

#IEEE@Siemens2021

# Digital Twins for Buildings: Realizing the Potential Value

## Expert talk covers:

- The future of Digital Twins for buildings
- Value of information management
- The intricates of the productivity paradox linked to digitalization
- Organizational challenges with the use of Digital Twins for buildings



Thursday, 18th of Nov. at 10.50 – 11.20 am. (CET)



**Hannes Lindblad**

BIM and Digital Twin expert  
at Siemens

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# Digital Twins for Buildings: Realizing the Potential Value

The introduction of Digital Twins for buildings represents a great opportunity. A myriad of potential value linked to the operation, management, and utilization of buildings is currently being presented. However, to realize such potential value into actual value is not trivial. In this presentation we will draw from experiences from earlier examples of digitalization, giving insights into pitfalls as well as hidden opportunities, providing guidance to the realization of the potential value in Digital Twins for buildings.

## About Hannes:

Before joining Siemens Sweden as BIM and Digital Twin expert, Hannes' postdoc research focused on real-estate and construction management at large Swedish client organizations. His area of specialization covers Building Information Modelling (BIM) and Change Management in the construction industry. Hannes holds a PhD in Organization studies, Real-Estate and Construction management and completed his MSc degree in Architectural Design and Construction Project Management.

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*“New technology, while not being used, is worthless. New technology adopted and used by an organization, on the other hand, can realize its potential value. Thus, technology should never be viewed in isolation, instead, it must be seen from the perspective of its organizational context.”*

**Hannes Lindblad**

BIM and Digital Twin expert  
Siemens



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