

# تحول دیجیتال در مدیریت دارایی‌های فیزیکی

رضا آزادگان

مدیر فنی PAMCo.

DBA، تحول دیجیتال، دانشگاه تهران

کارشناس ارشد مهندسی تعمیر و نگهداری هواپیما، ESTACA

## Case Studies: Digital Masters



General Electric



Codelco



Schneider

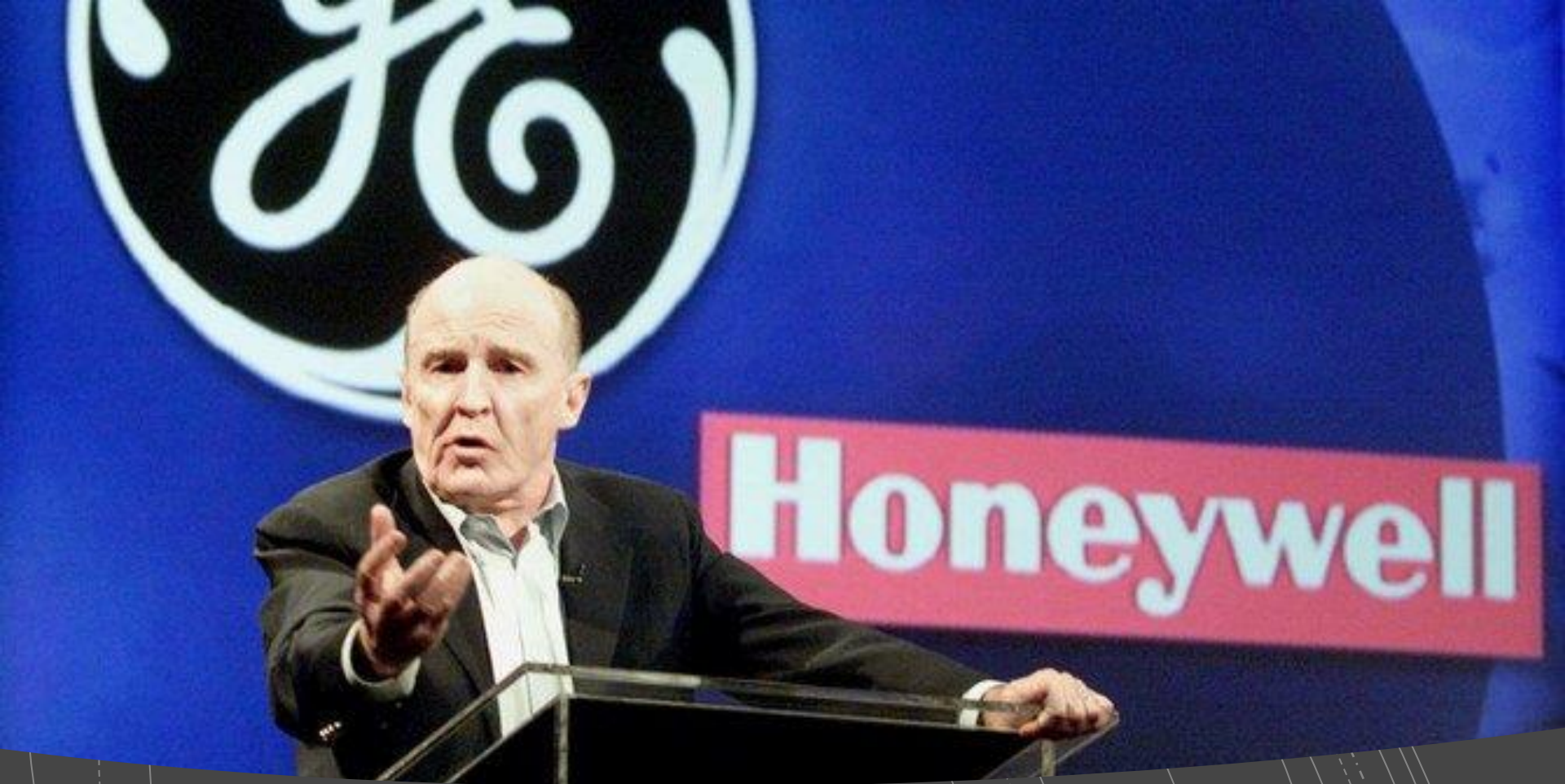


Siemens



Shell

[www.ipamc.org](http://www.ipamc.org)



- If the rate of change on the outside exceeds the rate of change on the inside, the end is near.



