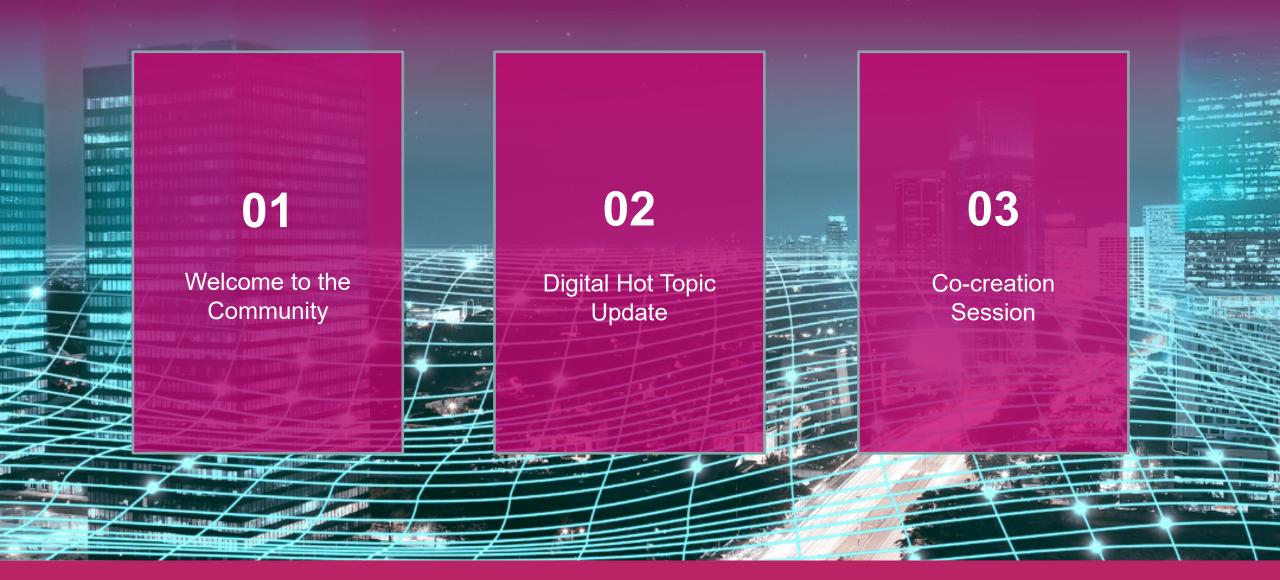
Digital Hot Topic: Live







Digital Hot Topic Working Group: Purpose





Provide *practical guidance* to IAM members on understanding and interpreting 'Digital'

Framework

Use Cases

Develop guidelines for investment in data & technology across the Asset Management System

People & Leadership

Architecture

Valuing Data

Data Specification

Share key learnings from digital adoption and implementation journeys from across industry

Case studies

Discussion Forum

Support practical pathways to the realization of connected Digital Twins across multiple infrastructure organizations

Maturity Journey General Guidance





What we do





Community events (like this one!)



Collaborate on other IAM activities and with other groups (GFMAM, IPA, NIC)



Content generation: guidance for practitioners



How can I better understand current and future level of services?

How can digital tools and analytics help your organisation better track and forecast customer service and demand levels to predict required future delivery requirements?

- ✓ Increased customer satisfaction
- ✓ Improved capital and maintenance planning
- ✓ Optimised service management enabling reduced maintenance costs and energy usage

- FOUNDATIONAL Historic customer usage
- CRM / customer feedback information
- Stakeholder engagement what are different groups asking for?

Availability and quality of usage and demand data (e.g. metering)

SOLUTION

NO REGRETS

Link data from CRM systems, customer surveys and asset usage (metering, passenger flows, etc.) into a model / digital twin to understand asset criticality and impacts and changing patterns of

customer demand. Simulate changes to customer behaviours under different macroeconomic or pricing scenarios to understand impacts on asset

and demand requirement changes

Data visualisations showing customer service

GAME CHANGERS

- Long-term models of demand by segment Usage trackers (e.g. mobile tracker, weight on (e.g. economic); seasonal/ pattern modelling carriage wheels, smart meters)
 - Dynamic digital twin modelling incorporating real-time data feeds

Do you understand drivers of seasonal patterns How do you fill gaps in knowledge? How do you vs. volatility? How are customer expectations reflect macro changes in usage (e.g. Covid)?



2024 Community Sessions



The 'WHY'

Building the case for digitalisation

May 2024

The 'WHAT' and the 'HOW'

The role of AM practitioners in Digital

June 2024

The 'WHEN'

Sustaining Digital in Asset Management

Sep / Oct 2024

Building the case for digitalisation: outputs



We challenged the community to think about the 'WHY' - do we need to adopt digital at all?

Why would we digitise an AM
processes?

Time intensive

Dangerous

Knowledge and/or data-heavy

Can we simulate environments to practice and plan?

Establish common language / currency for AM decision making

Why would the business fund this - what are the potential benefits?

Improve assurance

Improve optimisation and planning

Cost savings

Improve visualisation

Why would this fail – what are the challenges?

Not everything can be digitised – legacy assets still need to be discovered!

Is the budget there? When should we time the investment?

Need to understand the process and data before digitising – uncoordinated digitisation is detrimental

Confusion, data overload and entrenched silos with language differences if not aligned

Today's question: How do AM Practitioners become 'Intelligent Customers'



Discuss the challenges and successes you have had in your organisations in deploying digital approaches to asset management:

- What is the role of the AM practitioner in delivering digital?
- Who defines the business need? Who identifies potential solutions? Who selects, who funds, who implements?
- How do we work together with other teams in the organisation (Finance, IT, Change, etc.)?
- How do we work across the supply chain, including solution providers, system integrators and business consultancy support?

Be prepared to report back on a maximum of three key findings on your table!

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