

**M. McELROY**

# **DIGITAL ECOSYSTEMS IN THE INDUSTRIAL SECTOR**

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**UNDERGROUND CONSTRUCTION TECHNOLOGY**

THE UNDERGROUND UTILITIES EVENT | February 7-9, 2023 | Orlando, FL



# WHAT?

DATA FROM PEOPLE, EQUIPMENT,  
AND PROCESSES SYNTHESIZED  
TO ENHANCE CUSTOMER VALUE



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# WHY?

ACTIONABLE DATA  
INSIGHTS IMPROVE OUTCOMES,  
RESULTING IN AN INCREASE IN  
CUSTOMER LOYALTY



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# FIVE CONSIDERATIONS FOR A DIGITAL ECOSYSTEM

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# 1 STRATEGICALLY ENHANCE THE PHYSICAL

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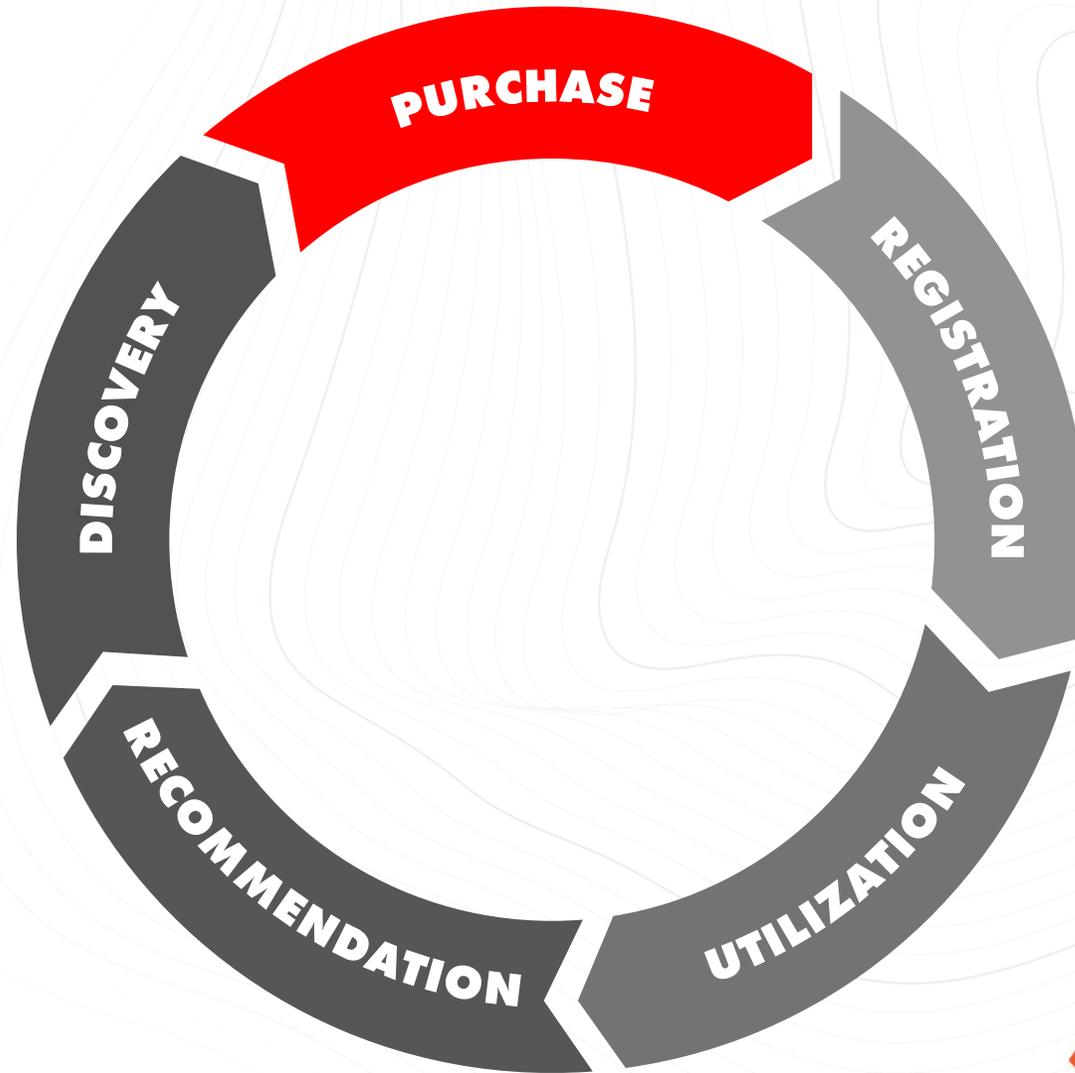