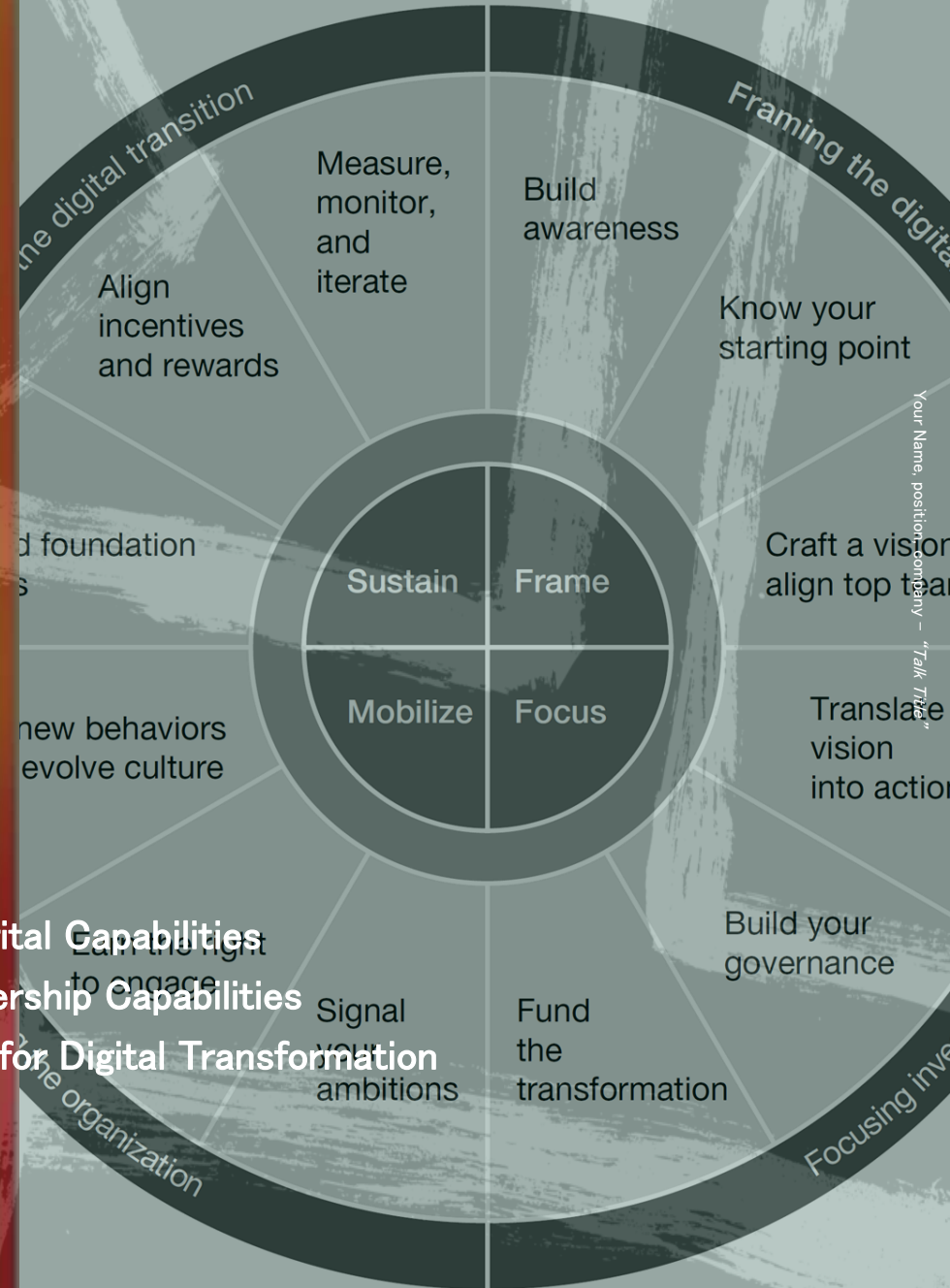
HARVARD BUSINESS REVIEW PRESS

# LEADING DIGITAL

TURNING TECHNOLOGY  
INTO BUSINESS TRANSFORMATION

- Building Digital Capabilities
- Building Leadership Capabilities
- A Leader's Playbook for Digital Transformation

