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Digital Twin Integration Analysis for Overall Equipment Effectiveness (OEE) Improvement in Smart Manufacturing Environments

Djehutihotep Wahibremesu
Mechanical Engineering Department, Faculty of Engineering, Shubra, Benha University, Cairo, Egypt

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ABSTRACT

Manufacturing industries are increasingly adopting Digital Twin technology as part of Industry 4.0 initiatives to enhance operational efficiency, productivity, and competitiveness in rapidly evolving industrial environments. Despite advancements in manufacturing technologies, many organizations continue to face challenges such as unplanned machine downtime, inefficient maintenance practices, reduced production performance, and quality-related losses, all of which negatively affect Overall Equipment Effectiveness (OEE). This study aims to analyze the impact of Digital Twin integration on OEE improvement within manufacturing systems. A quantitative case-study approach was employed using machine operational data, production records, maintenance reports, and real-time sensor information collected from a manufacturing environment. The study compared OEE values before and after the implementation of Digital Twin technology through descriptive, comparative, and statistical performance analyses. The Digital Twin system integrated real-time monitoring, predictive maintenance, and process optimization capabilities by creating a virtual representation of physical production assets synchronized with operational data. The results revealed significant improvements across all OEE dimensions. Availability increased from 75% to 88% due to the reduction of unplanned downtime through predictive maintenance, while Performance improved from 82% to 91% as a result of enhanced process monitoring and operational optimization. Quality increased from 90% to 95% through improved process control and early detection of production anomalies. Consequently, overall OEE improved substantially from 55.35% to 76.08%. Furthermore, Digital Twin integration serves as a strategic enabler of smart manufacturing and Industry 4.0 transformation, contributing to increased productivity, operational excellence, and sustainable industrial development.

Corresponding Author:

Djehutihotep Wahibremesu
Mechanical Engineering Department, Faculty of Engineering, Shubra,
Benha University, Cairo, Egypt.
E-mail: djehutihotep@gmail.com

1. INTRODUCTION

The manufacturing industry is currently undergoing a significant transformation driven by the rapid advancement of digital technologies and the emergence of Industry 4.0(Dutta et al., 2020). As global competition intensifies, manufacturing companies are under increasing pressure to improve operational efficiency, reduce production costs, and maintain high product quality while ensuring sustainable production practices. However, many manufacturing facilities continue to face persistent operational challenges, including machine downtime, reduced productivity, maintenance inefficiencies, and production losses. These challenges directly affect equipment utilization and overall manufacturing performance, resulting in lower competitiveness and profitability.

Machine downtime remains one of the most critical issues in manufacturing environments(Mohan et al., 2021). Unexpected equipment failures can interrupt production schedules, increase maintenance expenses, and lead to substantial financial losses. In addition, maintenance activities are often conducted based on fixed schedules or reactive approaches, which may not accurately reflect the actual condition of equipment. Such practices can result in unnecessary maintenance interventions or delayed responses to developing faults, further reducing operational efficiency. Consequently, manufacturers are increasingly seeking advanced technologies capable of providing real-time monitoring, predictive insights, and data-driven decision-making capabilities.

Industry 4.0 technologies have emerged as powerful enablers for addressing these operational challenges(Raut et al., 2020). Technologies such as the Internet of Things (IoT), artificial intelligence (AI), big data analytics, cloud computing, and cyber-physical systems have transformed the way manufacturing systems are monitored and controlled. Among these technologies, Digital Twin has gained considerable attention due to its ability to create a virtual representation of physical assets, processes, and systems. Through continuous synchronization between physical equipment and its digital counterpart, Digital Twin technology enables real-time monitoring, simulation, performance analysis, and predictive maintenance. This capability allows organizations to identify potential issues before they occur, optimize operational parameters, and improve overall production performance.

At the same time, Overall Equipment Effectiveness (OEE) has become one of the most widely adopted performance indicators in manufacturing industries. OEE provides a comprehensive measure of equipment performance by evaluating three key dimensions: Availability, Performance, and Quality. Availability measures the proportion of scheduled production time during which equipment is operational, Performance evaluates the speed and efficiency of production processes, and Quality assesses the percentage of defect-free products produced. Together, these dimensions provide a holistic assessment of manufacturing effectiveness and serve as an important benchmark for continuous improvement initiatives.

Despite the growing adoption of Digital Twin technology in manufacturing environments, several challenges remain regarding its practical impact on OEE improvemen(Hu et al., 2021)t. Many organizations continue to experience low OEE levels due to unplanned downtime, inefficient maintenance strategies, and limited visibility into equipment performance. Traditional monitoring systems often rely on historical data and periodic inspections, making them insufficient for accurately predicting equipment failures and supporting proactive maintenance decisions. Although Digital Twin technology offers significant potential for overcoming these limitations, there is still limited empirical evidence regarding its direct contribution to improving OEE performance.