# ② VIRTUOUS INFORMATION VALUE LOOP

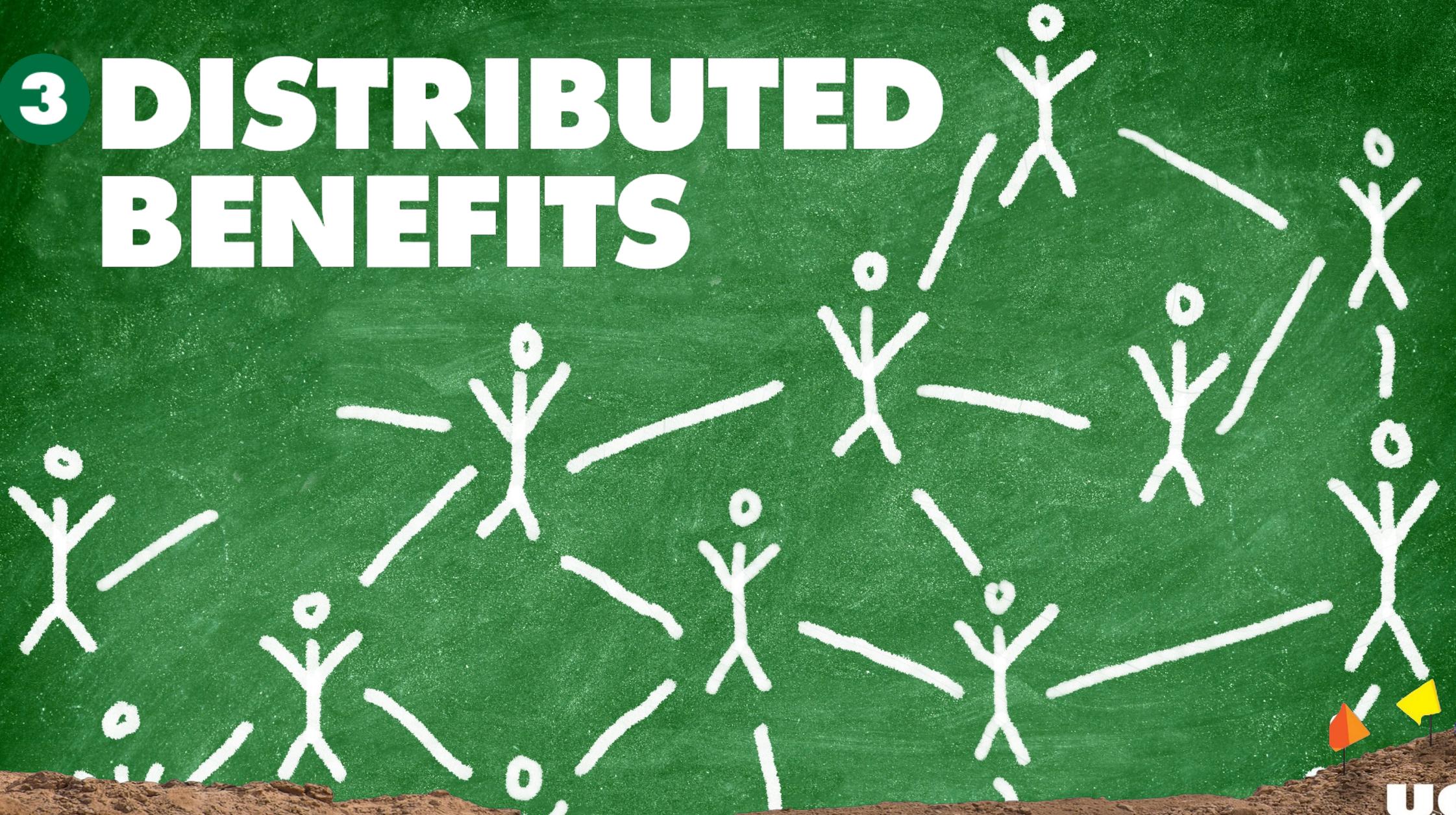
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# 2 VIRTUOUS INFORMATION VALUE LOOP