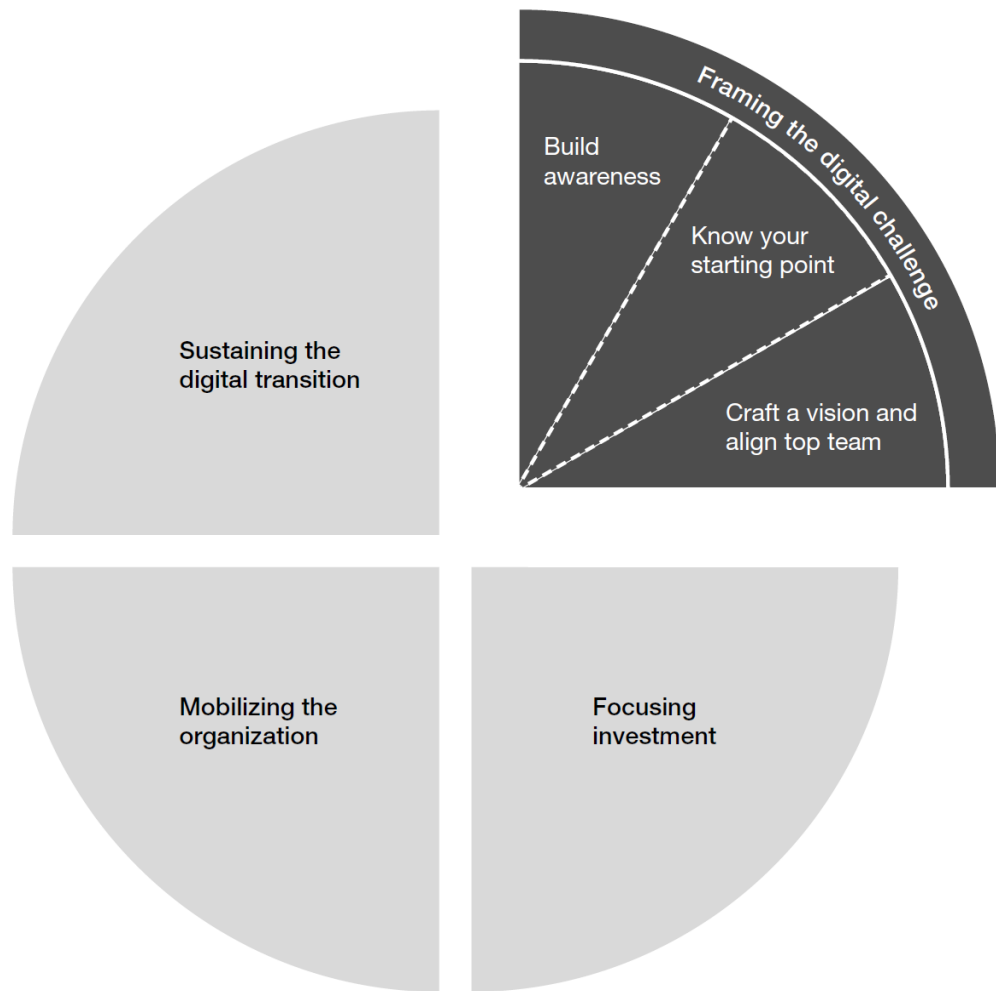
GEORGE WESTERMAN | DIDIER BONNET | ANDREW McAFEE



# Digital Masters

- Developed the digital capabilities necessary to stay ahead of the competition
- Thrive in a rapidly changing digital environment
- Successfully transformed business model

# FRAMING THE DIGITAL CHALLENGE





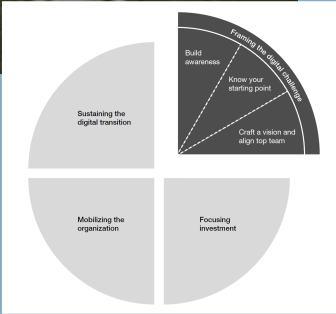
Software Defined  
HA Turbine

Predix™

Digital Twin

Suite of Apps

# Case Study : General Electric




# Case Study Codelco

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# Identify some strategic assets that will help you win

- **Valuable** assets: use to exploit opportunities or neutralize threats.
- **Rare Assets**: not available to most competitors.
- **Inimitable**: otherwise, competitors can copy them
- **Nonsubstitutable**; otherwise, someone may find a different way to do what you do, but better and at a lower price.

