

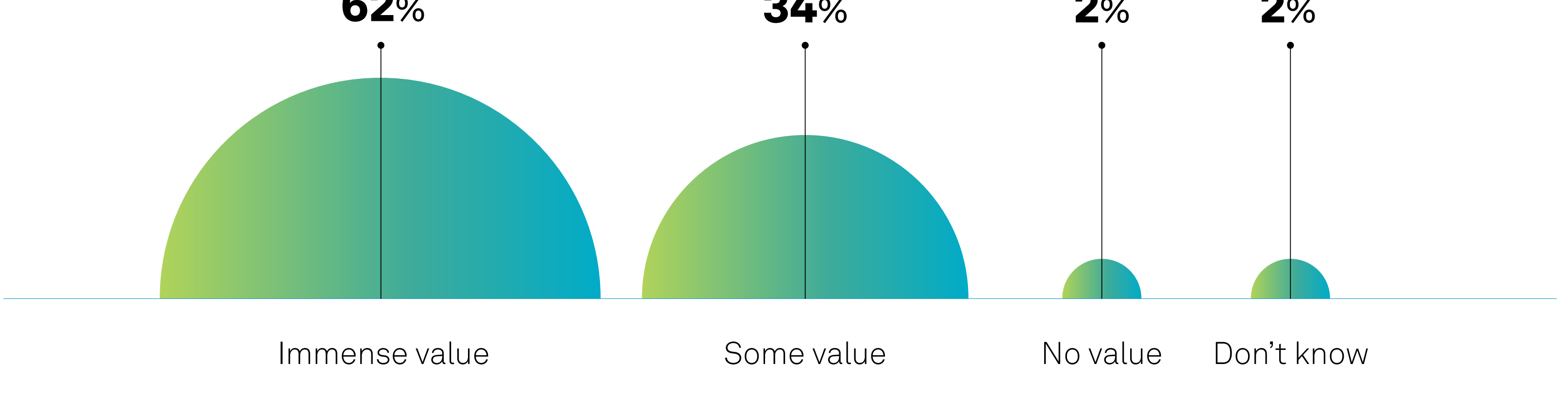
# Digital Twins: Creating value that exceeds expectations



We surveyed 660 C-suite executives and senior leaders across 11 industries to discover their thoughts on digital twins — defined as *precise digital representations of the physical world that uses dynamic data to simulate, analyse, monitor and optimise performance.*

The results pointed to a clear conclusion: digital twins are creating significant and measurable value across organisations.

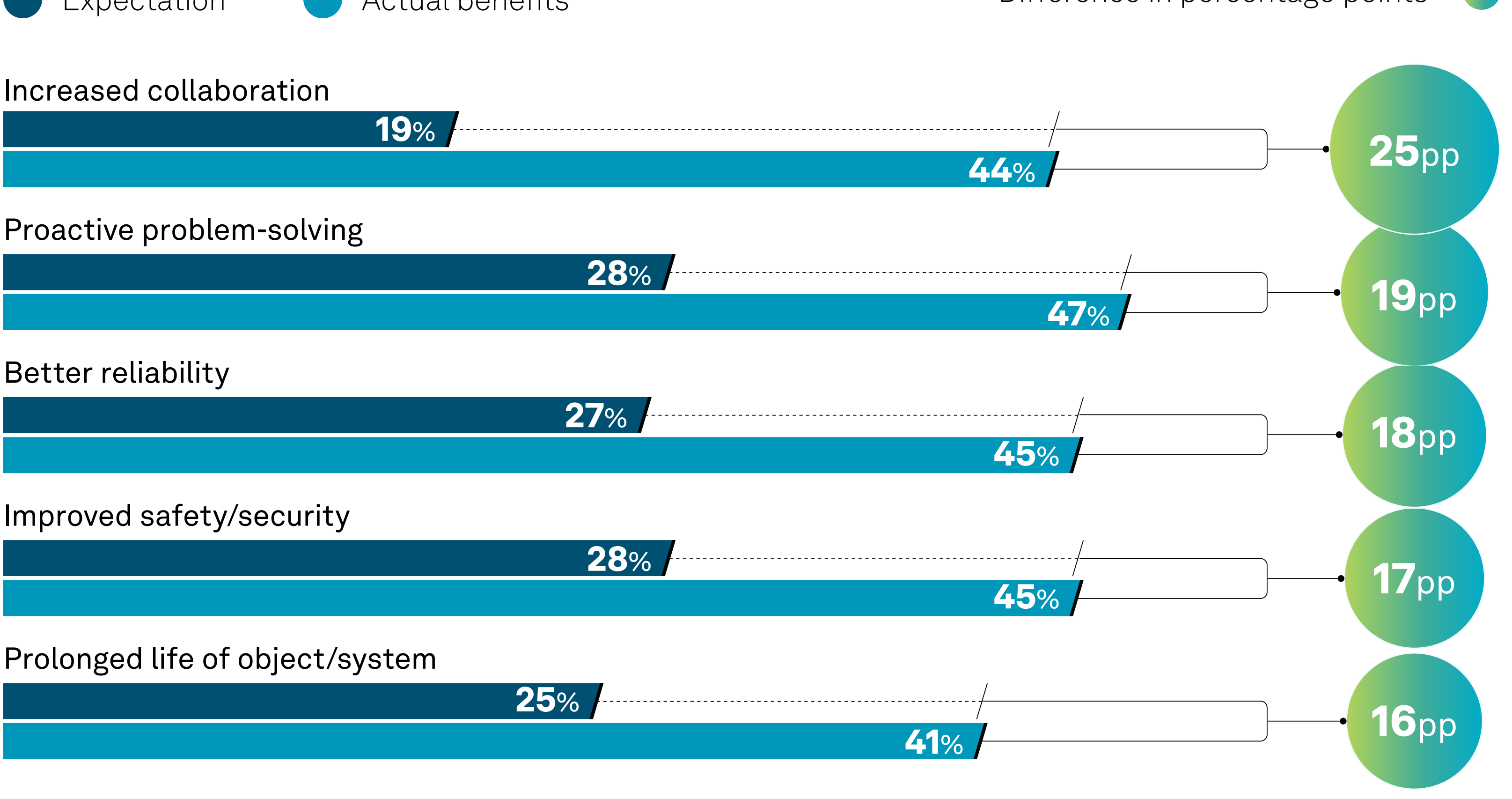
## Most leaders are convinced of the value of digital twins



