

Implementing a DTO in the Service Industry – Virtual Workshop

Strategies for enhancing resource planning, business process optimization and operational costing by creating a Digital Twin of an Organization (DTO)

Gartner® defines a Digital Twin of an Organization (DTO) as:

a dynamic software model of any organization that relies on operational and contextual data to understand how an organization operationalizes its business model, connects with its current state, responds to changes, deploys resources, and delivers customer value.

Developed and delivered by [Landmark Decisions](#), this virtual workshop helps service organizations define the critical success factors associated with designing content to support a DTO. Using real-world examples and interactive case study exercises, participants come away with “ready to apply” tips and techniques to enhance process efficiency and improve operational, service, and/or product costing and profitability initiatives in their own organizations.

NOTE: This virtual workshop is delivered over four consecutive half-day sessions

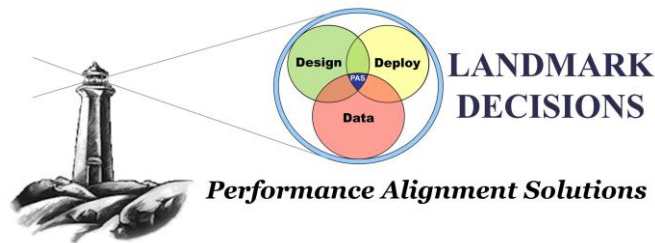
Key Learning Objectives

- Learn how to initiate, align, and sustain business process analysis and improved operational costing in your service organization
- Develop firsthand experience in building meaningful resource management and operational planning and costing models
- Appreciate the value of planning in a collaborative environment to improve the long-term sustainability of the enterprise
- Understand the role of technology using an illustrative DTO software, Collaborative Business Planning (CBP), for visualization, analysis and scenario playing purposes

Who Should Attend and Why?

This workshop provides foundational training on developing high quality business process and cost management content in any organization. It will benefit the following roles and suggested that participants may wish to attend as a team to realize the full potential of developing and using DTO's in a collaborative setting.

- **Strategic managers** tasked with charting the impact of organizational change
- **Operational managers** needing to manage resource capacity requirements for doing more with less while identifying opportunities for business process improvement
- **Financial and resource management personnel** responsible for resource planning, operational budgeting and/or costing and profitability analysis



Course Outline

Key Opportunities for Improved Business Processes in Service Delivery

- Common challenges in business process analysis and operational costing
- The value proposition for enhancing resource and cost management practices
- Aligning business process analysis with performance indicators and targets

Fundamentals of DTO Modeling

- Understanding resource capacity and utilization
- Linking process improvement techniques like LEAN and Activity-Based Planning
- Scenario-playing for improved organizational efficiency

The Eight Steps to Designing a DTO

1. Conduct a strategic assessment to determine operational improvement objectives
2. Analyze current business resources and linkages to organization outputs
3. Perform a process analysis to understand business flows and enhancement opportunities
4. Design the DTO model diagram to define data collection requirements
5. Collect relevant operational and financial data to populate the DTO model
6. Build and validate the DTO model using representative DTO software
7. Enhance process and cost understanding and identify business improvement opportunities
8. Optimize and plan for the future using “what-if” DTO scenario-playing capabilities

The Role and Value of DTO Technology

- How technology enhances organizational engagement
- The value proposition for implementing DTO technology
- Applying process optimization concepts using a representative DTO software

Initiating, Aligning and Sustaining DTO Models

- Identifying major hurdles to successfully implementing DTO models in the service industry
- Considerations and benefits of deploying a DTO pilot
- Use case examples of service organizations which implemented/benefited from a DTO

For more information or registration: <https://landmark.ca/resources-training>