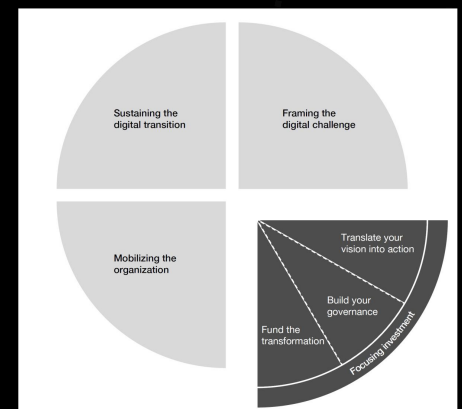
# FOCUSING INVESTMENT



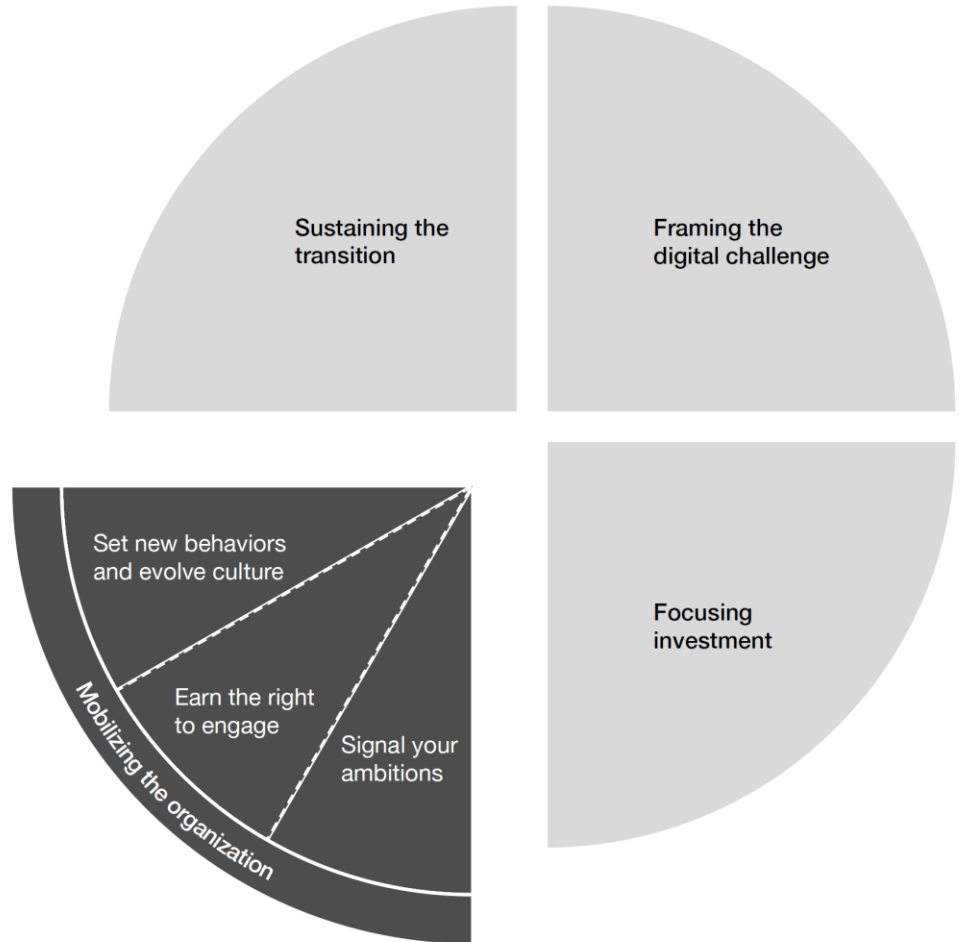
- Case Study: Schneider Electric



The  
**FUTURE**  
is electric,  
and Schneider Electric is shaping it.




