

THE 4 BUILDING BLOCKS TO UNLEASHING CONTINUOUS BUSINESS INNOVATION WITH DIGITAL TWIN

A digital twin is a highly-detailed representation of a physical object (like an aircraft) or an enormous entity (like a city) combined with real-world data. When companies go beyond leveraging a digital representation to include data about materials, mechanics, systems, and historical or expected behaviors, they have a fully-actionable virtual model. Furthermore, they are better equipped to contextualize their abundance of data, enable strategic decisions, and unleash continuous improvement.

Organizations can effectively implement, utilize, and enhance digital twin technology by following the four building blocks below:

- ☐ **1. Enable Data Consumption:** The first building block starts by enabling all employees to access, analyze, and learn from business data. Digital twins can take on different forms depending on who they serve – they are multi-faceted and relevant to whomever is leveraging them. The digital twin becomes the context to experience the virtual and real-world data.
- ☐ **2. Contribute with Purpose:** Once a digital twin is in place and departments across the company are consuming data from it, organizations must figure out how each department can continuously contribute to updating the digital twin. Some teams build the models that extrapolate data and test scenarios, while others share data that tells the story of past decisions.
- ☐ **3. Predict & Automate:** With a trusted foundation allowing dynamic usage and contribution to the digital twin platform, AI that enables prediction and automation can be confidently built on top. With AI, the digital twin becomes much more than just a virtual representation of the real—it becomes a strategic instrument that can be used to amplify the innovation of products and business operations.
- ☐ **4. Continuously Improve & Explore New Opportunities:** Once businesses maximize their data and innovation discovery through the application of AI, as well as science-based modeling and simulation, on top of their unified and trusted digital twin, they are ready to better serve their customers. Specifically, organizations can be more competitive by anticipating customer, partner, and employee needs and offering new services.

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