

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



Zev Arnold

Accenture

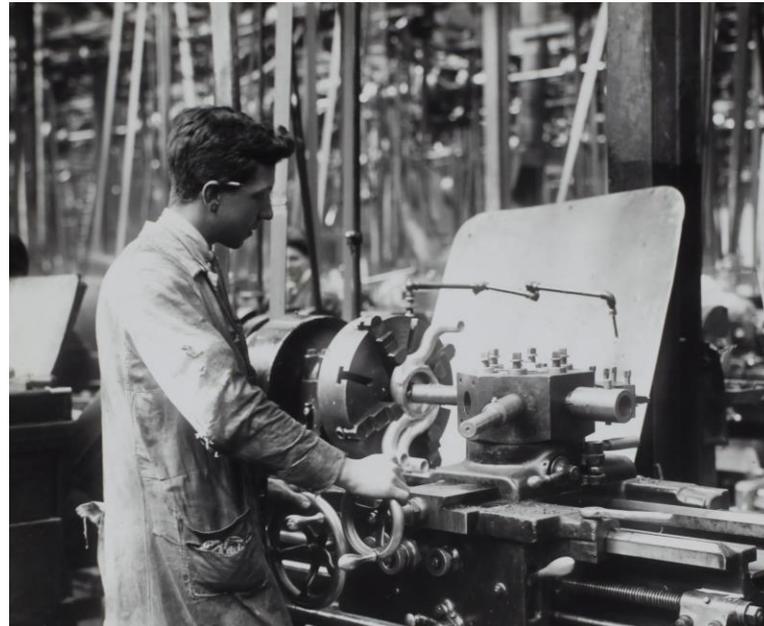
Principal Director

Nov 2022

# Industrial Revolutions



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

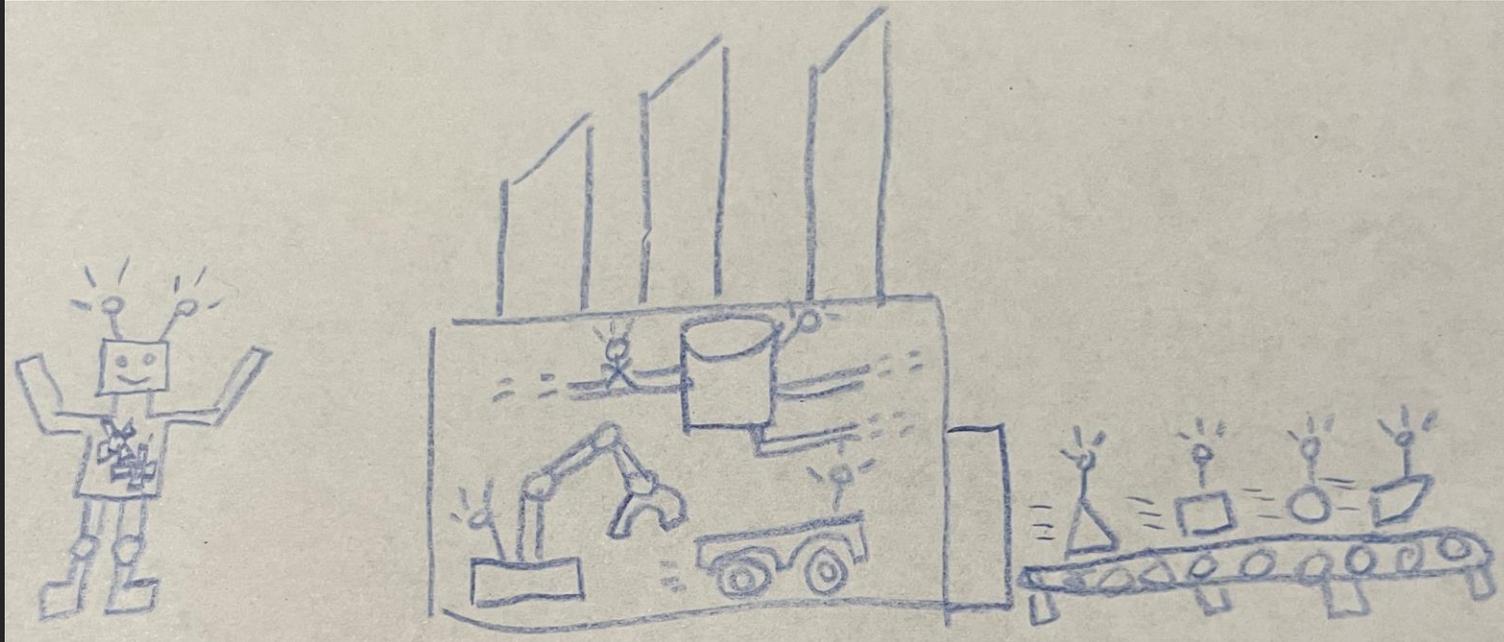


