

# Strategic Estimating Systems

## Associate Estimator - Biography

**ALFRED CRUZ**

Alfred Cruz, Associate Cost Estimator of Strategic Estimating Systems (SES) provides best-in-class cost estimating and consulting services to the Chemical Process Industry (CPI). As an Associate Estimator at SES, Mr. Cruz has developed his skills specifically around capturing key piping and instrumentation quantities as well as Material Take Off (MTO) during the initial project build up stages. From conceptual (+/- 40%) to detail (+/- 10%) cost estimating, Mr. Cruz's concentration in synchronizing the Aspen Capital Cost Estimator (ACCE) with an Applications Programming Interface (API) has made him an ideal candidate to work with such clients as Linde in North America. With a particular strength in computing systems, Mr. Cruz has been able to ramp up data entry that lead to more analysis of process options and facilitate decision making earlier within schedules. Overall, Mr. Cruz's commitment to client goals has made him a key asset to the SES cost estimating team, as well as an on-site resource, as companies achieve better cost estimating accuracy, develop a repeat process, be more consistent, be more efficient, and complete cost estimates faster.

Mr. Cruz's role at SES for the past 5 years has been two fold on both sides of the SES business model. He works with clients on a direct (peak- load) cost estimating resource basis, and as part of the SES cost estimating team that provides implementation guidance on industry best practices surrounding procedures, tools, and techniques as part of the SES cost estimating methodology. Mr. Cruz plays an integral role as SES help companies develop a best-in-class cost estimating work process during implementation of the Aspen Capital Cost Estimator, and other Aspen Economic solutions.

During Phase I of the SES implementation program, Mr. Cruz has excelled in utilizing the Applications Programming Interface (API) to rapidly input plant equipment, piping, instrumentation, material, capacities, work-breakdown-structures (WBS – plant areas), etc., to be mapped into the Aspen Capital Cost Estimator software. Using standard deliverables in the CPI, such as plot plans, sized equipment lists, P&ID's, unit (buildings) layout, elevation drawings, etc., Mr. Cruz has used the SES Phase I estimating methodology to develop more consistency and improved efficiencies for capturing all cost components during the cost estimating work process at various companies.

Mr. Cruz utilizes the Aspen Capital Cost Estimator software to input, cross-reference, analyze, and generate Total Installed Cost (TIC) estimates for chemical process plants. His direct responsibilities also include, facilitating API data entry and transfer into ACCE for analysis, P & ID/PFP MTO, review equipment designs and data sheets, generate cost estimating reports, compare cost estimating reports using Microsoft Excel, prepare results, deliver final analysis, reports, and presentations to clients. Mr. Cruz is solely responsible for updating and installing ACCE on SES consultant computer equipment.

Mr. Cruz's direct experiences with clients while at SES include:

- **Dow Chemical**
- **Western Refining**
- **Saudi Aramco**
- **Howe-Baker**
- **CB&I**
- **OPTI Canada**
- **ExxonMobil**
- **UTS**
- **Linde PPP**
- **Commonwealth Engineering**
- **DuPont**
- **Jacobs Engineering**
- **Xstrata**
- **Sasol**
- **SUNCOR**