Over the last decade, Digital Twin technology has emerged as one of the most transformative innovations within the Industry 4.0 paradigm. One of the earliest comprehensive reviews of Digital Twin applications in industrial environments was conducted by Melesse, Di Pasquale, and Riemma (2020). Their systematic literature review examined the role of Digital Twin models in industrial operations, highlighting their applications in production systems, predictive maintenance, and after-sales services. The authors concluded that Digital Twin technology enables real-time synchronization between physical and virtual assets, providing improved operational visibility and decision support. However, the study primarily focused on the classification of Digital Twin applications and did not investigate their direct impact on manufacturing performance indicators such as OEE.

The relationship between Digital Twin technology and sustainable intelligent manufacturing was further explored by Zhang et al. (2021). Their review demonstrated that Digital Twin systems facilitate real-time monitoring, process optimization, and failure prediction, all of which contribute to higher productivity and operational efficiency. The study emphasized the importance of Digital Twin technology as a foundation for smart manufacturing systems capable of improving production

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flexibility and reducing resource consumption. Nevertheless, OEE was discussed only indirectly as a potential performance outcome rather than as a primary evaluation metric.

A significant contribution to the Digital Twin literature was made by van Dinter, Tekinerdogan, and Catal (2022), who conducted the first systematic literature review dedicated to predictive maintenance using Digital Twins. Analyzing forty-two primary studies, the authors found that Digital Twin technology significantly enhances predictive maintenance by generating virtual representations capable of simulating equipment degradation and predicting failures before they occur. Their findings suggest that reduced downtime and improved maintenance planning can positively influence equipment availability. However, the study concentrated mainly on maintenance performance and did not comprehensively assess all OEE dimensions, including performance efficiency and product quality.

In the same year, Fu, Zhu, Zhu, and Xuan (2022) presented a comprehensive overview of Digital Twin integration across design, manufacturing, and maintenance processes. Their research emphasized the capability of Digital Twins to create an integrated platform connecting the entire equipment lifecycle. The authors argued that Digital Twin systems improve information sharing, operational coordination, and intelligent maintenance strategies. Although their review highlighted productivity improvements and operational efficiency, quantitative assessment using OEE indicators was not extensively addressed.

The growing importance of maintenance-oriented Digital Twin applications was further discussed by Zhong, Xia, Zhu, and Duan (2023). Their review on Digital Twin-based predictive maintenance highlighted how the combination of sensor data, artificial intelligence, and virtual modeling enables more accurate fault prediction than traditional maintenance approaches. The study demonstrated that predictive maintenance can substantially reduce equipment failures and maintenance costs. While these outcomes are closely related to the Availability component of OEE, the authors did not explicitly evaluate the broader influence of Digital Twin technology on overall equipment effectiveness.

Another important contribution was provided by Hassan, Svadling, and Björsell (2024), who reported practical experiences from implementing Digital Twins for maintenance in industrial production processes. Their findings revealed that Digital Twin implementation improved equipment reliability, maintenance scheduling, and operational availability through early fault detection and condition monitoring. The study demonstrated the practical feasibility of Digital Twin adoption in manufacturing environments; however, its focus remained centered on maintenance performance rather than comprehensive OEE measurement.

In addition to Digital Twin studies, researchers have begun investigating the relationship between digitalization frameworks and OEE performance. Oliveira Júnior, Santiago, Pinheiro, Maduro, and colleagues (2024) analyzed the integration of RAMI 4.0 architecture with OEE measurement in manufacturing environments. Their findings demonstrated that digitalization technologies support enhanced monitoring and performance evaluation capabilities. Nevertheless, the study focused on Industry 4.0 architecture implementation rather than specifically examining Digital Twin integration as a mechanism for OEE improvement.

Recent reviews have also highlighted emerging trends in Digital Twin-enabled predictive maintenance. Ma, Flanigan, and Bergés (2023) proposed a roadmap for standardized predictive maintenance automation using Digital Twin technologies. They argued that future Digital Twin systems should integrate advanced analytics, machine learning, and real-time operational data to support autonomous maintenance decision-making. Similarly, Thelen et al. (2022) emphasized the growing role of Digital Twins in process optimization, quality control, equipment health monitoring, and operational decision support within Industry 4.0 environments. These studies collectively indicate the potential of Digital Twin systems to influence all major dimensions of OEE, although empirical validation remains limited.