Second  
Industrial Revolution  
*Electrification (Late 1800s)*



Third  
Industrial Revolution  
*Digitalization (Late 1900s)*

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



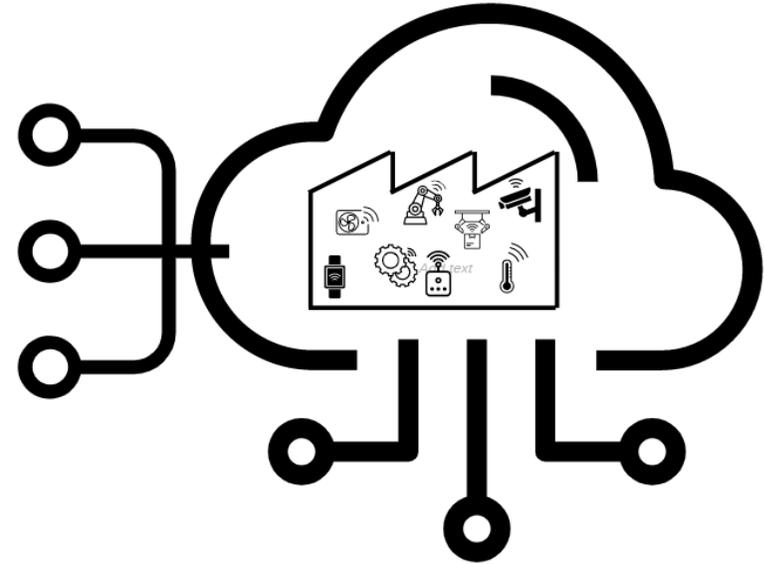
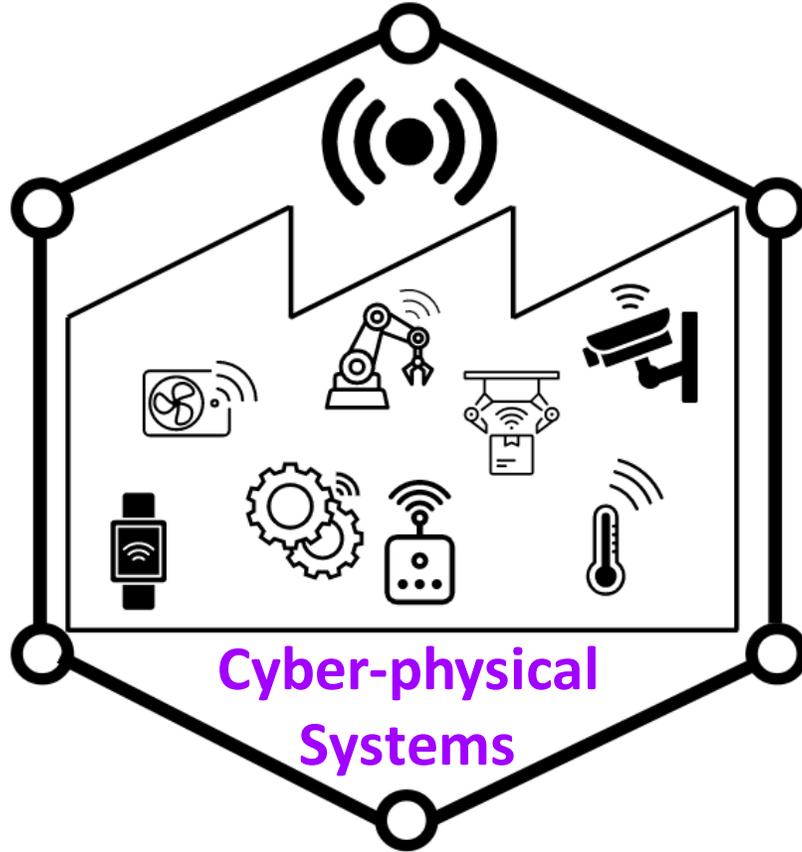
**Zev Arnold**

