

# Decision Analytics



## Why do the world's leading energy and water providers trust Copperleaf to guide their investment decisions for their most critical assets?

Making strategic decisions about where, when and how much to invest in critical infrastructure has never been more challenging. Many factors need to be considered and significant financial and resource constraints limit the leeway of decision makers. From the initial capital investment to acquire or build an asset, through every expenditure to sustain it, each spending decision requires careful analysis and consideration. For asset-intensive organisations, this task is mission-critical. It requires a level of sophistication in decision making that is impossible to attain with spreadsheets or standalone analysis tools. That's why the world's largest, most respected energy and water providers trust Copperleaf.

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**Copperleaf C55 has given us  
GREATER CONFIDENCE**  
in our decision making and our ability  
to plan for the future.  
”

Copperleaf is squarely focused on providing decision analytics to help organisations do the right things, at the right time, and deliver the highest value to stakeholders. The **C55 Asset Investment Planning & Management (AIPM)** solution from Copperleaf is designed from the ground up to improve the decision-making and investment planning processes in asset-intensive organisations.

## Copperleaf Decision Analytics

Assets are aging and budgets are tight, yet expectations are higher than ever. Where should you focus your limited resources: on upgrades, maintenance, replacement or growth? Which projects merit funding? Which investments will deliver the greatest value, or mitigate the most serious risks?

Make faster, smarter, and more strategic decisions with innovative solutions from Copperleaf. We leverage operational and financial data to empower organisations like yours to make the highest value investment decisions.

## Tangible, measurable results

Copperleaf clients use C55 to manage assets valued at over \$280 billion. They report:

>400%



ROI WITHIN THE  
FIRST PLANNING CYCLE

>18%



CAPITAL BUDGET  
INCREASES APPROVED

>20%



STAFF EFFICIENCY  
IMPROVEMENTS

## Higher value investment decisions

Copperleaf C55 is an enterprise software solution that empowers asset-intensive organisations to make investment decisions with confidence. With C55, decisions are aligned with your strategic goals and objectives, making it easy to understand the trade-offs between various investments. Organisations can evaluate multiple alternatives for each proposed investment, and use sophisticated “what-if” scenarios to assess the impact of different timing and resource constraints. Or compare different investment strategies and identify the optimal mix of projects to balance risk, benefits and future investment needs.

C55 does all of this and more, bringing rigor, discipline and transparency to the decision-making process.

## Customers trust Copperleaf

Copperleaf has been working at the forefront of asset management best practices for more than 20 years, delivering AIPM solutions to some of the largest, most respected energy companies in the world. While every Copperleaf solution is based on our proven C55 software, we take the time to understand your business so that we can deliver a solution that meets the unique needs of your organisation. We, and our partners, provide specialised consulting services, training, and support to ensure a timely and successful rollout across your organisation.

But don't just take it from us. Our customers proudly share their successes and the experience of being part of the Copperleaf Community.

## The Copperleaf Community

When you become a Copperleaf customer, you also join the Copperleaf Community, an open forum for C55 clients, partners and team members to share knowledge and exchange best practices on AIPM, the ISO 55000 asset management standard, and more. At the annual AIPM Summit, you will experience our client-focused culture and drive for continuous innovation, and help shape our product roadmaps into the future.

Network with asset investment planning professionals from around the globe and learn how other organisations are using C55 to make risk-informed decisions and deliver the highest value to their stakeholders.



*With **Copperleaf C55**, we've aligned our procedures with best practices outlined in the ISO 55000 asset management standard. We now have a transparent picture of all of our major asset classes, and can compare different investment scenarios for both short-term and long-term planning to help us make the best use of our resources. Overall, it's given us greater confidence in our decision making, and our ability to plan for the future.*

— **Einar Mathiesen**,  
Executive Vice President, Energy Division  
Landsvirkjun National Power Company of Iceland



ARMS Reliability and Copperleaf Technologies have partnered up to provide asset intensive-industries with cutting edge solutions in the area of Asset Investment Planning and Management (AIPM). The power of this partnership lies in Copperleaf's innovative value-based approach to asset investment planning and unique decision analytics software solution, C55, combined with ARMS Reliability's extensive experience in delivering asset reliability solutions to the Industry.

Copperleaf's C55 solution leverages operational, financial and asset data to empower clients to make investment decisions that deliver the highest business value. ARMS Reliability brings 20 years' experience in asset reliability and equipment data and plays a crucial role in assessing the value and risk associated with critical assets. Together, we deliver a solution that is unparalleled in helping organisations decide where and when to invest in their businesses to improve capital efficiency and manage risk.

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