# MOBILIZING THE ORGANIZATION



# Siemens Digitalization – Leveraging digital technology trends for concrete customer benefits

## Siemens Digitalization

 Collaboration and mobile

 Smart data and analytics

 Cloud technologies

 Connectivity and Web-of-systems

 Cyber-Security

Improved productivity & time-to-market

Higher flexibility & resilience

Increased availability & efficiency

**Design & engineering**

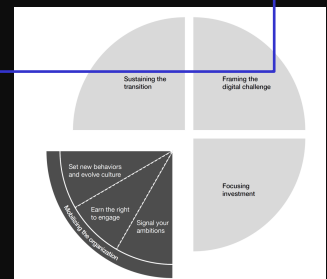
**Automation & operation**

**Maintenance & services**

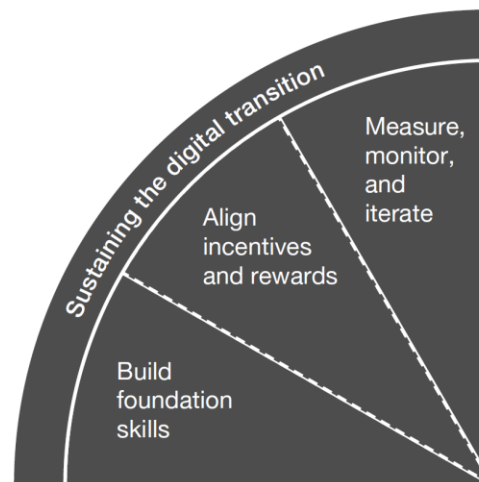


Combining the virtual & physical world ...  
... across entire customer value chains

- Case Study: Siemens



# SUSTAINING THE DIGITAL TRANSFORMATION



- Case Study: Royal Dutch Shell



### Artificial Intelligence

From machine learning to computer vision, deep learning to virtual assistants and autonomous vehicles to robotics, Shell has been focused on a range of technologies that have supported advances in AI.



### Blockchain

At Shell, we are leveraging blockchain technology to reimagine current processes, create new value propositions and establish new markets.



### Computational Science

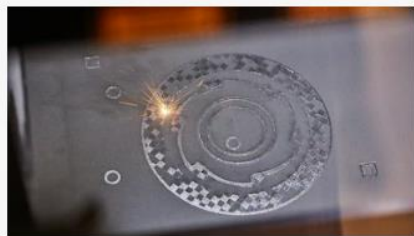
Computational Science uses physics-based models to predict the behaviour of materials and systems using High Performance Computing.



### Robotics



AI or autonomous robots can carry out tasks where people are unable to go, the deep ocean and places where no one is needed.



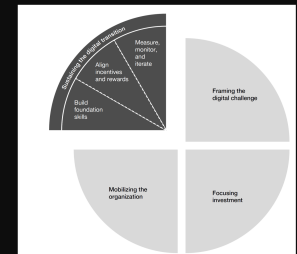
### 3D printing

At Shell, we are using 3D printing to print spare parts on demand; develop novel equipment and rapidly prototype engineering designs.



