



CUSTOMER CASE STUDY

German multinational chemical company embraces SaaS with help from AVEVA

Goals

- Become a digital leader in the chemicals industry within ten years
- Develop SaaS deployment models to harmonize global digital work environments
- Transition engineering projects to cloud-native environments

Challenges

- The company's engineering department is small, so the company relies on globally dispersed subcontractors
- Work environments for engineering design were not collaborative, making projects difficult to manage
- Competing solutions required large investments in IT infrastructure

Results

- A three-year contract allows the company to evaluate its cloud-first approach with a low initial investment
- Cloud-native work environments enable subcontractors and in-house engineers to collaborate more effectively
- Engineering teams can operate independently of IT

Solutions

- AVEVA™ PI System™
- AVEVA™ E3D Design
- AVEVA™ Flex



Overview

In 1914, a single family started a small chemicals business in Munich, Germany. Over a century later, the same family owns what has become a large multinational chemicals business. The company primarily produces products derived from silicon and ethylene. With products used for everything from semiconductors to biotechnology, the company has consistently innovated to reach new markets and develop better-quality chemicals.

A few years ago, the company launched a digital transformation initiative aimed at making it a digital leader in the chemicals industry within ten years. A key part of the company's strategy is a cloud-first initiative that prompts a reexamination of all business operations to determine whether it is suited for a cloud-based approach. All new systems are designed with cloud-native strategies in mind. This approach to migrating operations to the cloud has made the company an influencer in the chemicals space, placing them far ahead of its more conservative competitors in their digital transformation journeys.

The company has a small engineering department and relies on subcontractors situated across the globe to develop chemicals for various industry verticals.

As projects grew more complex, the company realized that these subcontractors and company engineers struggled to manage projects. Different languages, work environments, and time zones made collaboration difficult and negatively impacted consistency. To combat these challenges, the company began searching for a solution to harmonize work environments and help subcontractors work more collaboratively with engineering teams.

The company decided to explore a shared Citrix work environment. However, while the environment solved the collaboration issues, the company quickly realized that the expenditure on IT infrastructure made the solution prohibitively expensive. Previous attempts to unify projects also failed due to IT requirements. This left the company looking for a solution that could:

- Offer a unified environment for project execution at a low cost
- Eliminate investment in IT infrastructure
- Operate independently of the IT department
- Support cloud-first initiatives

The power of AVEVA Flex

AVEVA Flex, a subscription service for AVEVA software, met those needs perfectly. The company already used AVEVA E3D Design software, purchased as annual licenses. By moving to AVEVA Flex, however, the company could standardize its subcontractors on AVEVA software as well as take advantage of the collaboration offered by a hybrid SaaS architecture in the AVEVA cloud.

The advantages were clear. AVEVA Flex allowed the company to scale their AVEVA E3D Design deployments quickly and efficiently to dispersed teams. The company's engineering teams could use cloud-native work environments to seamlessly collaborate with subcontractors on engineering design projects – not only saving on working hours but also boosting productivity.

Getting the company on board with AVEVA Flex wasn't as simple as demonstrating lower costs compared to other solutions. First, the company had to convince executives that choosing a SaaS model for harmonized projects was better than doing nothing at all. While SaaS deployment required a much lower initial cost than other solutions, the company still had to do a cost analysis to ensure executives that they would see a return on their investment. Further demonstrations and trials clearly showed the advantages of an AVEVA Flex solution. Once leadership was convinced, the next step was showing the company's subcontractors and end users that a cloud-native approach to development would help them work better together and eliminate the frustrations of disparately located teams.

IT independence

The most important part of the solution was the independence it gave the company's engineers from the rigid requirements of the IT department. The AVEVA cloud facilitates secure operations and could be implemented without IT infrastructure. This allowed the company to create harmonized workspaces that didn't require new infrastructure, but still met the requirements for security, availability, and connectivity.

New opportunities thanks to AVEVA's growing software portfolio

A strong emphasis on the potential of the AVEVA software portfolio and AVEVA PI System helped convince the company's c-suite of the deal's business benefits. Not only will the company move to a three-year subscription model, but the CIO is interested in building a strategic partnership with AVEVA to explore more opportunities in the future. The three-year period of the contract offers the company a perfect opportunity to evaluate the success of the initial SaaS model and an opportunity to consider additional solutions in the AVEVA software portfolio that make the software it already uses more effective.

