and newest features of the SSE suite to help you improve efficiency and boost production in traditional and sustainable energy industries. Learn how industry peers have solved their toughest seismic processing, imaging, interpretation and formation evaluation challenges with innovative software. The Reservoir Engineering track will include customer presentations, case studies and best practices focused on the value realized from the full range of SSE reservoir characterization, modeling, engineering and simulation tools.

**4. Accelerate Expertise with Advanced Training**

In addition, you and your team can register for special on-site training led by our technology experts after the close of the general sessions. These advanced training sessions are designed to help attendees refresh their skills or learn new ones—without requiring additional travel. Also, AspenTech awards Continuing Education Units (CEUs) for many of the training classes conducted. Please review the course descriptions for more information.
Save Your Seat at OPTIMIZE!

Technology users alike view OPTIMIZE as a vitally important event that will 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.

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