



DIGITAL ECOSYSTEMS IN THE INDUSTRIAL SECTOR

CHRIS ZENTHOEFER

DIRECTOR OF DIGITAL STRATEGY, *McELROY*

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

UNDERGROUND CONSTRUCTION TECHNOLOGY

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



WHY?

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



FIVE CONSIDERATIONS

FOR A DIGITAL ECOSYSTEM

① ② ③ ④ ⑤

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





1 STRATEGICALLY ENHANCE THE PHYSICAL

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

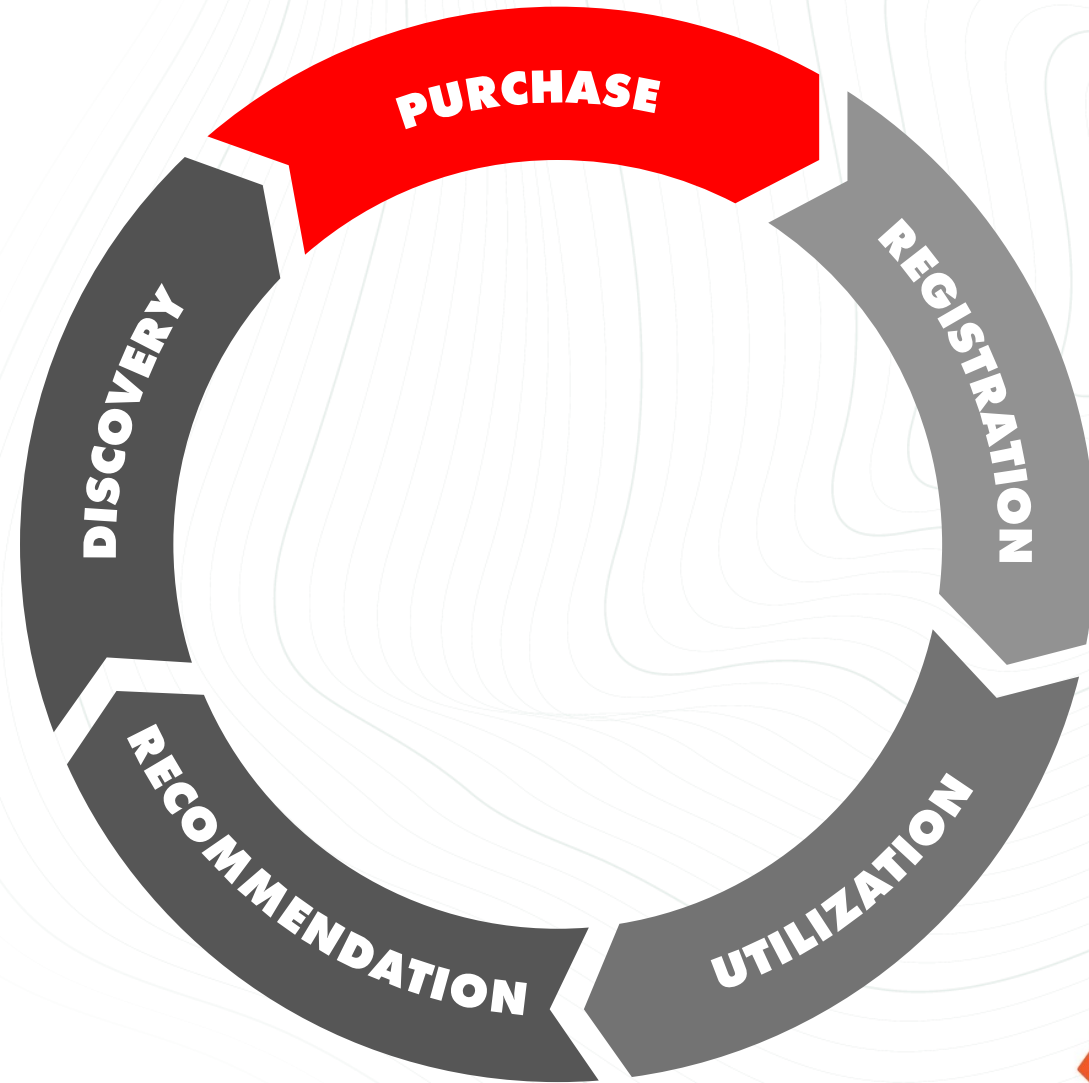


② VIRTUOUS INFORMATION VALUE LOOP

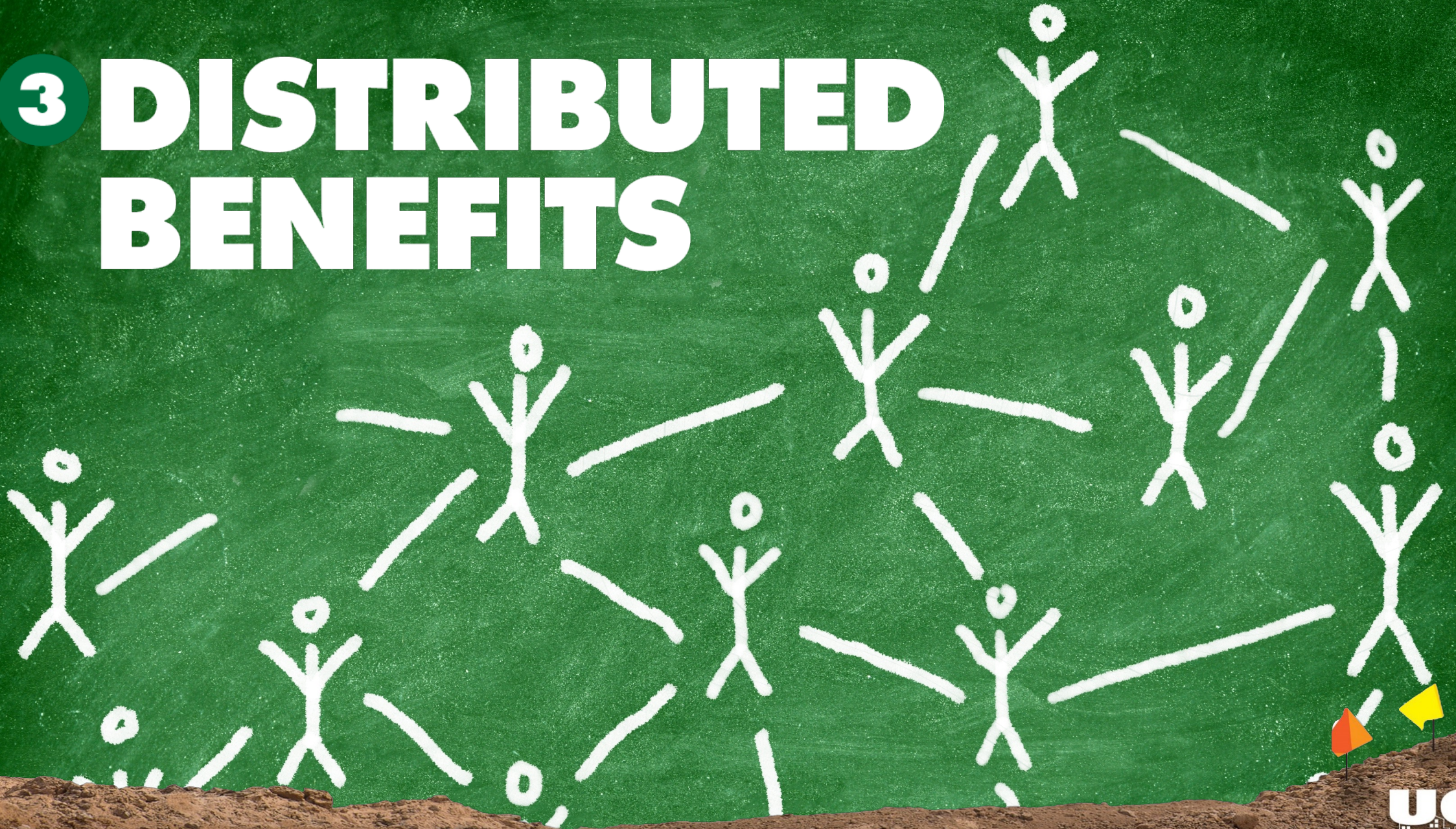
UNDERGROUND CONSTRUCTION TECHNOLOGY
THE UNDERGROUND UTILITIES EVENT | February 7-9, 2023 | Orlando, FL



