

Leveraging Digital Twin based on Artificial Intelligence as a Service in Digital Business Ecosystem

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Abstract. The process of creating value includes the creation of new offerings. Such a procedure needs to be conceptually designed and practically carried out. Here, the emphasis is on how to add value for the client. A suitably established business model is the key aspect. It explains how the development of the product or service is dependent on one another. The many product or service value dimensions are investigated as the business planning's component parts for that reason. The idea of the digital twin offers customers several advantages. A digital twin that provides 3D and spatial information is useful, particularly for stakeholders in plant industries that deal with complex assets. To shape a suitable business model according to the new offering, the approach of the business canvas has been exploited. In this paper, a transdisciplinary conceptual approach to creating a new service offering in a digital business ecosystem is presented.

Keywords. Digital Twin, Artificial Intelligence, Value Creation Process, Digital Business Ecosystem, Business Canvas, Transdisciplinary Engineering.

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