*Freelance artist*

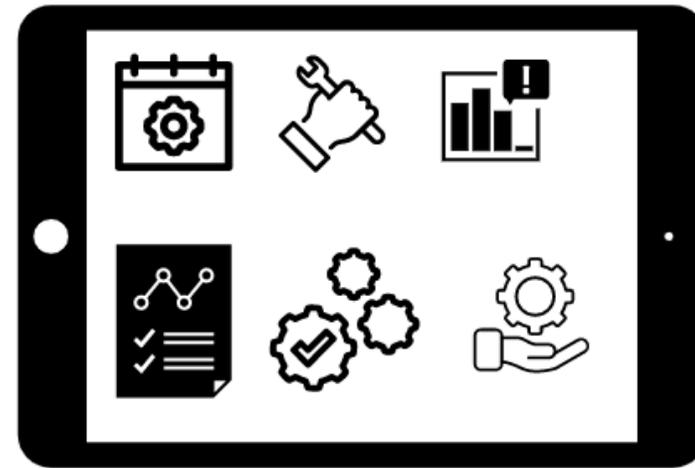


# Industry 4.0

The Internet Of Things

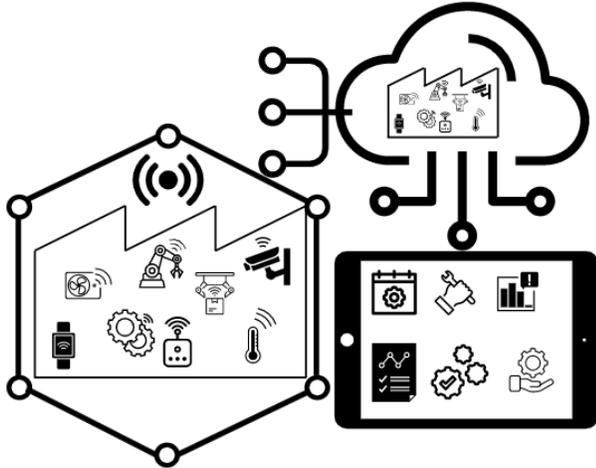


Smart  
Factory



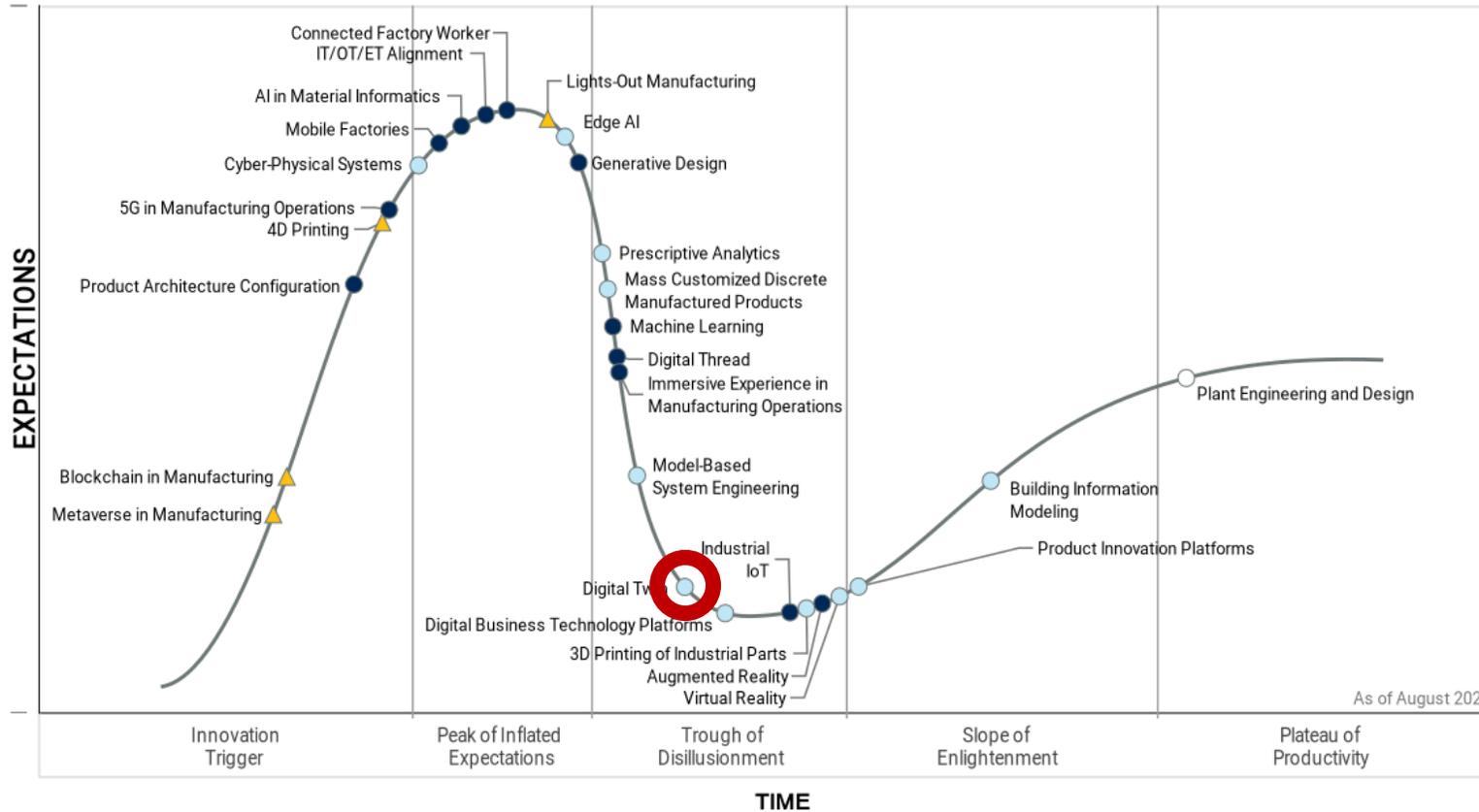
The Internet  
Of Services

# 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



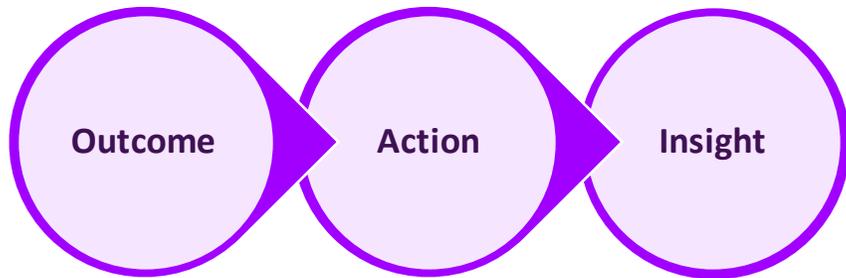
Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ✘ Obsolete before plateau



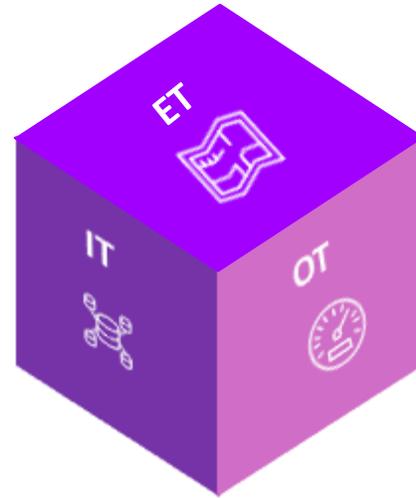
Hype Cycle for Manufacturing Digital Transformation and Innovation, 2022  
 Published: 04 August 2022

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

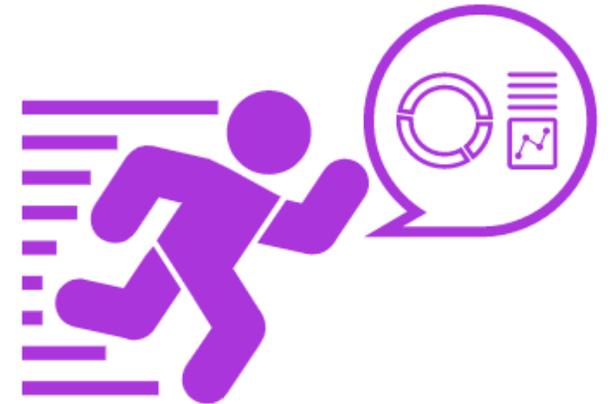
