

# I Can Digital Twin (And So Are You!)

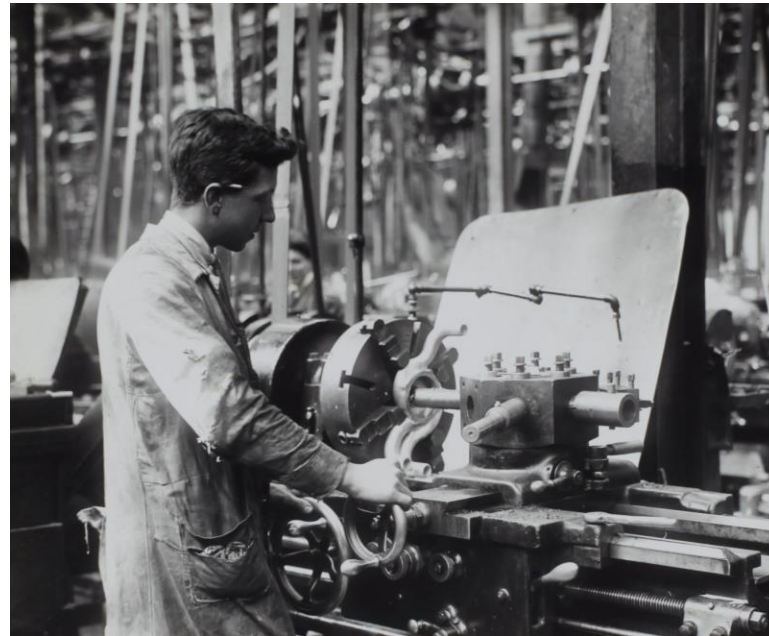
Zev Arnold  
Accenture  
Principal Director  
Nov 2022



