Digital Twin Framework
- What is Digital Twin to client?
- Capital Projects
- Brownfield/Mods
- Asset Optimization
- Asset integrity
- Smart Cities/Environmental
- Subsea
- Pipelines

Imagining the possibilities
- CoLab ideation customers, business, operational and technical leadership
- Shortlist set of scenarios
- Must contribute to enhanced EBITDA
- Select MVP Targets high value/best chance of success
- Can it scale across the business
- Left to right thinking

Go-to-Market
Accelerate and Scale
- Interactive and agile cycles to maximum value
- Capture early MVP success
- Communicate across the business
- Fail fast

Scale the Digital Twin Offerings
- Objectively measure value delivered against EBITDA
- Categorize value
- Iterate the processes extract further value

Driving enhanced EBITDA Value to Our Customers
- Full Lifecycle Digital Twin

Socialize the need
- Align with client team
- Allocate top resources
- Gain some traction

Discovery across client

Digital Twin Vision
Core Framework

CoLab
Target MVPs

Pilot Program / Use Cases
- Interactive and agile cycles to maximum value
- Capture early MVP success
- Communicate across the business
- Fail fast

Industrialize the Process
- Commercialize
- Publish insights
- Scale using established process, tools, techniques and playbooks (break the silos)
- Vertical scale the technology (data lakes, performance, governance, change management)