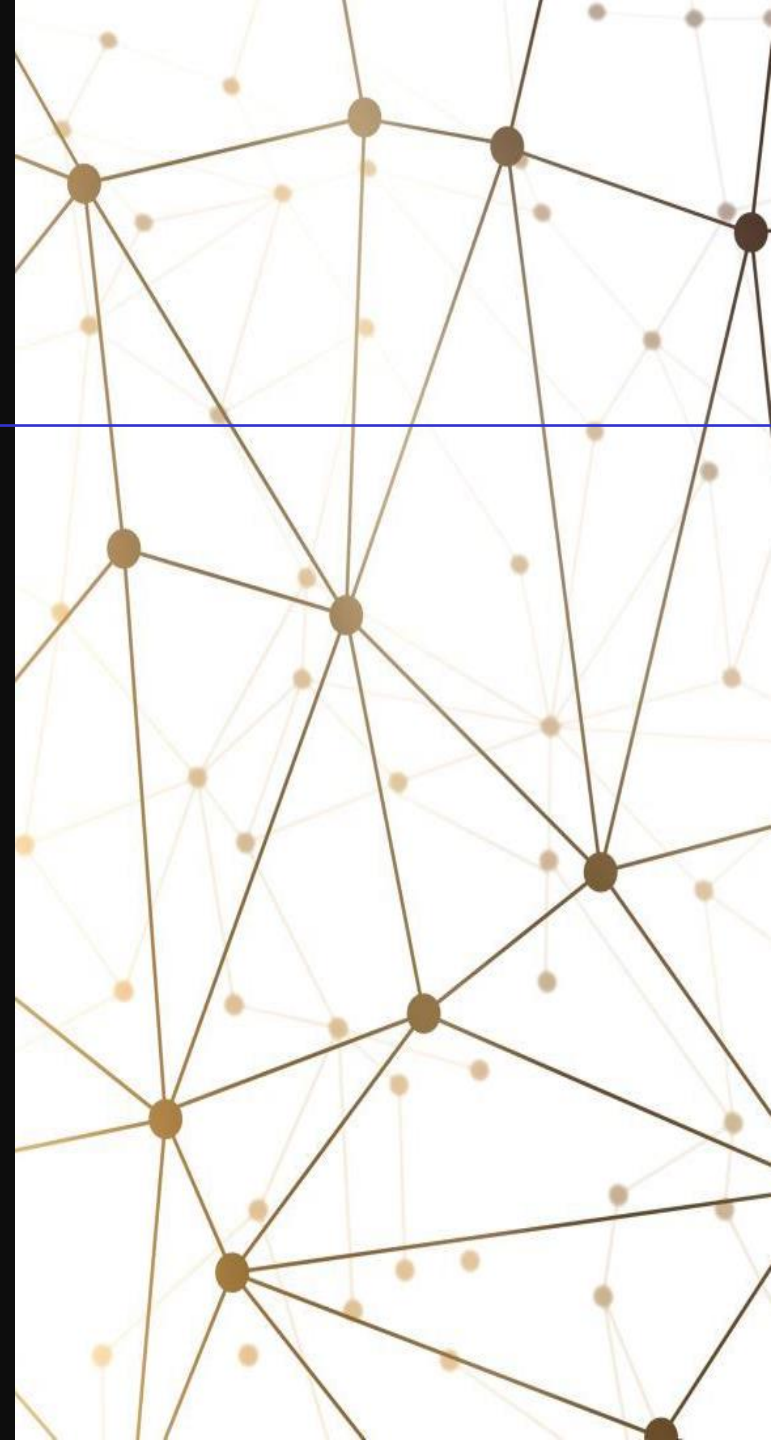
### AR/VR

Augmented reality (AR) and virtual reality (VR) are increasingly important in Shell operations and training programmes, for collaboration and to help our customers and keep our people safe.



# Summary to lead Digital Transformation

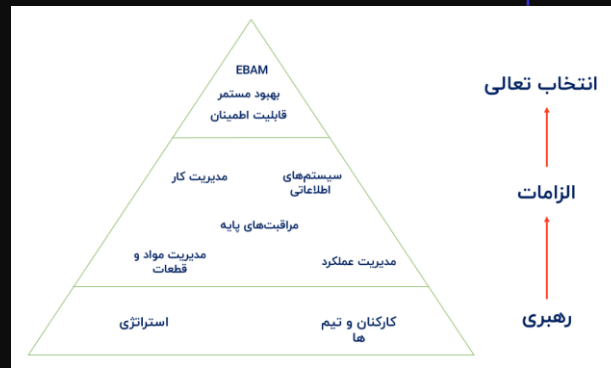
- Crafting Digital Vision
- Engaging the Organization at Scale
- Implementing Digital Governance
- Building Technology Leadership Capabilities





# Summary to lead Digital Transformation

- Crafting Digital Vision
- Engaging the Organization at Scale
- Implementing Digital Governance
- Building Technology Leadership Capabilities





We do not need magic to transform our world. We carry all the power we need inside ourselves already. We have the power to imagine better.

J. K. Rowling



## Contact us

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