2 VIRTUOUS INFORMATION VALUE LOOP



3 DISTRIBUTED BENEFITS



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



4 ITERATIVE

SCRUM



ITERATIVE



5 SUBTLE

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



PUTTING IT INTO PRACTICE

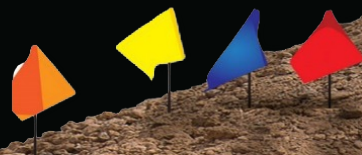
UNDERGROUND CONSTRUCTION TECHNOLOGY
THE UNDERGROUND UTILITIES EVENT | February 7-9, 2023 | Orlando, FL





UNDERGROUND CONSTRUCTION TECHNOLOGY

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





UNDERGROUND CONSTRUCTION TECHNOLOGY

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





UNDERGROUND CONSTRUCTION TECHNOLOGY

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





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



DON'T DROWN IN THE DATA

WHAT IS ACTIONABLE
AND VALUABLE NOW?

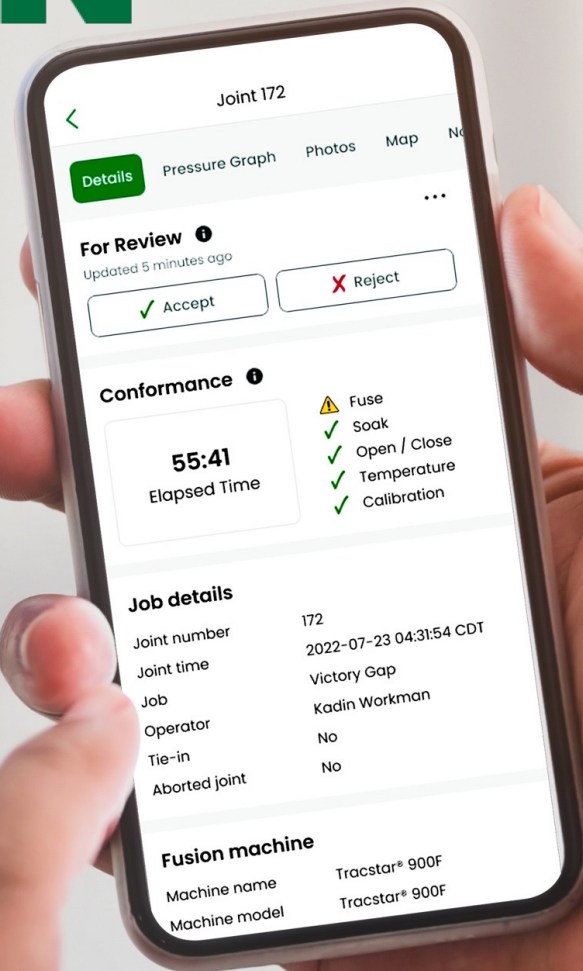


UNDERGROUND CONSTRUCTION TECHNOLOGY
THE UNDERGROUND UTILITIES EVENT | February 7-9, 2023 | Orlando, FL



DON'T DROWN IN THE DATA

WHAT IS ACTIONABLE
AND VALUABLE NOW?



CHRIS ZENTHOEFER

DIRECTOR OF DIGITAL STRATEGY, *McELROY*

czenthoefer@mcelroy.com



UNDERGROUND CONSTRUCTION TECHNOLOGY

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