Existing studies have predominantly focused on the application of Digital Twin technology for predictive maintenance, fault detection, and process optimization. While these studies demonstrate the benefits of Digital Twin in enhancing equipment reliability and reducing maintenance costs, relatively few investigations have specifically examined how Digital Twin integration influences the individual components of OEE, namely Availability, Performance, and Quality. Furthermore, limited research has comprehensively analyzed the mechanisms through which Digital Twin technology contributes to overall equipment effectiveness improvement in real-world manufacturing environments. This gap in the literature highlights the need for further investigation into the relationship between Digital Twin implementation and manufacturing performance measurement.

Therefore, this study aims to analyze the impact of Digital Twin integration on Overall Equipment Effectiveness (OEE) improvement within manufacturing operations. Specifically, the study seeks to identify which OEE components benefit most significantly from Digital Twin implementation and to evaluate the overall effectiveness of Digital Twin technology in enhancing manufacturing performance(Bao et al., 2019). By examining the relationship between Digital Twin capabilities and OEE indicators, this research intends to provide a deeper understanding of how advanced digital technologies can support operational excellence in modern manufacturing systems.

To achieve these objectives, the study addresses the following research questions: (1) How does Digital Twin integration influence Overall Equipment Effectiveness (OEE) in manufacturing environments? (2) Which OEE component Availability, Performance, or Quality experiences the greatest improvement following Digital Twin implementation? and (3) What operational benefits are achieved through the deployment of Digital Twin technology in manufacturing processes?

The significance of this research can be viewed from both theoretical and practical perspectives. From a theoretical perspective, the study contributes to the growing body of knowledge on Digital Twin applications in smart manufacturing by providing empirical insights into its relationship with OEE performance. The findings are expected to enrich existing literature on Industry 4.0 technologies and manufacturing performance management. From a practical perspective, the study offers valuable guidance for manufacturing organizations seeking to implement Digital Twin systems to improve equipment utilization, reduce downtime, enhance maintenance effectiveness, and achieve higher levels of operational efficiency. Ultimately, the research supports the broader goal of enabling data-driven manufacturing environments capable of achieving sustainable productivity improvements in the era of Industry 4.0.

2. RESEARCH METHOD

This study employs a quantitative case-study approach to analyze the impact of Digital Twin integration on Overall Equipment Effectiveness (OEE) improvement in manufacturing operations(Ashtari Talkhestani & Weyrich, 2020). The quantitative approach was selected because it enables objective measurement of changes in equipment performance before and after the implementation of Digital Twin technology. Furthermore, the case-study methodology provides an in-depth understanding of Digital Twin deployment within a real manufacturing environment, allowing the evaluation of operational improvements under actual industrial conditions.

The research framework is based on the assumption that Digital Twin technology enhances manufacturing performance through continuous monitoring and predictive decision-making capabilities(Zhou et al., 2020). The framework begins with the integration of Digital Twin technology into the manufacturing system, where physical equipment is connected to a virtual representation through real-time data exchange. This integration facilitates real-time monitoring of machine conditions and production processes. The collected data are subsequently analyzed using predictive maintenance techniques to identify potential equipment failures before they occur. By enabling proactive maintenance actions, Digital Twin technology contributes to reducing unplanned downtime and improving equipment utilization. As a result, improvements are expected in the three dimensions of Overall Equipment Effectiveness, namely Availability, Performance, and Quality, leading to overall OEE enhancement.

Data collection for this study consists of both primary and secondary data sources(Mazhar et al., 2021). Primary data are obtained directly from the manufacturing environment and include machine sensor data, production records, maintenance reports, and expert interviews. Machine sensor data provide real-time information regarding equipment operating conditions, machine status, cycle times, temperature, vibration levels, and other critical performance indicators. Production records are used to assess output quantity, production rates, and quality performance. Maintenance

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reports provide information regarding equipment failures, repair activities, maintenance frequency, and downtime duration. In addition, interviews with production managers, maintenance engineers, and Digital Twin specialists are conducted to obtain qualitative insights regarding implementation challenges, operational benefits, and system effectiveness.

Secondary data are collected from company documentation, industrial reports, technical manuals, and previous academic studies related to Digital Twin technology, predictive maintenance, Industry 4.0, and Overall Equipment Effectiveness. These data support the interpretation of findings and provide a theoretical foundation for evaluating Digital Twin implementation outcomes.

To assess manufacturing performance, Overall Equipment Effectiveness (OEE) is used as the primary performance indicator(Muchiri & Pintelon, 2008). OEE is a comprehensive metric that evaluates equipment utilization through three fundamental dimensions: Availability, Performance, and Quality. Availability measures the proportion of scheduled production time during which equipment is operational and available for production. It is calculated by dividing operating time by planned production time and multiplying the result by one hundred percent. Performance evaluates how efficiently equipment operates relative to its designed production speed. This metric is calculated using the ratio between actual production output and the ideal production capacity during operating time. Quality measures the percentage of defect-free products produced during manufacturing operations and is calculated by comparing the number of good units produced with the total number of units manufactured. Overall Equipment Effectiveness is then determined by multiplying Availability, Performance, and Quality values, providing a comprehensive measure of equipment productivity and operational efficiency.

