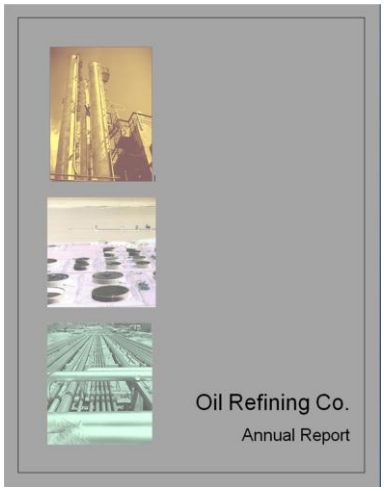
LPMarginMax

AIM LP Software as a Service

For companies that need to maintain the highest possible margins but are short on manpower. AIM's LPMarginMax is a full service solution designed to ensure that your planning LP is always accurate. AIM sets up the application, measures your LP errors, and provides you with new LP coefficients. AIM also provides full application maintenance, bug fixes, data collection, data backup and training. Because LPMarginMax is "Software as a Service" and is leased monthly, there is no need to allocate capital to purchase a software license. Expected benefits are 25¢ per BBL of crude charge, up to $5 million per year for a large refinery.

Increase your business margins

Each year companies must do more. Environmental compliance, safety, maintenance, and changing legislation are just a few of the things that place increasing burdens on your business. In order to stay in business, you must do everything possible to increase your bottom-line margins. Margins have a direct impact on your Return On Capital Employed, and ultimately on your share price.



MarginMax

Your company needs an accurate planning LP, but your staff are already working at full capacity. AIM will look after everything for you. First, AIM will configure its patented LP Assurance solution for you. Then AIM will take care of data collection, LP model improvement, application maintenance, bug fixes, data backups and training. In short, AIM will do everything necessary so that you will have a top-performing planning LP model. There is no need to devote precious staff to new project work or learning how to use additional software tools.

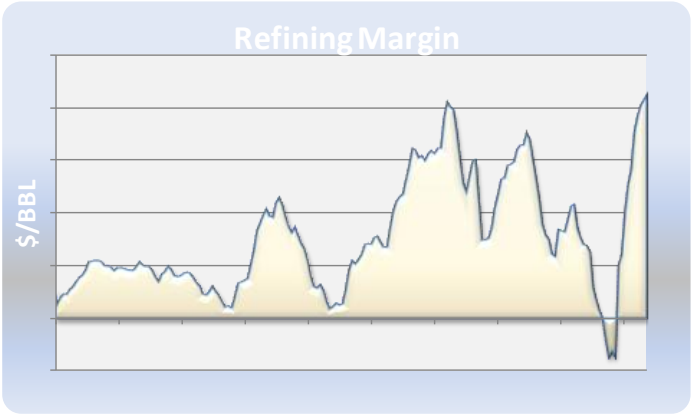
What AIM delivers

With LPMarginMax, AIM takes full responsibility for tracking and improving the accuracy of your planning models. You will receive routine reports of how accurate your LP is. You will also receive improved LP model coefficients. You will have access to someone whose only job is to track and improve your LP.

How margins are improved

The job of a Planning LP is to used to find the best way to run your plant. In order to do this, however, the LP must match your actual operation as closely as possible. Unfortunately most LP model predictions deviate from plant measurement over time. Eventually the LP predictions deteriorate to the point that you no longer purchase the best feedstocks, set the best operating conditions, or make the optimum product blends. All of these things cost you real money and eat away at your margins.

It's critical, therefore, to quickly locate and reduce errors in your LP predictions. As the LP predictions improve, you will reduce feedstock costs, run the plant closer to the optimal constraints and more closely approach the best blend volumes and qualities. Together, these improvements can easily reach 20-25 cents per barrel improvement in margin.



Why it's better

- Large margin improvement: 20-25 ¢ per BBL.
- No additional burden on your staff.
- Low cost solution.
- No license fees (capital expense).
- At least 10 / 1 annual benefits / project cost.

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