



# The CTRM Blog

<http://www.ctrmblog.com/2010/09/aes-on-a-roll/>

## AES On A Roll

 September 23rd, 2010  Gary Vasey

I spoke with Steven Hughes, CEO of Aspect Enterprise Solutions this morning and took a full briefing from him. AES, he tells me, now has over 100 staff and over 500 customer companies in 91 countries. Of course, many of these are for the AES market data product but AES can now boast over 30 CTRM customers too. Hughes also said that the vast majority of those were signed in the last 18-months! He told me an interesting story that I'm betting is truly a record for CTRM software implementation... that an African company signed up for AspectCTRM at 10:15am UK time and were up and running using the software in anger by 3pm the same day.... The point he was making was that as the emerging leader in CTRM software on a [SaaS](#)-basis, one of their competitive differentiators is speed and cost of implementation.

A key area of growth for AES is Asia and Africa and CommodityPoint will credit AES with opening up the African CTRM market this last 18-months with a number of deals with companies that probably would have stuck with their spreadsheets otherwise.

AES, he tells us, increased overall revenues by 20% through the first half of 2010 including a 55% raise in revenues from AspectCTRM and revenue bookings for that product are several hundred percent ahead of target already for the year.

The company is also engaged in two internal initiatives to (a) bolster its physical operations/supply chain functionality with first delivery of those enhanced capabilities scheduled for Q1 2011 with select clients and (b) what can be described as architectural change around the product designed to streamline implementation even more and to improve workflow capabilities. AES certainly have a product vision which we hope to explain further in a forthcoming CommodityAlert interview with Steve.

With its SaaS delivery, AES can target segments of the market that mainstream vendors would likely find unprofitable to target – although – it is important to point out that AES's customer base does include some sizable trading firms too. CommodityPoint does believe that other vendors will start to move downwards in the market using other pricing and delivery models to effectively compete with AES – indeed, we already see some of that in the market, but AES believe that with a 10-year track record of delivering solutions and, the experiences they have gained in the process, they will be pretty tough to catch up with. Even more so as they continue to enhance and expand their product.