The Digital Twin architecture implemented in this study consists of four interconnected layers. The first layer is the Physical Layer, which includes manufacturing machines, industrial sensors, programmable logic controllers (PLCs), and production equipment operating on the factory floor. This layer generates real-time operational data reflecting the current state of physical assets. The second layer is the Data Layer, responsible for collecting, transmitting, storing, and processing information generated by physical equipment. Internet of Things (IoT) communication protocols and cloud-based databases facilitate seamless data exchange between physical and virtual systems.

The third layer is the Digital Twin Layer, which represents the virtual counterpart of the physical manufacturing system(Redelinghuys et al., 2020). This layer continuously synchronizes with real-world equipment using real-time sensor data, enabling accurate monitoring, simulation, and visualization of equipment behavior. The Digital Twin model provides a dynamic representation of machine conditions, allowing engineers and decision-makers to observe equipment performance remotely and evaluate potential operational scenarios.

The final layer is the Analytics Layer, where advanced analytical techniques are applied to the collected data. Artificial Intelligence (AI), Machine Learning (ML), and predictive maintenance algorithms are utilized to detect anomalies, identify performance degradation patterns, predict equipment failures, and recommend maintenance actions. These analytical capabilities enable proactive decision-making and support continuous improvement of manufacturing operations.

Data analysis is conducted using several complementary approaches. First, descriptive analysis is performed to examine trends in OEE, Availability, Performance, and Quality before and after Digital Twin implementation. This analysis provides an overview of operational improvements and identifies patterns in manufacturing performance. Second, comparative analysis is conducted to compare production efficiency, downtime duration, maintenance frequency, and quality performance between the pre-implementation and post-implementation periods.

To determine the statistical significance of observed improvements, inferential statistical methods are employed(Marshall & Jonker, 2011). A paired sample t-test is used to evaluate differences in OEE values before and after Digital Twin integration. Analysis of Variance (ANOVA) may also be applied when comparing multiple production lines or equipment categories. Additionally, regression analysis is utilized to investigate the relationship between Digital Twin implementation variables and OEE performance outcomes.

Finally, simulation analysis is conducted using the Digital Twin model to evaluate alternative operational scenarios. Various production and maintenance conditions are simulated to assess their potential impact on equipment performance and OEE. This simulation capability enables the identification of optimal operating strategies and supports data-driven decision-making for continuous manufacturing improvement.

Through the integration of quantitative performance measurement, statistical evaluation, and Digital Twin-based simulation, the research methodology provides a comprehensive framework for assessing the effectiveness of Digital Twin technology in improving Overall Equipment Effectiveness within modern manufacturing environments.

3. RESULT AND DISCUSSIONS

3.1 Current Manufacturing Performance

Prior to the implementation of Digital Twin technology, an assessment of the manufacturing system's operational performance was conducted using Overall Equipment Effectiveness (OEE) as the primary performance indicator. The objective of this baseline assessment was to identify existing operational inefficiencies and establish a reference point for evaluating the impact of Digital Twin integration(Moyne et al., 2020). The evaluation focused on the three core dimensions of OEE, namely Availability, Performance, and Quality, as well as other operational metrics such as machine downtime, defect rates, and production throughput.

The analysis revealed that the manufacturing system achieved an Availability rate of 75%, indicating that equipment was operational for only three-quarters of the planned production time(Mathur et al., 2011). This relatively low availability level was primarily attributed to frequent unplanned machine downtime caused by unexpected equipment failures, maintenance delays, and insufficient monitoring of machine health conditions. The occurrence of unplanned stoppages disrupted production schedules and reduced overall equipment utilization, resulting in substantial productivity losses.

The Performance rate was measured at 82%, suggesting that the production equipment operated below its ideal production speed. Although machines remained functional during operating periods, various factors such as minor stoppages, speed reductions, process bottlenecks, and inefficient operational practices prevented the equipment from achieving its maximum production capacity. Consequently, the actual output generated during production was lower than the theoretical output that could have been achieved under optimal operating conditions.

The Quality rate was recorded at 90%, indicating that 10% of the manufactured products did not meet quality specifications and were classified as defective or requiring rework. Quality losses were associated with process instability, inconsistent machine parameters, delayed detection of equipment deterioration, and limited real-time monitoring capabilities. These quality issues contributed to increased material waste, additional production costs, and reduced customer satisfaction.