## Digital twins are having a measurable impact



## Leaders with digital twins experience significantly greater benefits than expected by those yet to implement one



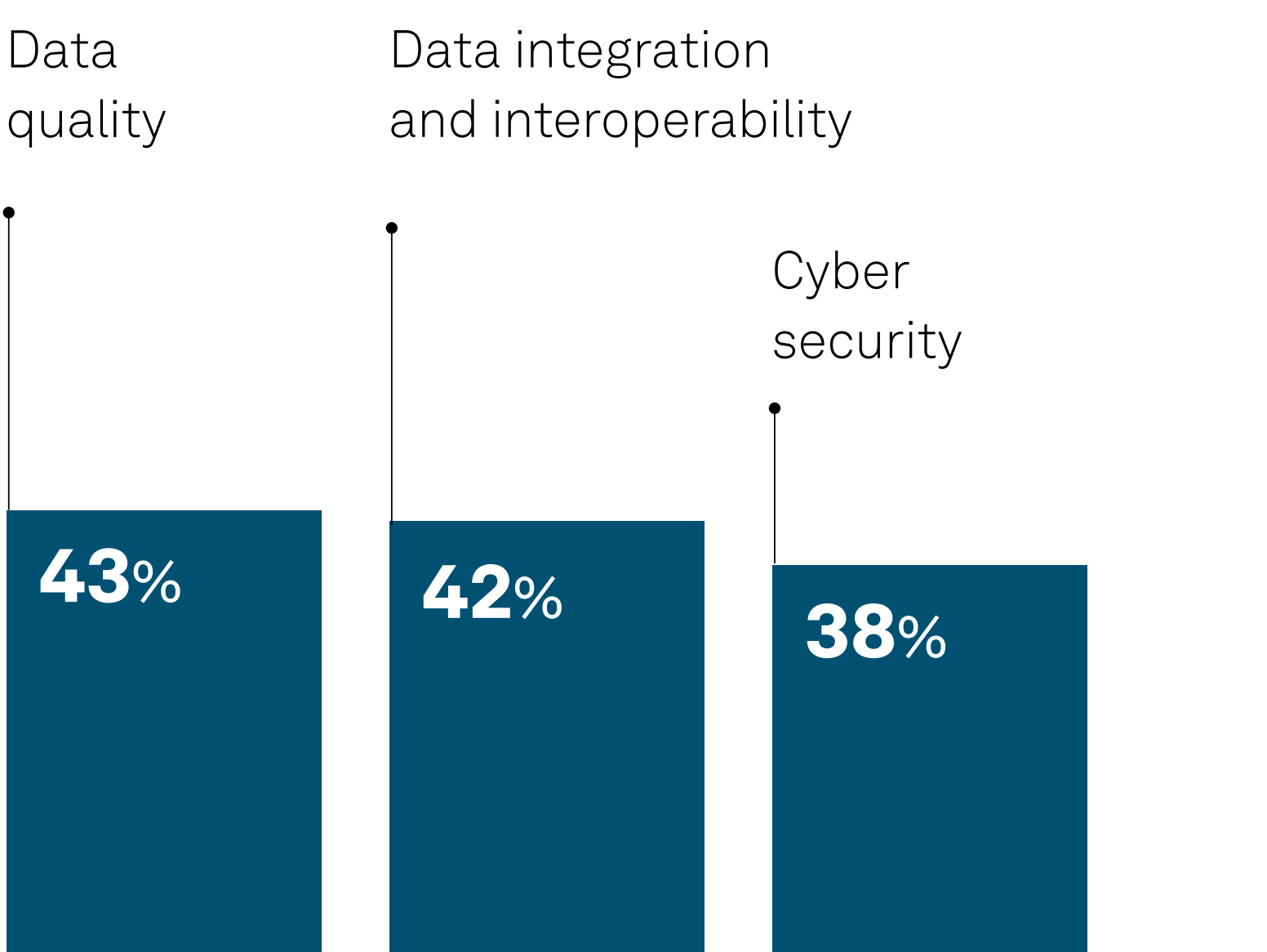
## Digital twins integrated with other digital twins bring additional benefits