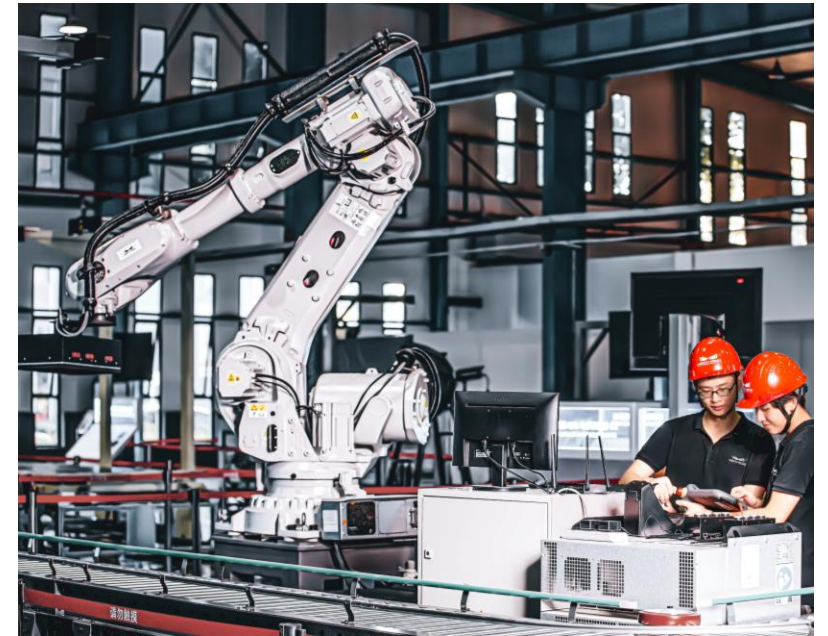
# Industrial Revolutions



First  
Industrial Revolution  
*The Steam Engine (Late 1700s)*

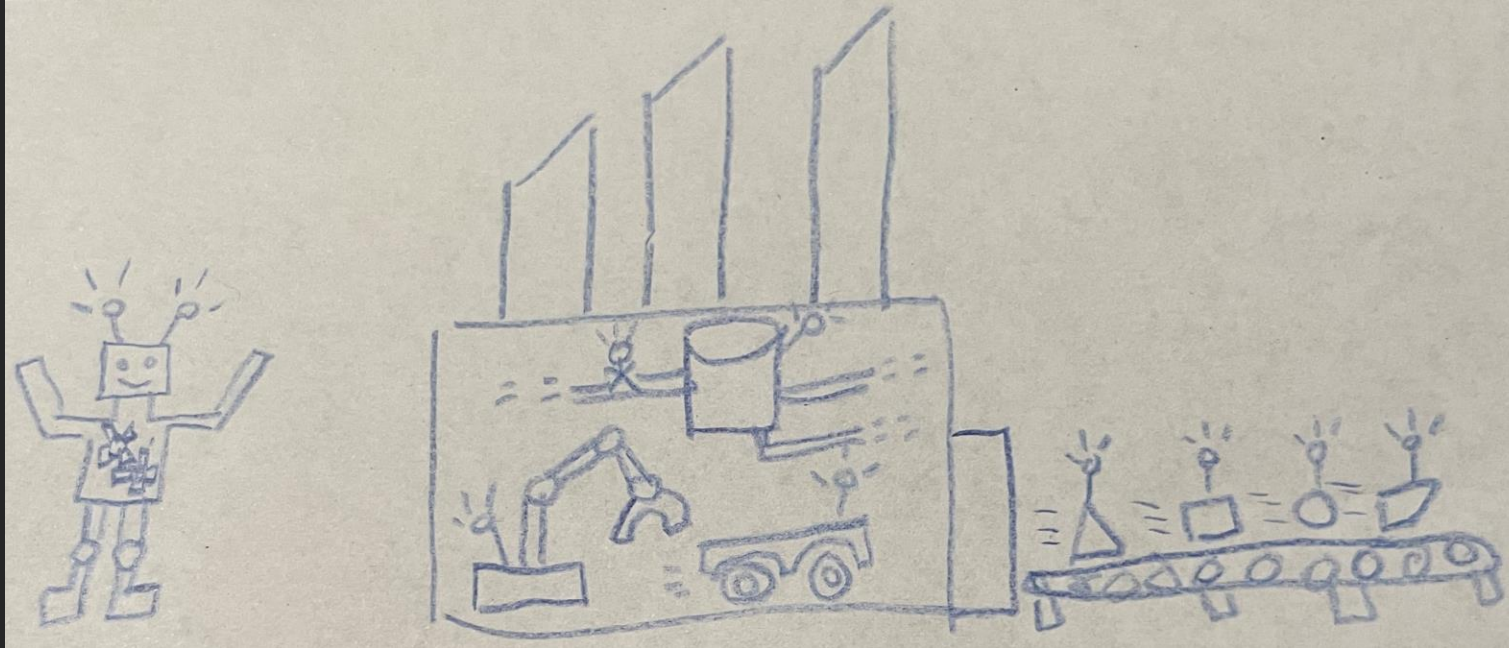


Second  
Industrial Revolution  
*Electrification (Late 1800s)*



Third  
Industrial Revolution  
*Digitalization (Late 1900s)*

# Prompt: Draw the Fourth Industrial Revolution (4IR)



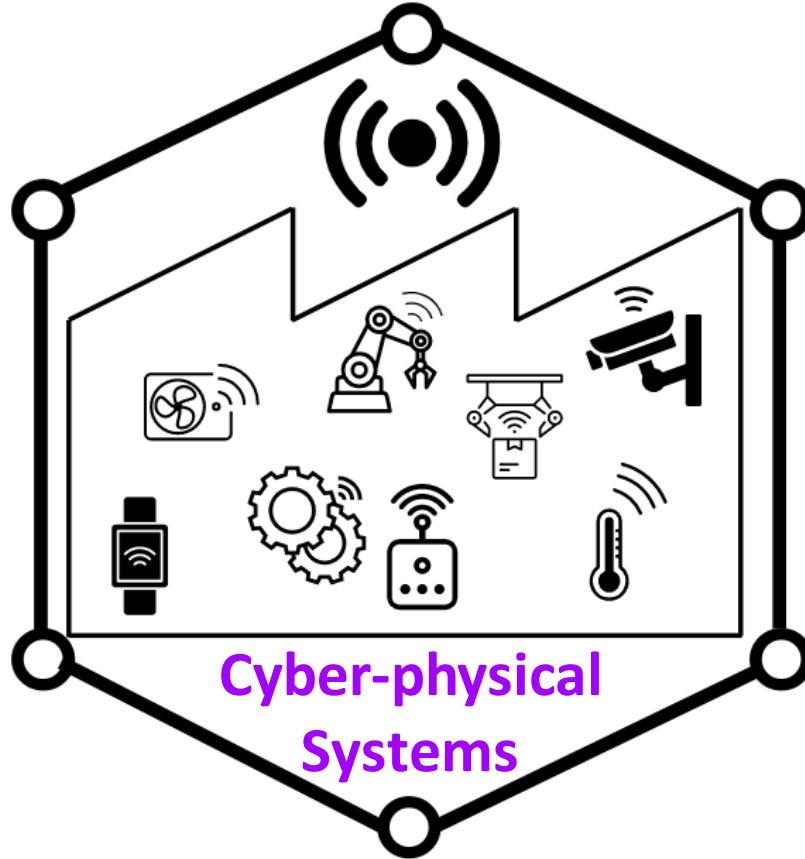
**Zev Arnold**

*Freelance artist*

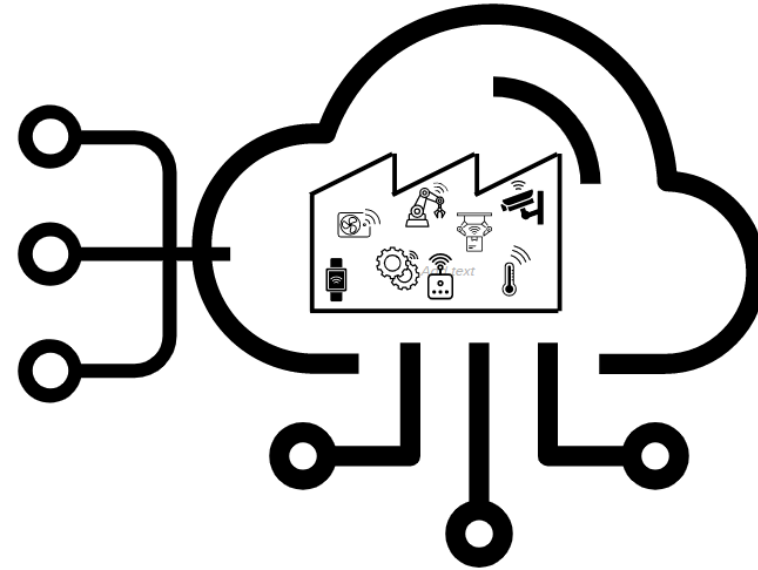


# Industry 4.0

The Internet Of Things



Cyber-physical  
Systems

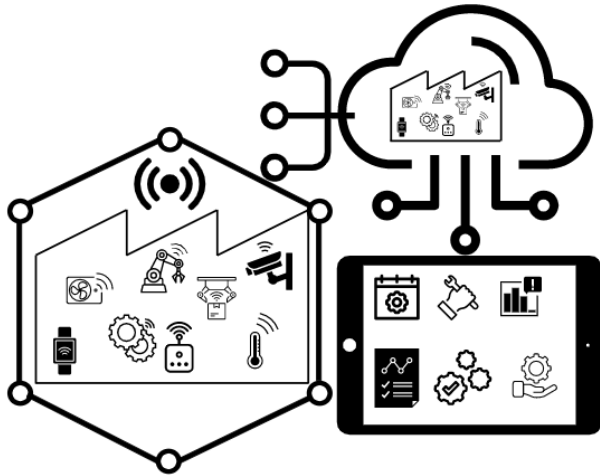


Smart  
Factory



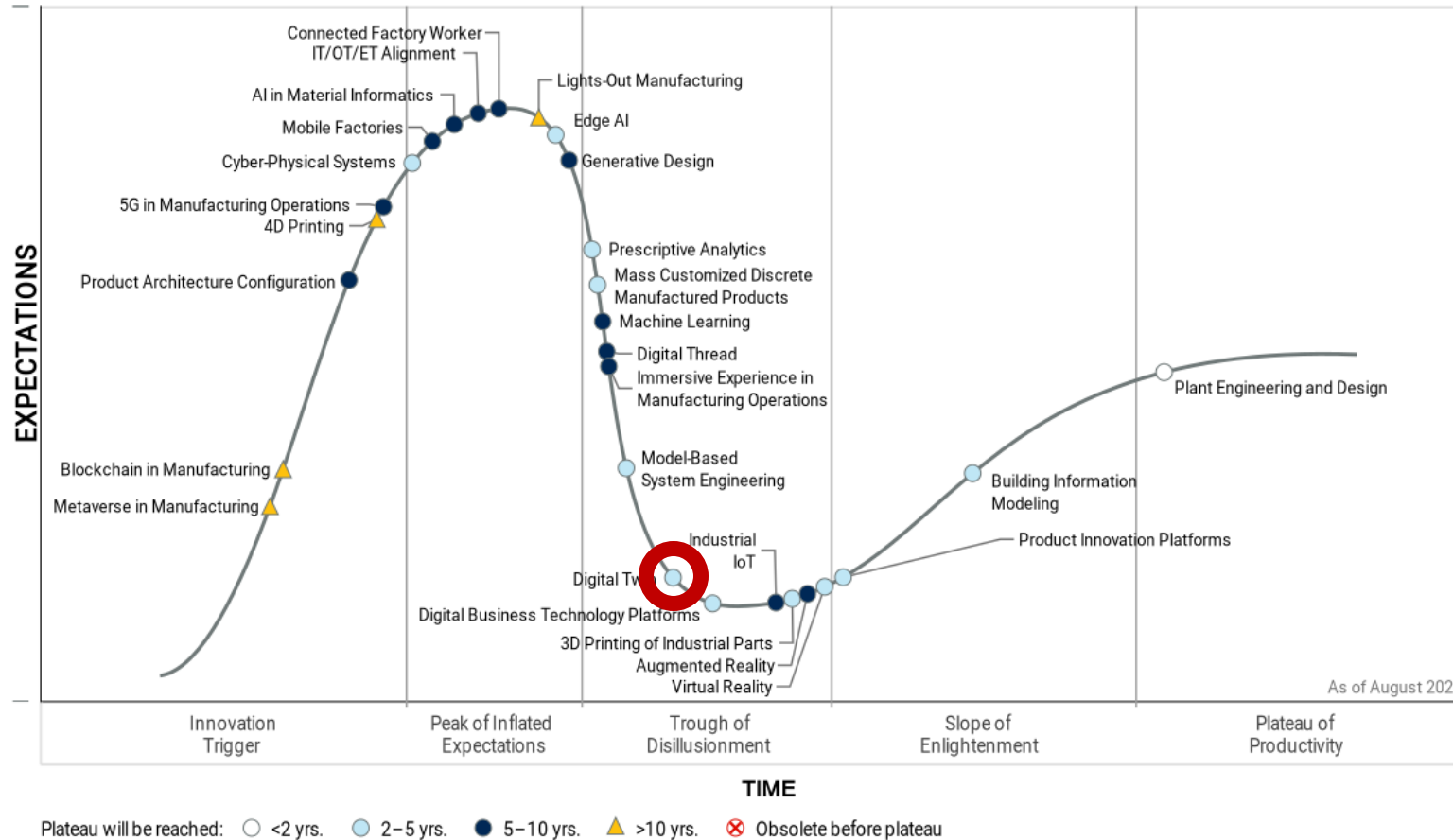
The Internet  
Of Services

# Digital Twin



...coordinates **cyber-physical systems**, over the **Internet of Things**, to enable an **Internet of Services** that **assists** people and machines in the **execution** of their tasks.

