



INTRODUCING  
DIGITAL  
TWINNING  
AUSTRALIA

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DTA technologies helps you generate continuous and measurable value from your asset data.

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# Our Principles

- We choose to work with organisations that strive to build new work futures. Work futures that encourage human-centred automation.
- We aspire to work with partners, clients and suppliers who align with our stance on emissions, we can showcase how technology accelerates the achievement of emission targets.
- Above all we work smart, be authentic and act with integrity.



# Our Objectives

- Help position customers as the exemplar accurate budgeting, rigorous project management, smart collaboration and productivity, underpinned by cyber infrastructure and data assets including digital twins, digital systems.
- Position DTA as our customers preferred supplier of the Asset Information System services necessary for tracking and delivering optimal Return on Investment [ROI], Return on Capital Employed [ROCE] and Total Shareholder Return [TSR].
- Position DTA as our customers preferred supplier based on our technology, aptitude and values coupled with our large infrastructure project capabilities and experience.
- Demonstrate our market leading experience and capabilities at an attractive price.

# Our Products

## Advisory

- Path to Digital Twins to Cyber Physical
- Cyber Physical Infrastructure Data Model
- Digital Twin Interoperability Data Model
- Digital Governance & Impact Analysis Data Model

## Documentation & Analysis

- Basis of Data Design - Value Chain / KPIs / Line-of-Sight
- Basis of Data Design - Carbon Trustworthiness
- Cyber Physical Systems Data Model
- Cyber Physical Interoperability Data Model
- Digital Twin Data Model
- Digital Twin Synchronising Asset System /s Data Model

## Software as a Service

- Design-Build-Operate-Maintain-Recycle [DBOMR]
  - digital twin /s
  - cyber physical system
- Design-Build-Operate-Maintain-Transfer [DBOMT]
  - digital twin /s
  - cyber physical system

## ...deliver

- industrial meta-verse design & implementation for asset intensive productivity gains.
- enabling interoperability between critical physical asset functions either via vertical or horizontal data process flows to drive productivity gain.
- on-demand insight & foresight impact analysis when discovering, defining, developing & delivering solutions to complex problems.
- data traceability for on-demand mitigating reputation risk.



## ...and ROI

- 8% cost removed from across the value chain.
- 13% cost per annum reduction across distribution channel.
- days for capital planning process not weeks and months.
- ROI in 1 hour processing plant unplanned maintenance solution.
- 100% yield increase and stage one in human centered automation.

# Our Services Practice

DTAs digital twinning platform technologies are provided as software-as-a-service [SaaS] and delivered as a Managed Service until capability within the Customer organisation is built.

DTA platform can be hosted in either the Customer or DTA' cloud. The platform tech functions in either MS-Azure or AWS.

Managed Services are provided as either:

1. Fixed price plus monthly subscription over a fixed term.
2. Subscription only, paid monthly over a minimum of three [3] years.

Services include implementation of superior security standards and protocols.

Executive decision-maker workshops are conducted each quarter. Project leadership workshops are conducted each month. Project Management meetings are conducted each week.



## Advisory Services

1. Transitioning from Digital Twins to Cyber Physical Systems.
2. Cyber Physical Infrastructure design for operability.
3. Achieving Digital Twins interoperability.
4. Data model architectures to achieve traceable trustworthy reporting.

## Managed Services

1. Consolidated single source master Data taxonomy and architecture.
2. Information Technology systems Management follows ITIL principles.
3. Service Catalogue management using a single service design foundation.

## Capability Building Services

1. Understand learning needs, focus on fit-for-purpose.
2. Build lifecycle learning and capability confidence.
3. Measure capability effectiveness.

# Our Deep Capabilities

Our project team are focused on delivering initially a Minimum Viable Product [MVP], then the full programme of work and have been instrumental in leading large-scale business transformation delivery project to large asset owners and maintainers. This includes:

