

Case Study

A 17-YEAR PR PARTNERSHIP FOR LASTING INDUSTRY AUTHORITY

Background

AspenTech is a global leader in asset management software, delivering enterprise performance management, performance monitoring and optimisation solutions that enable industrial digital transformation.

Challenge

AspenTech wanted to **increase its presence in EMEA**, targeting C-suite decision-makers, while **strengthening its reputation as the international frontrunner** in industrial software. Any effective PR programme needed to address several highly-specialised business areas such as energy, industrial data management, power & utilities and metals & mining across markets.

Approach

Across a 17-year period, **Whiteoaks acted as a seamless extension of AspenTech's team**, building an in-depth understanding of its technologies, business units and the broader industry landscape. While Whiteoaks' core focus was the UK market, it also acted as the lead agency for a wider international campaign, across Germany, France and the Middle East, **providing strategic coordination across all regions**.

In the UK, Whiteoaks delivered an integrated PR strategy, combining thought leadership, press releases, expert commentary and media briefings **to create a steady drumbeat of coverage in the national and business media**.

Whiteoaks' support **extended across key milestones**, including a variety of partnerships, the company's 40th anniversary in 2021, and the organisation's acquisition by Fortune 500 firm, Emerson.

"It's rare for a PR agency to sustain a client relationship for nearly two decades. Whiteoaks' partnership with AspenTech endured thanks to the agency's adaptability, proactive strategy, media relations expertise and consistently high professionalism and talent across its account teams."

*Len Dieterle, Director,
Corporate Communications at AspenTech*

Results

Visibility



796 pieces of UK coverage achieved

(incl. The Daily Telegraph, The Times and The Guardian)



Average domain authority of **45[†]**



76.4M audience reached[†]



424K estimated online coverage views[†]

Engagement



359 social engagements from coverage[†]

(excl. LinkedIn)

Impact

The long-term partnership enabled Whiteoaks to deliver **consistent, high-quality messaging that reflected AspenTech's expertise and adapted as the business evolved** from focusing on process simulation and optimisation in the late 2000s to asset performance management and industrial AI.

Through a strong PR strategy, **Whiteoaks has been successful in building visibility and credibility** for both key spokespeople and the AspenTech brand, **strengthening its market authority in an increasingly competitive global landscape**.

[†] between 2019 and 2025

whiteoaks
INTERNATIONAL