I Can Digital Twin (And So Are You!)
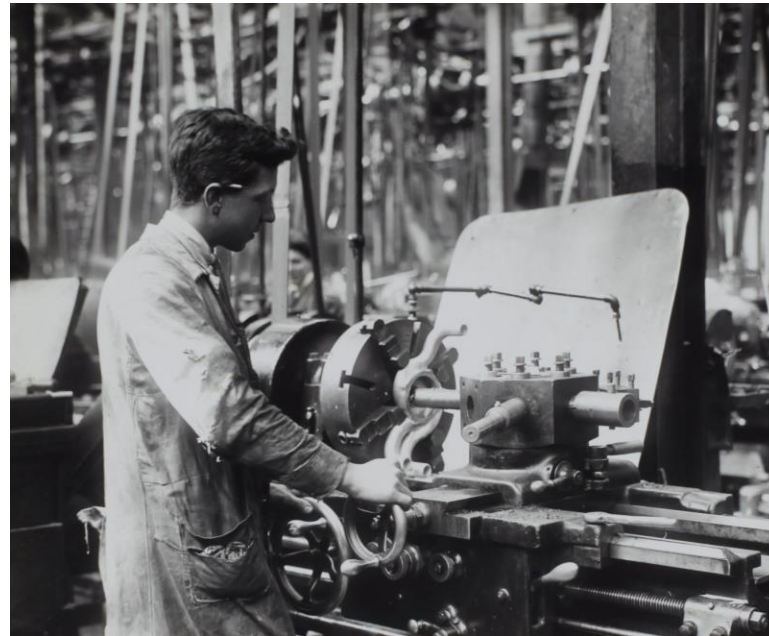
Zev Arnold