# 3 DISTRIBUTED BENEFITS



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# ITERATIVE

SCRUM



ITERATIVE



# 5 SUBTLE



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# PUTTING IT INTO PRACTICE

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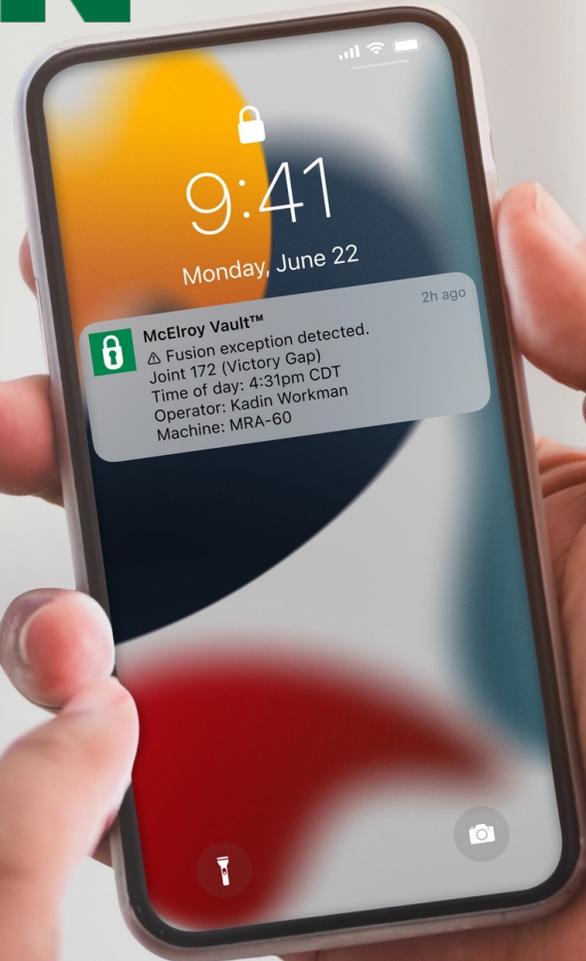


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# DON'T DROWN IN THE DATA

WHAT IS ACTIONABLE  
AND VALUABLE NOW?

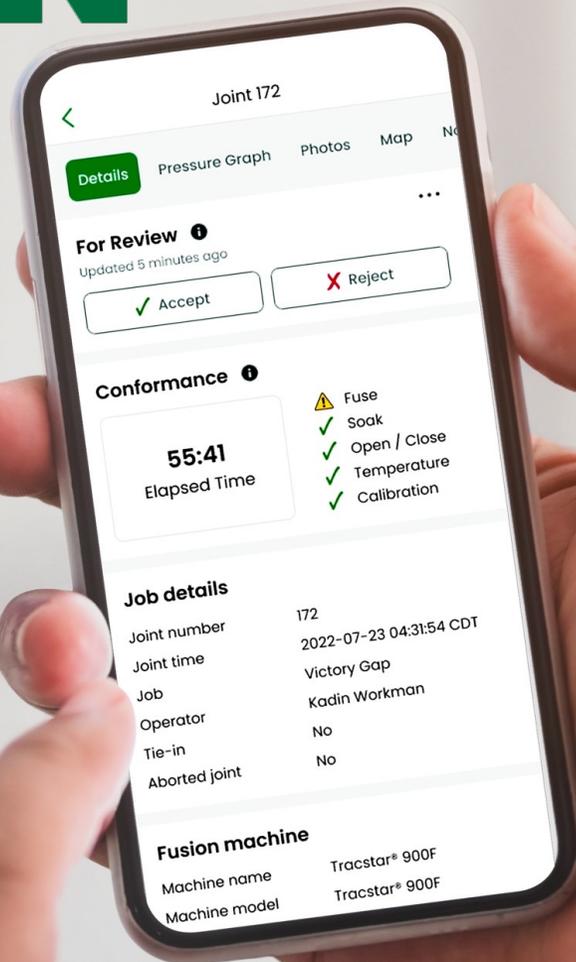


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