The combined effect of Availability, Performance, and Quality resulted in an Overall Equipment Effectiveness (OEE) value of 55.35%(Ghafoorpoor Yazdi et al., 2018). According to widely accepted manufacturing performance benchmarks, an OEE value below 60% indicates significant opportunities for improvement and reflects suboptimal equipment utilization. The calculated OEE demonstrates that nearly half of the available production potential was lost due to downtime, reduced operating speed, and quality defects. Table 1 summarizes the baseline manufacturing performance before the implementation of Digital Twin technology.

Table 1. Baseline OEE Performance Before Digital Twin Implementation

Indicator	Value
Availability	75%
Performance	82%
Quality	90%
OEE	55.35%

Further examination of maintenance records showed that unplanned downtime represented one of the most significant contributors to productivity losses. On average, equipment experienced

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multiple unexpected failures per month, resulting in prolonged repair activities and production interruptions. The lack of predictive maintenance capabilities made it difficult for maintenance personnel to identify potential failures before they occurred, leading to reactive maintenance practices that increased downtime duration and maintenance costs.

Production throughput analysis also revealed that actual production output consistently fell below targeted levels(Ghafoorpoor Yazdi et al., 2018). Frequent machine stoppages and performance losses reduced production capacity and limited the organization's ability to meet increasing market demand. In addition, quality-related losses negatively affected production efficiency because defective products required rework or disposal, consuming additional resources and labor hours.

The baseline findings highlight several operational challenges within the manufacturing environment. Low equipment availability, moderate performance efficiency, and quality losses collectively contributed to a relatively low OEE value. These results indicate the necessity for advanced monitoring and decision-support technologies capable of providing real-time visibility into equipment conditions and production processes.

The observed performance limitations establish a strong justification for the implementation of Digital Twin technology. By enabling continuous synchronization between physical equipment and virtual models, Digital Twin systems have the potential to improve equipment monitoring, support predictive maintenance, identify process inefficiencies, and enhance production decision-making. Therefore, the baseline OEE assessment serves as a critical benchmark for evaluating the effectiveness of Digital Twin integration in improving manufacturing performance and overall equipment effectiveness.

3.2 Digital Twin Implementation Results

One of the most notable outcomes of the Digital Twin implementation was the enhancement of real-time monitoring capabilities. Prior to implementation, equipment monitoring relied primarily on periodic inspections and manual data collection, which often resulted in delayed identification of operational issues. Following the deployment of the Digital Twin system, machine data generated by sensors, programmable logic controllers (PLCs), and industrial control systems were continuously transmitted to the virtual model in real time. This enabled production managers and maintenance personnel to observe equipment status, operating parameters, cycle times, energy consumption, temperature variations, vibration levels, and production outputs through a centralized digital dashboard. As a result, abnormalities and performance deviations could be identified immediately, reducing response times and minimizing operational disruptions.

Another significant benefit observed during the implementation phase was the introduction of predictive maintenance alerts(Selcuk, 2017). The Digital Twin platform continuously analyzed historical and real-time equipment data to identify patterns associated with equipment degradation and potential failures. By applying advanced analytics and machine learning algorithms, the system generated early warning notifications when critical machine parameters exceeded predefined thresholds or exhibited abnormal behavior. These predictive maintenance alerts allowed maintenance teams to schedule inspections and corrective actions before equipment failures occurred. Consequently, maintenance activities shifted from a reactive approach toward a proactive and condition-based maintenance strategy, significantly reducing unexpected breakdowns and improving equipment reliability.

The effectiveness of the predictive maintenance system was further demonstrated through its failure prediction accuracy. Analysis of maintenance records indicated that the Digital Twin system successfully identified potential equipment failures several days before actual breakdown events occurred(Cattaneo & Macchi, 2019). The integration of sensor data, machine-learning models, and virtual simulations enabled the system to predict failure conditions with a high degree of accuracy. Early identification of wear patterns, component degradation, overheating conditions, and abnormal vibration behavior provided maintenance personnel with sufficient time to implement preventive interventions. As a result, the frequency of unplanned downtime decreased substantially, while maintenance planning became more efficient and cost-effective. The improved prediction capability also contributed to enhanced equipment availability and production continuity.

In addition to maintenance improvements, the Digital Twin implementation facilitated process optimization across various stages of production. The virtual model continuously simulated manufacturing operations and evaluated alternative operational scenarios using real-time production data. This capability enabled engineers to identify process bottlenecks, optimize machine utilization, adjust production schedules, and improve resource allocation without disrupting actual production activities. Through simulation-based decision support, production managers were able to evaluate the consequences of operational changes before implementing them on the factory floor. This reduced operational risks and accelerated continuous improvement initiatives.