# Barriers to Digital Twin Adoption



Use Case Identification

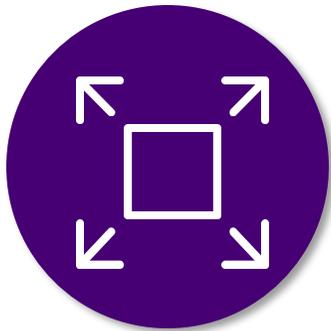


Data Mega Silos

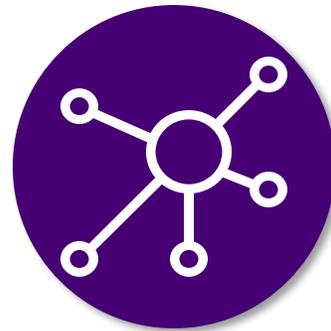


Data Culture

# 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](#)

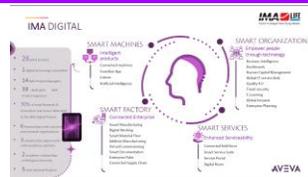
Great Lakes Water Authority



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](#)

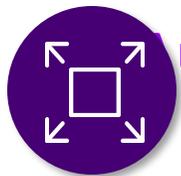
Shell



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



**Zev Arnold**

Accenture  
Principal Director  
[zev.arnold@accenture.com](mailto:zev.arnold@accenture.com)



**Jordan Metheny**

Accenture  
Research Assistant

