

AspenTech Harvard Case Solution & Analysis

Products & Marketing Group

Product
Management



Integrated
Marketing
Programs



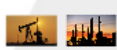
Product &
Market Strategy



Marketing Comm.
& Field Marketing



Infrastructure
& Operations



Business Support & Strategy

Corporate
Development



Finance



Information
Systems (IS)



Legal



Human
Resources



Technology Group

Research &
Development (R&D)



Quality
Assurance (QA)



Architecture
& Standards



Field Operations

Sales



Global Services



TheCaseSolutions.com

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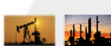
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Indirect
Channel Sales



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Technical
Support



Customer
Training



TheCaseSolutions.com

Our Core Principles

I

Innovation

- We are relentless in our pursuit of innovation and continuous improvement, both in our products and in how we do business
- We embrace change, respond to unexpected challenges with agility, and continually look for new opportunities to develop and grow

C

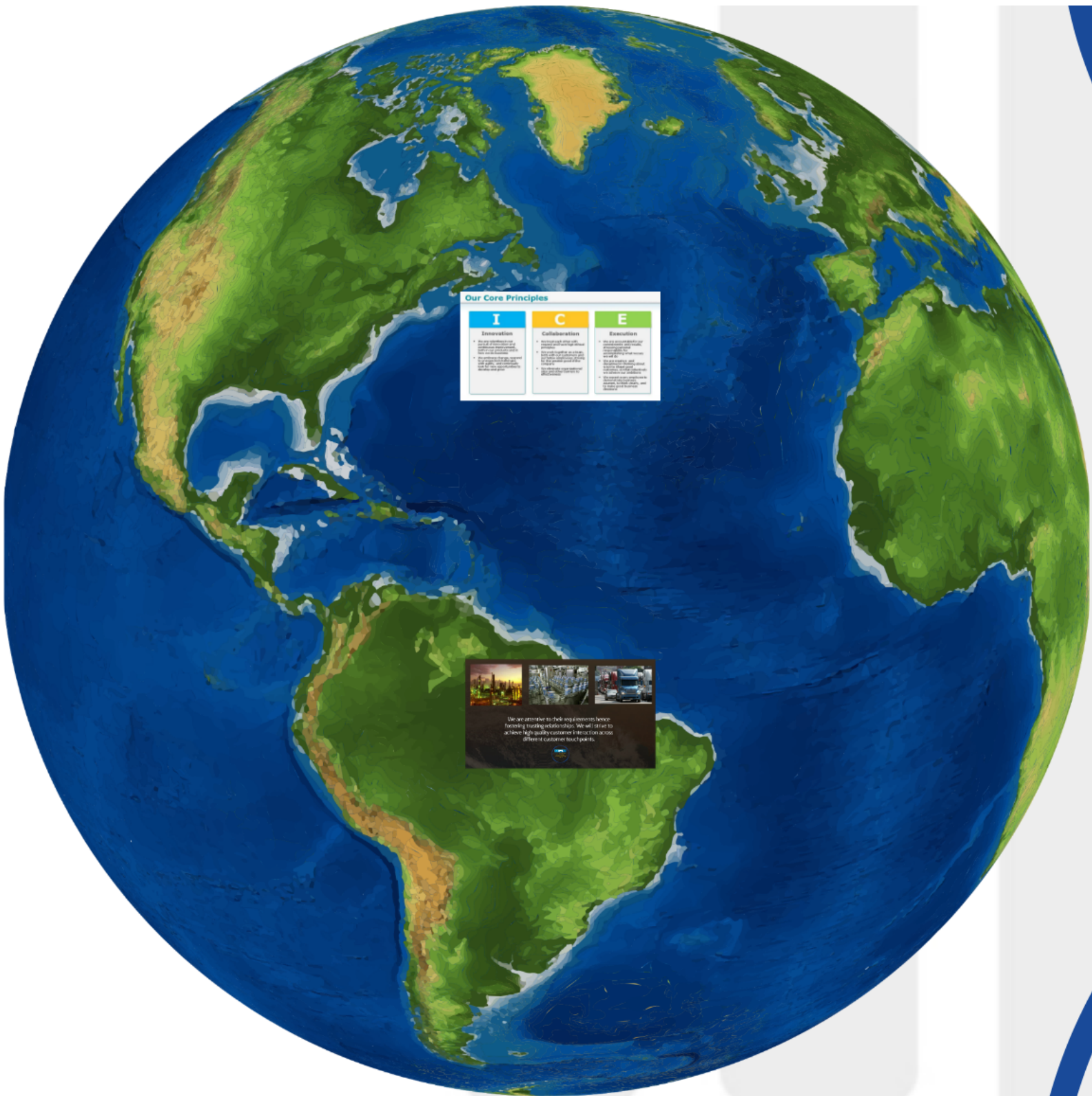
Collaboration

- We treat each other with respect and have high ethical principles
- We work together as a team, both with our customers and our fellow employees, striving for the greater good of the company
- We eliminate organizational silos and other barriers to effectiveness

E

Execution

- We are accountable for our commitments and results, stressing personal responsibility for accomplishing what we say we will do
- We are creative and disciplined in thinking about ways to shape good outcomes, so that collectively we achieve our ambitions
- We expect every employee to demonstrate business acumen, to think clearly, and to make good business decisions



Our Core Principles		
I	C	E
Innovation	Collaboration	Execution
<ul style="list-style-type: none">• Develop and commercialize new products and services that address the needs of our customers and the world.• Invest in research and development to drive innovation.• Foster a culture of innovation and creativity.• Encourage employees to think outside the box.• Seek out and embrace new ideas.• Measure and reward innovation.	<ul style="list-style-type: none">• Work closely with our customers, partners, and stakeholders to understand their needs and challenges.• Share information and resources to achieve common goals.• Build strong relationships and trust.• Encourage open communication and feedback.• Collaborate across departments and organizations.• Seek out and embrace new opportunities for collaboration.	<ul style="list-style-type: none">• Deliver high-quality products and services that meet or exceed customer expectations.• Operate efficiently and effectively.• Meet deadlines and manage resources well.• Monitor and improve performance.• Take ownership of results.• Communicate progress and challenges.



Our attitude to risk is to embrace it. We are committed to achieving high quality customer interaction across different customer touch points.



R
S



We are attentive to their requirements hence fostering trusting relationships. We will strive to achieve high quality customer interaction across different customer touchpoints.

OPTIMIZE

Largest formal customer user conference at AspenTech, but not the only one!



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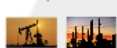
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Research &
Development (R&D)



Quality
Assurance (QA)



Architecture
& Standards



Field Operations

Sales

Field Sales



Small-Medium
Business Sales
(SMB)



Indirect
Channel Sales



Global Services

Professional
Services



Technical
Support



Customer
Training



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Integrated
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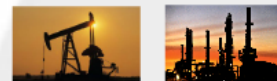
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