**MBSE Lightning Round Title and Abstract**

**Title**: “Get the Mass Out: How to Help Organizations Move at the Speed of Information”

**Topic Statement/Abstract**

From Aerospace to Audit…from Engineering to Consulting…industry is evolving to Digital…and it affects you! But how should we think about this “Digital Transformation”? What exactly does Digital Transformation mean?

Digital Transformation is a call to action to reimagine your organization for the digital age. As organizations in the digital age adopt business models focused on agility, efficiency, and flexibility, we turn to physics to extract an industry imperative to “Get the mass out!”. Digital Transformation means businesses must reimagine the mass in our business’s portfolios—the fleets of vehicles, libraries of archived records, staffing models, etc.—to move toward “massless” processes that focus enabling organizations to make decisions through connecting information. Models will serve as the vehicle for connecting this information, and Model Based Systems Engineering (MBSE) will serve as the catalyst because the power of MBSE is in the connections.

By connecting models to augment decision-making, we achieve the power promised in a future digital ecosystem. But to fully realize this vision, we must expand our vision and supplement MBSE with technologies—such as Natural Language Processing (NLP), Agent-Based Visualization, Digital Twin, etc.—that can fully represent the information captured in the ‘stuff’ of our processes to enable organizations to “operate at the speed of information”.