Accenture

Principal Director

Nov 2022
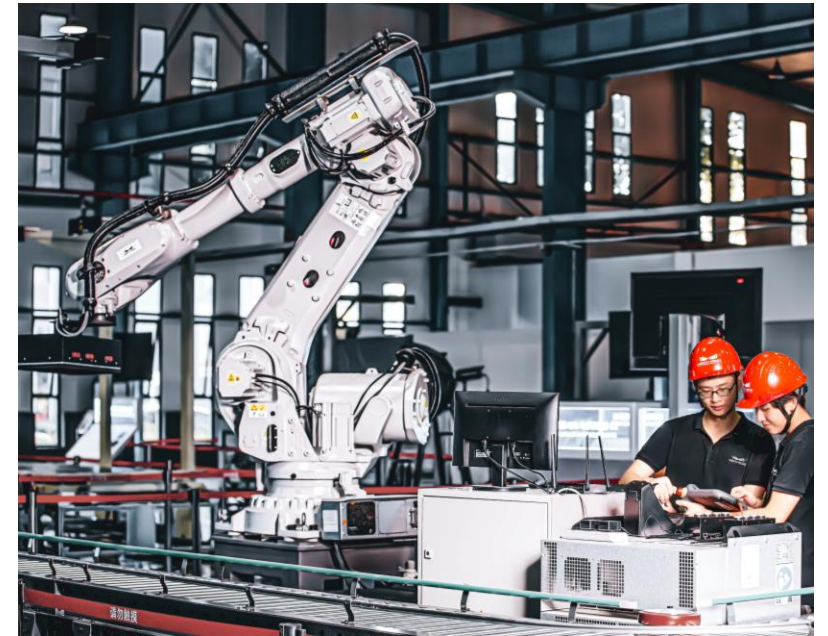
Industrial Revolutions

First
Industrial Revolution
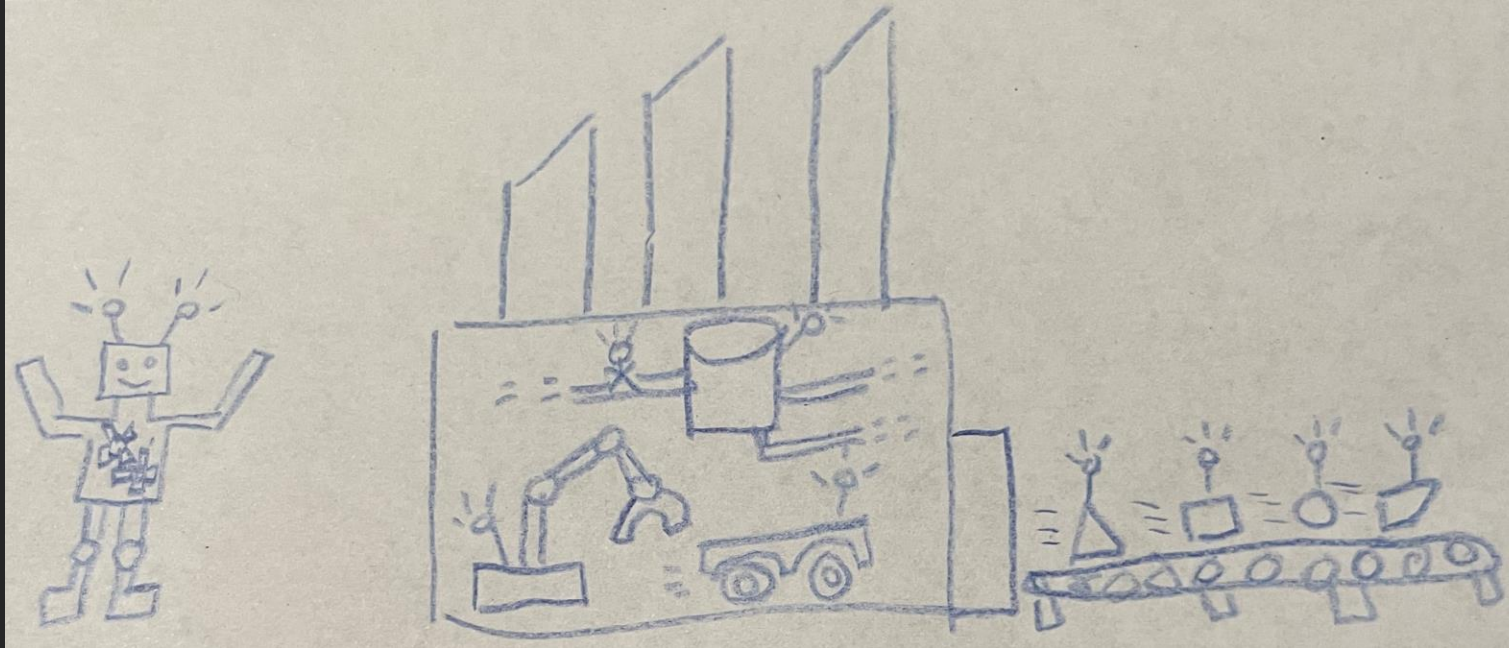
The Steam Engine (Late 1700s)

Second
Industrial Revolution

Electrification (Late 1800s)

Third
Industrial Revolution

Digitalization (Late 1900s)

Accenture Industry X

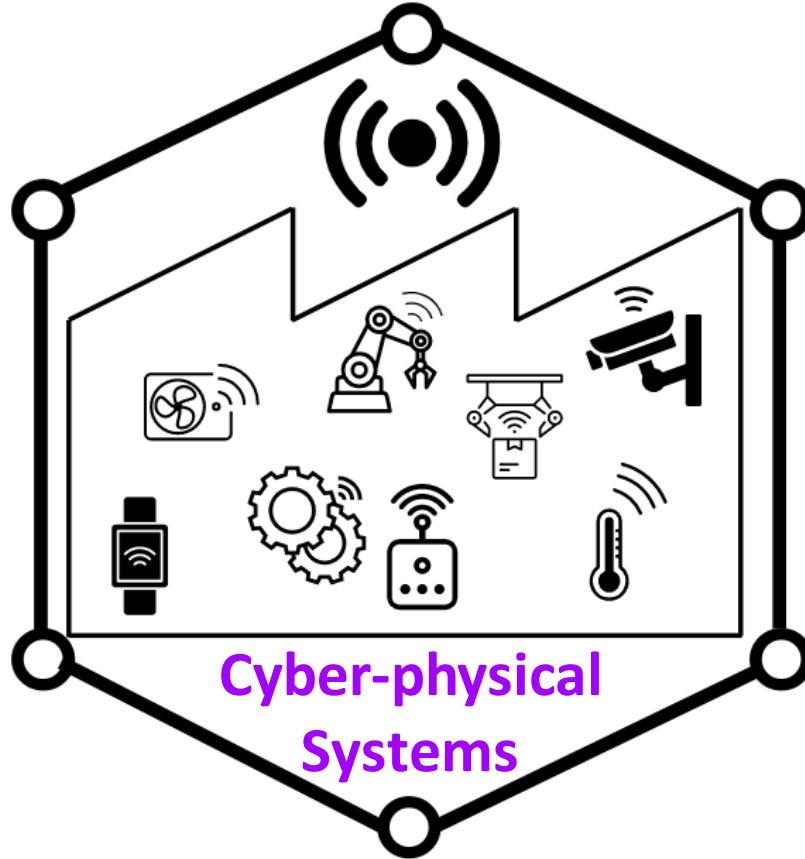# Prompt: Draw the Fourth Industrial Revolution (4IR)