Benefit of connection and % seeing it



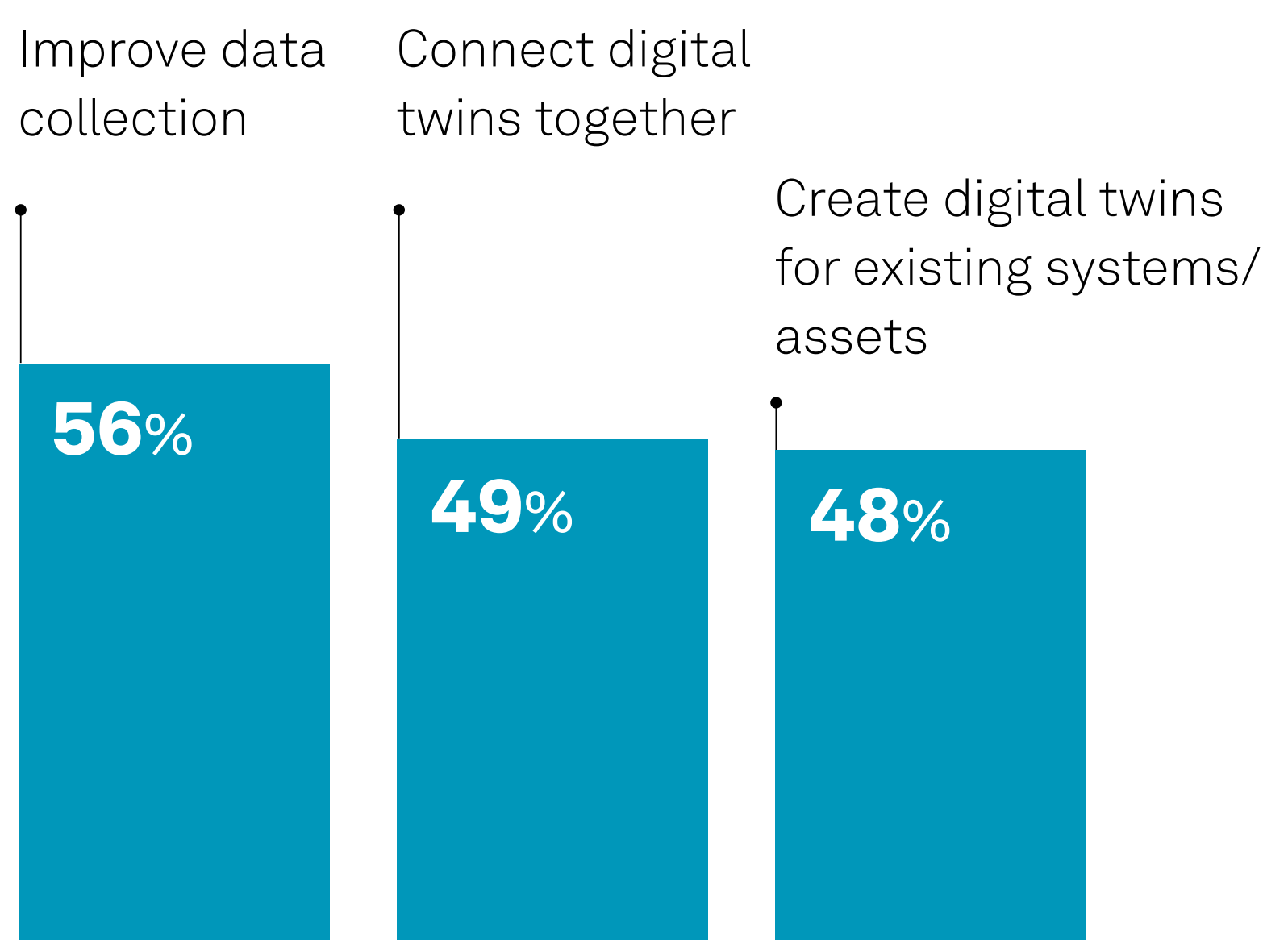
## Data is a big challenge during implementation

