



# DIGITAL THREAD & DIGITAL TWIN

## VIDEO TRANSCRIPT

In the face of rapid technology advancement and digital disruption, today's enterprises face critical business challenges, including:

- Increasing ROI on their product development spend
- Cataloging, connecting and securing siloed product data
- And supporting the move to connected, smart products and "as-a-Service" business models

The way forward? A **Digital Thread & Digital Twin** strategy—outlining a path to greater growth and cost efficiency through digital connections.

The “Digital Thread” links together product data and organizations with an end-to-end digital process — spanning design, manufacturing and product support.

The “Digital Twin” provides a single source of all product and platform data, spanning from idea to retirement.

The right Digital Thread & Digital Twin strategy can help your business increase revenue, accelerate time-to-market, and deliver new as-a-Service experiences.

Learn more about putting Accenture's end-to-end Digital Thread & Digital Twin strategies to work for your business at [Accenture.com/PELS](https://www.accenture.com/PELS)

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