- Founder and **CEO** Genéne Kleppe brings over 20 years of experience in digital transformation and asset information systems (AIS) and has forged a company dedicated to enabling continuous and measurable value from physical assets data. She developed a SaaS platform that aggregates data connecting it, allowing it to be dynamic, synchronous cyber-physical infrastructure (next-gen connected digital twin /s).
- Our **CTO** with 25 years of technology and finance experience, including being the Release Director for one Australia's most significant linear asset, rail and ERP projects. The CTO has held roles such as Chief Digital Officer, Chief Finance Officer and has spent her recent career leading technology transformations.
- Our **Centre of Excellence** lead has 30 years of leading future-facing technology transformation across the APAC, including seven years of critical infrastructure and 10+ years of lecturing and curriculum writing at the University of Sydney master's in project management.
- Our Cyber **Security Lead** has approximately 20 years of experience in the Defence Science and Technology Organisation (DoD) where he managed cyber security.
- Our **Senior PM** is a multiple award-winning engineer, including the IEAust Senior Engineer of the Year (South Australia), with over 35 years of project and operational management experience. His previous works include operating as a traffic/transportation engineer, giving expert evidence at the NSW Coroners, Magistrates and District Courts, and the ACT Administrative Appeals Tribunal. And has managed the design and construction of major infrastructure projects with an approximate value of 1 billion USD.
- Our **Digital Engineer [DE]** Lead a multi award-winning digital engineer leads a team of multi-discipline engineers, tailoring the DTA platform for mining, critical infrastructure and high-tech agriculture clients.
- Digital Engineers [Mechanical, Civil, Security]
- Data Engineers
- Data Scientists
- Software Engineers



# Our Company & Culture

## Governance

- CEO
- CTO
- COE
- Advisory Board

## Delivery

- Digital Engineers
- Data Engineers
- Software Engineers
- Data Scientists
- Security Engineer
- Modellers
- Project Director
- Project Managers
- Project Controls

## Functional

- Legal
- Accounting
- Revenue Officers
- BD Officers

## ...sample of DTA recognition

2021+ Represent AU on ISO Global working group DTw & IoT

Womens Honour Role Digital technology – 2021  
BHP Exceptional Woman 2020 [finalist]

Consult Australia – 2020, 2021, 2022  
Property Council Technology Innovation – 2022  
Premiers Award – 2021

Melbourne University – Guest Lecturer  
AU Graduate School of Management – Guest Lecturer  
Sydney University - Tutor

**Papers:** World Mining Congress 2023

## DTA walks the talk...

**Corporate Social Responsibility** = embedded digital twin has been designed, built is operating and being maintained at St Mary's College uncovering a language for the future of work and creating digital energy & data savvy school leavers by 2030.

**Diversity & Inclusion** = we are an 100% woman owned & founded company; working with us is akin to working at the United Nations - our priority are skills, knowledge and competence.

**Corporate Structure** = as we scale, we consistently embed mechanisms and practice that enable us to behave and operate like an ASX listed firm; transparent, ethical and accountable.

# Our Value

DTAs proprietary platform is a clear value creator for asset intensive businesses, it delivers the cyber physical infrastructure necessary to connect capex><opex data for on-demand trade-off decision making.

DTA delivers a capex><opex data bridge for visualising actionable insight & foresight...critical information for driving productivity gain.

DTAs technology delivers a value creating industrial meta-verse...people see, explore, discover, enabling informed decisions, made with confidence.



- Risk mitigation is built into all our solutions. Our SaaS technology and comprehensive services result in embedded risk mitigation.
- Security and data sovereignty are core features of our teams and solutions. Critically, all data is hosted securely “in-country” through trusted hyperscale cloud providers.
- DTA technology objectives are data traceability & trustworthiness for on-demand Return on Investment [ROI], Return on Capital Employed [ROCE] and Total Shareholder Return [TSR].
- DTA delivers a turn-key solution.



# Our Vision



Digital Twinning Australia [DTA] is an industry leader in applied cyber physical infrastructure design, build, operate and managed services of high value cyber physical systems infrastructure i.e., connected digital twins, digital systems and digital system of systems...a position we intend to hold.

Underpinning DTA success is its focus on delivering embedded systems that produce real-time insights into the performance of an asset, initially against the original design but also ongoing against live benchmarks, providing independent dynamic risk mitigation, continuously improving safety, efficiency, outcomes and returns.

Our vision is to:

1. have an organisational culture that drives personal and business, relevance and wealth.
2. see our tech consistently enabling customers to accelerate their Return on Investment [ROI], optimise Return on Capital Employed [ROCE] and their shareholders with the ability to track on-demand Total Shareholder Return [TSR].
3. be surrounded by an ecosystem focused on delivering human centered automation and recognised as **leaders in applied dynamic cyber systems or enterprise-level digital twinning.**

call or email us...

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we will work with you  
to find the best value implementation pathway  
the most efficient path to realise fast ROI

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