Top 3 challenges



## But organisations are working to fix this

Top 3 enhancements



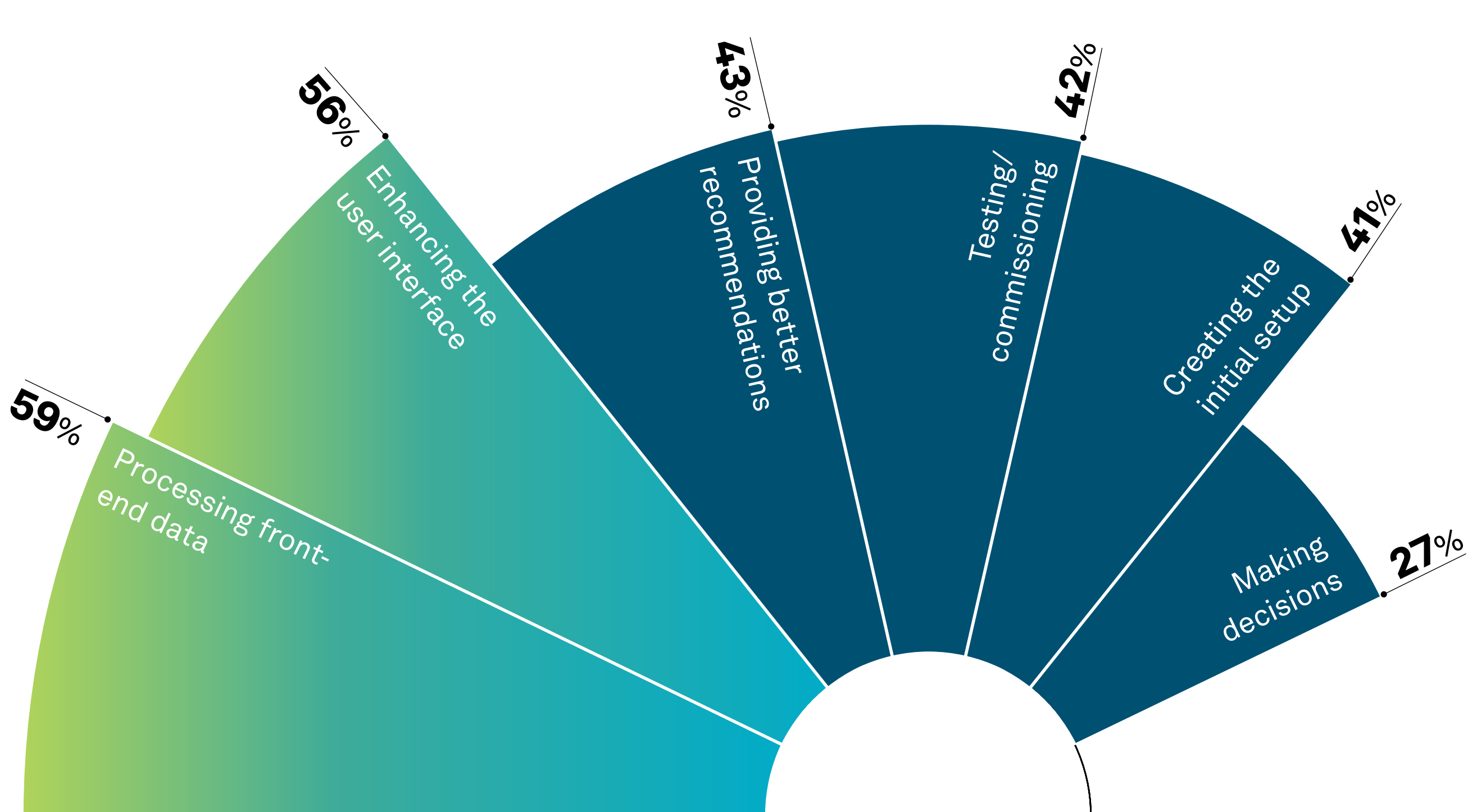
## AI is driving interest in digital twins



**80%** of respondents say AI has made them more interested in digital twin technology

## AI augments human decision-making rather than replaces it

How is AI being used?



Discover how digital twins are shaping industries by downloading our Digital Twin Industry Report

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