Zev Arnold

Freelance artist

Industry 4.0

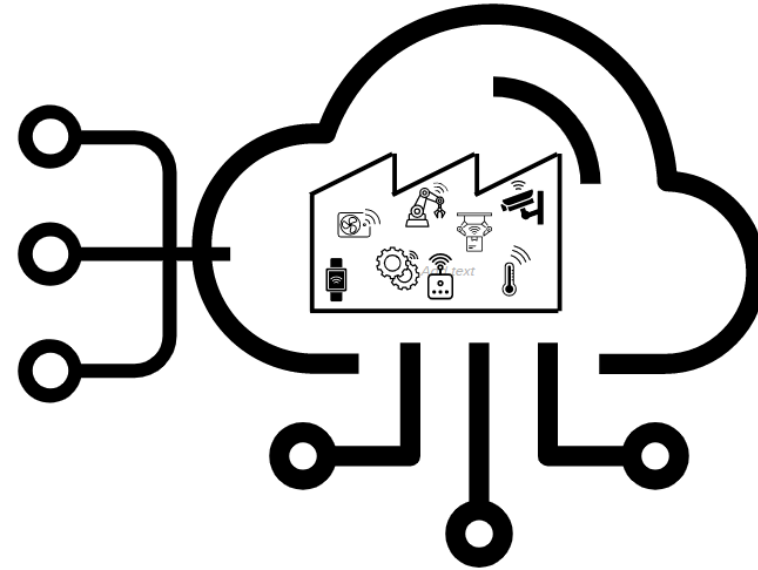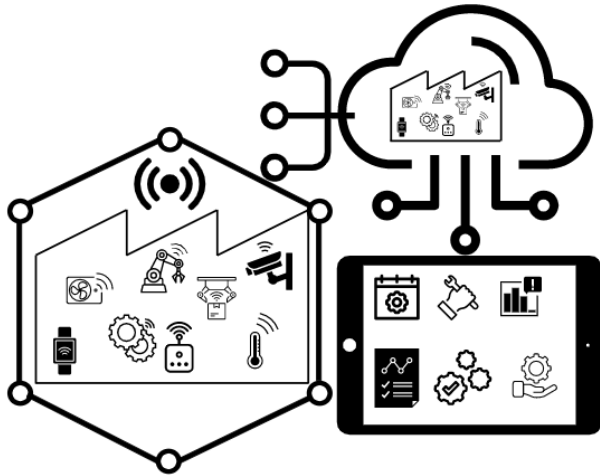**The Internet Of Things**

