

SA BUSINESS

## exposé launches digital twin platform

**Specialist data analytics company exposé has launched a digital twin system that allows users to simulate the operation of their physical assets on a virtual platform, thereby helping them to head off potential problems before they arise.**

Giuseppe Tauriello, The Messenger

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Specialist data analytics consultancy exposé has launched a new digital twin system that allows users to simulate the operation of their physical assets on a virtual platform.

A digital twin is a digital replica of a physical asset, process, environment or system, which integrates Internet of Things (IoT), artificial intelligence (AI), machine learning and software analytics to simulate and track performance.

Users can use data provided by a digital twin to head off problems before they occur, prevent down-time, improve operational and environmental performance and plan for the future using simulations.

exposé national manager of technology, solutions and quality, Etienne Oosthuysen, said the company was in discussions with utilities companies, universities, councils and aged care providers, who all saw an opportunity to proactively manage their assets and environments using a digital twin system.



 exposé national manager of technology, solutions and quality, Etienne Oosthuysen, with exposé general manager Kelly Drewett

“The concept of twinning is not new, but of course with things like the pervasiveness of IoT and sensors, contextual real-time information like weather, the cloud and the ability to ingest all of this mass amount of data, the concept of a physical twin quickly translated into a digital twin,” he said.

“So if you can have a digital replica of something, you can perform that same analysis and simulation without leaving your desk.

“If I just look at current discussions, there are two with utilities - one in the electrical space, one in the gas space. The one in the gas space is around pressure on the network, in the electrical space it’s movement of people and making sure the right people are at the right place - a digital twin is crucial to both of those.”

Mr Oosthuysen said unlike other digital twins in the market, which have been developed for a specific industry, exposé had developed a broad framework that could be tailored to clients across all industries.

“Rather than retrofit a solution to a completely different industry, as is the case with many digital twin offerings, our offering can quickly be provisioned from the ground up to suit any industry and use case,” he said.

“In the creation of the product to launch we collaborated with aged care as well as councils to get the framework in place, that we can then build on and repeat many times to suit an array of use cases across many industries.”

Together with [sister company Chamonix](#), exposé was one the first tenants to move into the [Lot Fourteen start-up hub](#).

The company employs around 20 consultants and other staff in Adelaide, and an additional 5 consultants in Melbourne.

Exposé general manager Kelly Drewett said the company was on the hunt for more data scientists, technical consultants and other staff in Adelaide, but finding candidates with the right skills posed an ongoing challenge.

“Within the next six months we’ll probably bring on another four to five if we can find them - that’s the hard part, it’s an incredibly huge issue that we have,” she said.

“You’ve got the Googles of the world that are in the eastern states saying, ‘we’ll offer you an internship with the opportunity to work later on and we’re doing these incredible, crazy, funky projects’. I was that person - I moved to Sydney to work for Yahoo and I came back because I love Adelaide.

“What we offer our grads now, which is keeping them here, is the chance to work on projects like this - the digital twin - where they’re working on projects with leading edge technology.

“And we’re finding more and more, people are coming over to South Australia to live from the eastern states, given that we’ve got Lot Fourteen here - it’s a big selling point.”