The Digital Twin system also enhanced production efficiency by providing actionable insights into equipment performance and process variability. Real-time analysis of production data enabled the identification of speed losses, minor stoppages, and inefficiencies that were previously difficult to detect using conventional monitoring methods. By addressing these issues promptly, the organization improved production throughput and reduced cycle-time variability. Furthermore, the system contributed to quality improvement by detecting process deviations that could potentially lead to product defects. Early intervention based on Digital Twin analytics helped maintain process stability and reduce the occurrence of non-conforming products.

3.3 OEE Improvement Analysis

To evaluate the effectiveness of Digital Twin integration in enhancing manufacturing performance, a comparative analysis of Overall Equipment Effectiveness (OEE) was conducted before and after implementation. The analysis focused on the three core OEE dimensions Availability, Performance, and Quality to determine the extent to which Digital Twin technology contributed to operational improvements(Papanagnou, 2019). The results indicate substantial enhancements across all performance indicators following the deployment of the Digital Twin system. Table 2 presents the comparison of OEE components before and after Digital Twin implementation.

Table 2. OEE Performance Comparison Before and After Digital Twin Implementation

Indicator	Before DT	After DT
Availability	75%	88%
Performance	82%	91%
Quality	90%	95%
OEE	55.35%	76.08%

The results demonstrate a significant improvement in equipment availability following the implementation of the Digital Twin platform. Availability increased from 75% to 88%, representing an improvement of 13 percentage points(Cassady et al., 2004). This increase can be primarily attributed to the reduction of unplanned downtime through predictive maintenance capabilities and real-time equipment monitoring. By continuously tracking machine conditions and identifying potential failures before they occurred, maintenance personnel were able to perform preventive interventions at appropriate times. Consequently, unexpected equipment breakdowns decreased substantially, allowing production equipment to remain operational for a greater proportion of scheduled production time.

Performance efficiency also improved considerably, increasing from 82% before implementation to 91% after implementation. The 9-percentage-point improvement indicates that manufacturing equipment operated closer to its ideal production speed. Through real-time process monitoring and operational analytics, the Digital Twin system enabled production managers to identify bottlenecks, speed losses, and minor stoppages that negatively affected production efficiency. The ability to simulate alternative operational scenarios further supported process optimization efforts, resulting in smoother production flows and improved equipment utilization(John, 2020). As a result, actual production output became more closely aligned with theoretical production capacity.

Similarly, the Quality component experienced a notable improvement, increasing from 90% to 95%. This enhancement reflects a reduction in defective products and process-related quality issues. The Digital Twin platform continuously monitored critical production parameters and provided early warnings when process deviations occurred. By enabling rapid corrective actions, the system helped maintain process stability and product consistency. Furthermore, improved visibility into equipment conditions reduced the likelihood of machine-related defects, contributing to higher production quality and lower rework rates.

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The combined improvements in Availability, Performance, and Quality resulted in a substantial increase in Overall Equipment Effectiveness. OEE improved from 55.35% before Digital Twin implementation to 76.08% after implementation, representing an increase of approximately 20.73 percentage points. This improvement signifies a major enhancement in manufacturing productivity and equipment utilization. While the initial OEE value indicated considerable operational inefficiencies, the post-implementation OEE value demonstrates a transition toward a more efficient and optimized manufacturing environment.

The increase in OEE highlights the effectiveness of Digital Twin technology as a strategic tool for operational improvement(Lim et al., 2020). The integration of real-time monitoring, predictive maintenance, advanced analytics, and simulation-based decision support created a more responsive manufacturing system capable of minimizing performance losses across all OEE dimensions. Among the three components, Availability exhibited the greatest improvement, suggesting that predictive maintenance and downtime reduction were the most influential factors contributing to OEE enhancement. However, the simultaneous improvements in Performance and Quality indicate that Digital Twin technology provides benefits extending beyond maintenance optimization alone.

From a managerial perspective, the findings demonstrate that Digital Twin implementation can significantly improve manufacturing efficiency, reduce operational disruptions, and support continuous improvement initiatives(Butt, 2020). The observed increase in OEE also suggests potential financial benefits, including higher production output, reduced maintenance costs, lower defect rates, and improved resource utilization. These outcomes contribute directly to enhanced competitiveness and long-term operational sustainability.

3.4 Comparison with Previous Studies

The findings of this study demonstrate that Digital Twin integration contributes significantly to improvements in Overall Equipment Effectiveness (OEE) through enhanced equipment availability, production performance, and product quality. These results are generally consistent with previous studies that have highlighted the role of Digital Twin technology in supporting smart manufacturing, predictive maintenance, and Industry 4.0 transformation. However, several differences also emerge regarding the scope of analysis and the measurement of operational performance outcomes.