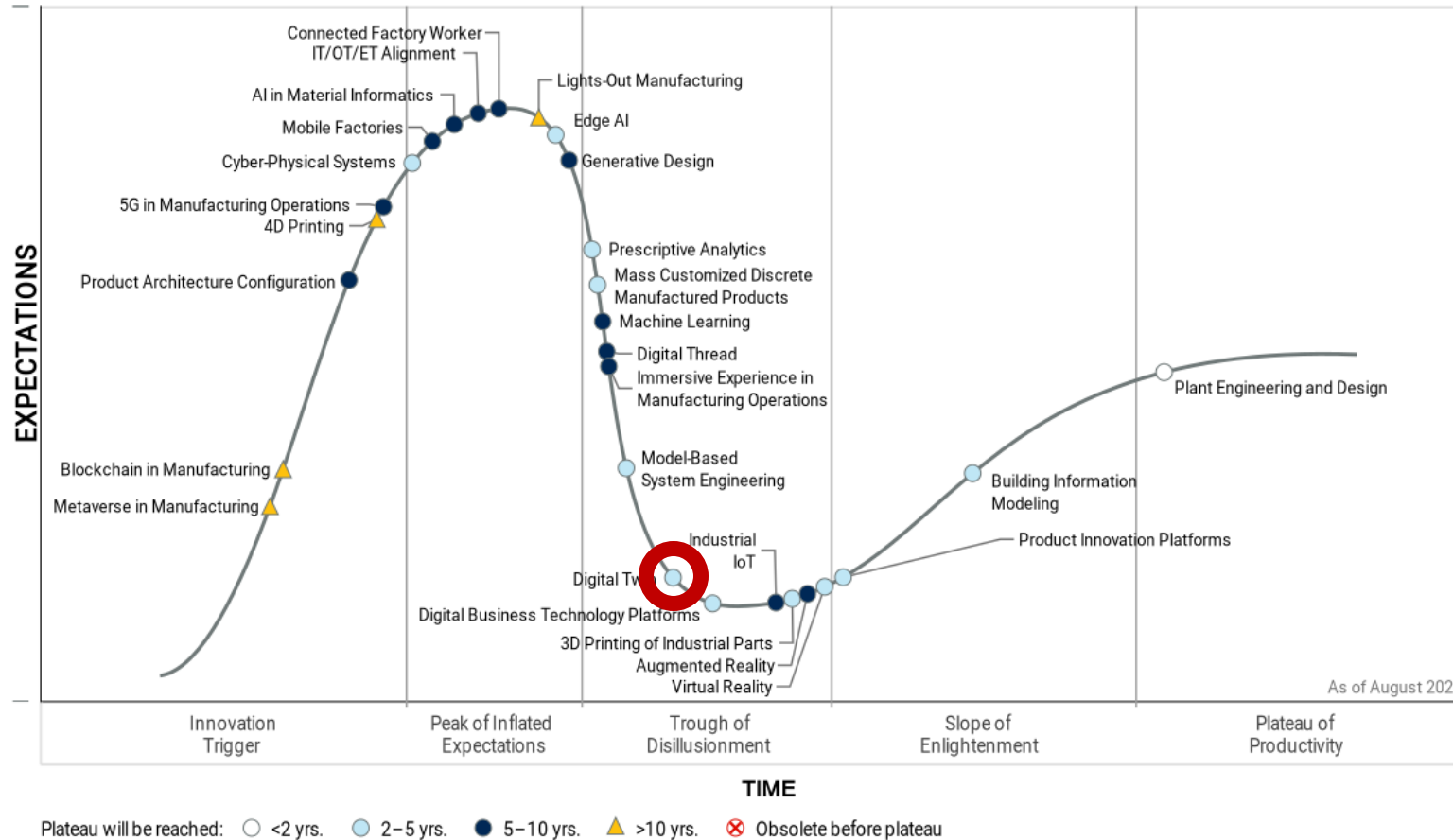**Cyber-physical Systems**

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.

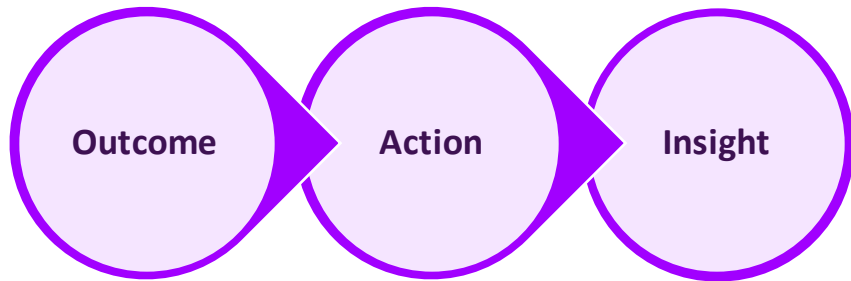# Hype Cycle for Manufacturing Digital Transformation and Innovation, 2022

Hype Cycle for Manufacturing Digital Transformation and Innovation, 2022
Published: 04 August 2022

Barriers to Digital Twin Adoption

Outcome → Action → Insight

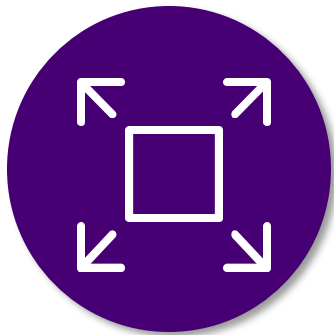**Use Case Identification**

ET
IT
OT

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

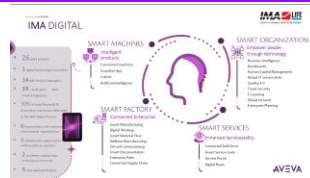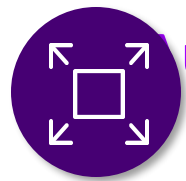|			
ProRail		2022 - AVEVA PI World Amsterdam	*Presentation*
Great Lakes Water Authority		2022 - AVEVA PI World Amsterdam - Infrastructure T&D, Water, and Smart Cities	*Presentation*
IMA LIFE		2022 - AVEVA PI World Amsterdam - Consumer Products, Life Sciences	*Presentation*
PETRONAS		2022 - AVEVA PI 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*

Accenture Industry X

Approaches For Success with AVEVA

AVEVA PI

Augment the Core, Rationalize the Niche → Core Solution Platform for OT Data

Contextualize Locally, Govern Centrally → OT Data Contextualization through PI Asset Framework

Innovate with Users, Harvest to Enterprise → Self-service Analytics and Visualizations

Thank You

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