## Hype Cycle for Manufacturing Digital Transformation and Innovation, 2022



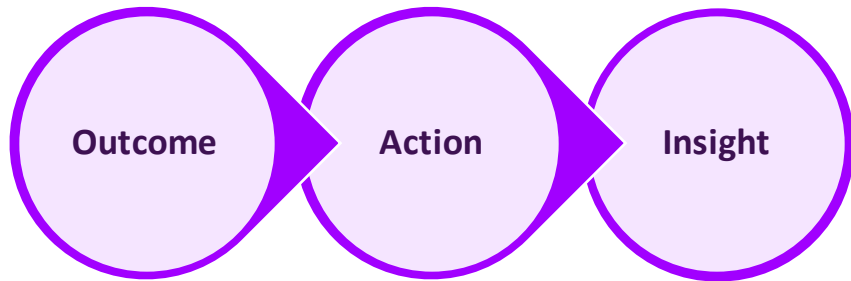
**Gartner**

### Hype Cycle for Manufacturing Digital Transformation and Innovation, 2022

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# Barriers to Digital Twin Adoption



Use Case Identification

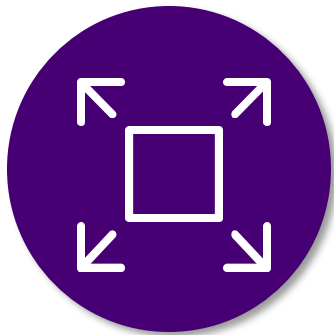


Data Mega Silos



Data Culture

# Approaches For Success



Augment the Core, Rationalize  
the Niche



Contextualize Locally,  
Govern Centrally



Innovate with Users, Harvest to  
Enterprise

# PI World Presentations

ProRail



2022 - AVEVA PI World Amsterdam

[Presentation](#)

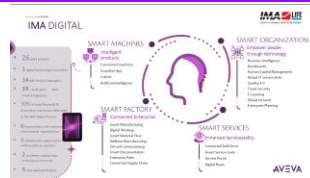
Great Lakes Water Authority



2022 - AVEVA PI World Amsterdam - Infrastructure T&D, Water, and Smart Cities

[Presentation](#)

IMA LIFE



2022 - AVEVA PI World Amsterdam - Consumer Products, Life Sciences

[Presentation](#)

PETRONAS



2022 - AVEVA PI World Amsterdam - Oil and Gas

[Presentation](#)

ComEd



2021 - AVEVA PI World 2021 - Transmission & Distribution

[Presentation](#)

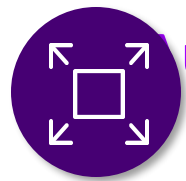
Shell



2019 - PI World - San Francisco - Oil & Gas - Upstream

[Presentation](#)

# Approaches For Success with AVEVA



Augment the Core, Rationalize  
the Niche



Contextualize Locally,  
Govern Centrally



Innovate with Users, Harvest to  
Enterprise



## AVEVA PI

Core Solution Platform for OT Data

OT Data Contextualization through  
PI Asset Framework

Self-service Analytics and  
Visualizations

# Thank You



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