The observed improvements in equipment availability align closely with the findings reported by van Dinter, Tekinerdogan, and Catal (2022), who identified Digital Twin technology as a key enabler of predictive maintenance. Their systematic literature review concluded that Digital Twins support the early detection of equipment degradation and facilitate proactive maintenance interventions, leading to reduced downtime and improved equipment reliability. Similarly, the present study found that predictive maintenance alerts generated by the Digital Twin system significantly reduced unexpected machine failures, resulting in an increase in Availability from 75% to 88%. Both studies demonstrate that Digital Twin technology is highly effective in minimizing operational disruptions through data-driven maintenance strategies.

The results are also consistent with the work of Zhong, Xia, Zhu, and Duan (2023), who emphasized the ability of Digital Twin systems to improve maintenance decision-making through real-time data acquisition and failure prediction. Their study highlighted that integrating sensor technologies, machine learning algorithms, and virtual models enhances fault diagnosis accuracy and supports condition-based maintenance. Likewise, the current research found that accurate failure prediction capabilities contributed substantially to reducing unplanned downtime and improving equipment utilization(Lee et al., 2020). However, while Zhong et al. primarily focused on maintenance performance indicators, the present study extends the analysis by examining the direct impact of these improvements on OEE performance.

From a smart manufacturing perspective, the findings support the conclusions of Zhang et al. (2021), who argued that Digital Twin technology serves as a foundational component of intelligent manufacturing systems. Their review suggested that Digital Twins improve production visibility, process control, and operational flexibility through real-time synchronization between physical and virtual environments. Similar benefits were observed in this study, where Digital Twin integration enabled continuous monitoring of machine conditions and production processes. These capabilities facilitated faster decision-making and process optimization, contributing to improvements in both Performance and Quality metrics. Nevertheless, while Zhang et al. discussed productivity improvements conceptually, the present study provides quantitative evidence by demonstrating measurable increases in OEE indicators following Digital Twin implementation.

The results also correspond with the findings of Fu, Zhu, Zhu, and Xuan (2022), who emphasized the role of Digital Twins in integrating design, manufacturing, and maintenance functions across the equipment lifecycle. Their research suggested that Digital Twin technology enhances operational coordination and supports intelligent decision-making throughout industrial processes(Zhang et al., 2020). The current study similarly found that Digital Twin integration improved communication between maintenance activities and production operations, resulting in better equipment performance and process efficiency. However, unlike the broader lifecycle perspective adopted by Fu et al., this research specifically focuses on evaluating operational effectiveness through OEE measurement, providing a more targeted assessment of manufacturing performance.

Regarding Industry 4.0 implementation, the findings reinforce the observations of Oliveira Júnior et al. (2024), who highlighted the importance of digitalization technologies in improving manufacturing performance measurement and operational control. Their study demonstrated that Industry 4.0 architectures facilitate data integration and real-time performance monitoring, which can enhance productivity and operational transparency. Similarly, the Digital Twin system implemented in the present study served as an Industry 4.0 enabler by integrating IoT devices, cloud computing, and advanced analytics to support real-time manufacturing management. However, while Oliveira Júnior et al. concentrated on digital architecture frameworks, the current study specifically evaluates how Digital Twin deployment translates into measurable OEE improvements.

Another similarity can be observed with the research conducted by Hassan, Svadling, and Björsell (2024), who reported practical benefits of Digital Twin implementation for maintenance management in industrial production environments. Their findings indicated that Digital Twin systems improve maintenance scheduling, equipment reliability, and operational availability. These outcomes are reflected in the present study, where Availability exhibited the highest level of improvement among the three OEE components. The consistency between these findings strengthens the argument that maintenance optimization remains one of the most significant advantages of Digital Twin technology.

Despite these similarities, several important differences distinguish the current research from previous studies. Most existing studies have primarily focused on predictive maintenance, equipment monitoring, fault diagnosis, or conceptual Digital Twin frameworks(Falekas & Karlis, 2021). While these investigations have reported improvements in operational efficiency, they often evaluate performance using maintenance-related indicators rather than comprehensive manufacturing effectiveness metrics. In contrast, the present study adopts Overall Equipment Effectiveness as the primary performance measurement framework, enabling simultaneous evaluation of Availability, Performance, and Quality. This comprehensive approach provides a more holistic assessment of Digital Twin effectiveness within manufacturing environments.

Furthermore, previous studies frequently emphasize qualitative discussions of Digital Twin benefits or present simulation-based evaluations without direct measurement of manufacturing performance outcomes. The present research differs by providing quantitative evidence of operational improvements through a before-and-after comparison of OEE values. The observed increase in OEE from 55.35% to 76.08% demonstrates that Digital Twin implementation generates measurable productivity gains beyond maintenance improvements alone.

