# AspenTech and Apps Associates Leverage Salesforce to Drive Business Growth and UX Through User Certification Program

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As a leader in digital transformation for the oil and gas, engineering and chemical industries, **AspenTechnology (AspenTech)** aims to help its customers run safer, greener, longer, and faster through optimization of their technical assets. Offering numerous solutions and product suites, the company wanted to find a way to ensure maximum user satisfaction by growing the knowledge base around their technology. Accomplishing this goal would require expanding their Salesforce tech stack to improve the existing User Certification Program.

## Barriers to User Education and Certification

AspenTech's Aspen User Certification Program educates existing customers on how best to utilize the suite of tools available to them, encouraging the best user experience and maximized software value. It also helps to engage new prospects with the technology and improve cross-selling opportunities. However, the original Aspen User Certification Program was entirely manual, and the process was cumbersome. Everything from establishing the course curriculum and trainings to sending users their certificates of completion to the payment process had to be done separately and on a manual basis — which led to mounting frustration among employees and users alike.

According to the company's Director of CRM, Prasoon Kejriwal, the lengthy administrative process of enrollment led to only 40% of registrants per session actually participating in the trainings. In turn, this led to fewer certifications than needed in order to reach company goals and facilitate competitive market growth. Company executives began to seek out a solution that could digitize the process and reduce inefficiencies. Implementing a new Salesforce module was an obvious solution, given

the company had already leveraged Salesforce. Moving the Aspen User Certification Program to Salesforce would alleviate the workflow inefficiencies felt by the company's certification program and enable AspenTech to scale the program and better assist with sales enablement. The only question that remained was who to partner with on the project?

Enter: Apps Associates, **a Salesforce Silver Consulting partner** since 2014.

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## Customization for User Certification

AspenTech had already worked with Apps Associates in the past and trusted their deep experience in Salesforce. To address the User Certification challenge, the company partnered with Apps to build a new Salesforce module that would upgrade the Aspen User Certification Program and enable the company to meet its year end goal of 1,000 user certifications by the end of their fiscal year in June.

Due to the impact of COVID-19, the project was completed fully remote, but this didn't stop Apps Associates from meeting the desired timeline. In fact, AspenTech commented that remote meetings were run incredibly

efficiently, and in only eight weeks, Apps Associates experts collaborated with a small team from AspenTech to build out the new module for digital, automated program registration, trainings and certification. As Kejriwal noted, working on an aggressive deadline is something AspenTech believes is integral to maintaining a competitive edge in the ever-changing technology world, and this project was no exception.

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>
> - Prasoon Kejriwal, Director of CRM at AspenTech

Working in sprints, the Apps team was able to customize the module to fit the specific needs of the User Certification Program, while remaining agile enough to accommodate unforeseen changes in design. Kejriwal applauded Apps for making smart pivots where needed, while still keeping the project on track and avoiding a drawn-out timeline for completion. "Apps was flexible enough to make all of the last-minute changes we needed while not putting up any red tape, which really helped the project succeed," Kejriwal said.

## Bringing User Certification into the Modern Era

After two short months of totally remote building and implementation, Apps Associates finalized a new automated and fully custom module in AspenTech's existing Salesforce environment. This enabled the company's Aspen User Certification Program to run more efficiently and successfully.

Instead of having to go through a multi-step process of enrollment, payment and attendance, users are now able to enroll and complete their certification all virtually. Since the launch of the Salesforce application on May 8, the program saw enrollment and certification completion skyrocket to 1,700 users —above the company's FY20 year-end goal. A major driver of that success is that attendance has improved from 40% to 100%, now that

users are able to enroll and complete the training all within one, unified program.

At this new rate of nearly 350 certifications per month,



| 01 Automation | 02 Increased registration and certification | 03 Sales enablement and growth in user adoption |

AspenTech is ready to effectively scale their business and set the foundation for an AspenTech University, according to Kejriwal. Not only has the software upgrade enabled the program to become more successful, but it has paved the way for business growth by sparking deeper product adoption and cross-selling amongst existing customers. According to Bill Scudder, Senior Vice President and CIO for AspenTech, "product adoption is really important to AspenTech, and this is one mechanism to train the engineers and the people using the product to make sure they are getting certified, so they can start using new features which could result in sales growth and renewal." Overall, the implementation of this customized Salesforce module has driven hard results and generated great feedback internally and externally from customers about the improved user experience."

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