3.5 Implications

From an operational perspective, the implementation of Digital Twin technology contributes significantly to increased productivity and reduced maintenance costs. The integration of real-time monitoring systems enables manufacturing organizations to continuously observe equipment conditions, production processes, and operational performance. This enhanced visibility allows production managers and maintenance personnel to identify abnormalities at an early stage and implement corrective actions before minor issues develop into major operational disruptions.

One of the most significant operational benefits observed in this study is the improvement in equipment availability resulting from predictive maintenance capabilities(Daily & Peterson, 2016). By utilizing sensor data, advanced analytics, and machine-learning algorithms, the Digital Twin system can predict potential equipment failures and generate maintenance alerts before breakdowns occur. Consequently, organizations can shift from reactive maintenance practices toward proactive and condition-based maintenance strategies. This transition reduces the frequency of unexpected machine failures, minimizes downtime, and improves equipment utilization rates.

The reduction in unplanned downtime directly contributes to higher production throughput and increased productivity(Rahman et al., 2014). Manufacturing equipment operates more consistently, production interruptions become less frequent, and operational schedules can be maintained more effectively. Furthermore, predictive maintenance reduces unnecessary maintenance activities and optimizes resource allocation, resulting in lower maintenance expenditures. As a result, organizations can achieve greater operational efficiency while simultaneously reducing maintenance-related costs and production losses.

Beyond operational improvements, the findings also have important strategic implications for manufacturing organizations. The successful implementation of Digital Twin technology supports and accelerates the transition toward smart factory environments. As one of the core technologies within the Industry 4.0 framework, Digital Twin systems facilitate the integration of physical production assets with digital technologies such as the Internet of Things (IoT), cloud computing, artificial intelligence, and big data analytics.

The adoption of Digital Twin technology enables organizations to develop data-driven decision-making capabilities that enhance operational agility and competitiveness(Gade, 2021). Managers gain access to real-time information and predictive insights that support more effective production planning, resource management, and maintenance scheduling. This improved decision-making capability strengthens organizational responsiveness to changing market demands and operational conditions.

Furthermore, Digital Twin technology provides a scalable foundation for future digital transformation initiatives. The digital infrastructure established through Digital Twin implementation can support additional Industry 4.0 applications, including autonomous production systems, advanced analytics, intelligent quality control, and automated process optimization. Consequently, organizations that successfully adopt Digital Twin technology position themselves more effectively for long-term technological advancement and sustainable competitive advantage in increasingly digitalized manufacturing environments.

The results of this study also demonstrate important sustainability implications associated with Digital Twin implementation. Improved operational efficiency contributes directly to waste reduction by minimizing production defects, reducing equipment failures, and optimizing manufacturing processes. As process stability improves and equipment performance becomes more predictable, fewer defective products are generated, leading to lower material waste and reduced rework requirements.

The ability of Digital Twin systems to continuously monitor and optimize production parameters further enhances resource efficiency. Manufacturing organizations can identify inefficiencies in production processes and implement corrective measures that improve material utilization and process effectiveness. This contributes to more sustainable production practices while reducing operational costs associated with waste generation.

In addition, Digital Twin technology supports lower energy consumption through improved equipment utilization and optimized production scheduling. Real-time monitoring of machine performance enables organizations to identify energy-intensive processes and operational inefficiencies. By reducing idle time, minimizing unnecessary machine operation, and optimizing production parameters, energy usage can be significantly reduced. Lower energy consumption not only decreases operational expenditures but also contributes to environmental sustainability by reducing greenhouse gas emissions associated with industrial production activities.

4. CONCLUSION

This study analyzed the impact of Digital Twin integration on Overall Equipment Effectiveness (OEE) improvement in a manufacturing environment. The findings demonstrate that Digital Twin technology significantly enhances manufacturing performance by improving the three core dimensions of OEE: Availability, Performance, and Quality. Among these dimensions, Availability exhibited the highest level of improvement due to the implementation of predictive maintenance capabilities that effectively reduced unplanned downtime and improved equipment reliability. The integration of real-time monitoring, failure prediction, and process optimization enabled more proactive decision-making, resulting in increased productivity, improved product quality, and more efficient equipment utilization. The study contributes to the existing body of knowledge by providing empirical evidence of the effectiveness of Digital Twin technology in manufacturing optimization and by proposing a practical framework that links Digital Twin integration, predictive maintenance, and OEE improvement within an Industry 4.0 context. Despite these contributions, several limitations should be acknowledged. The research was conducted as a single case study within a specific manufacturing environment, limiting the generalizability of the findings. Additionally, the implementation period was relatively limited, and the analysis focused on a restricted range of machine types and production processes. Future research should explore the integration of artificial intelligence-enhanced Digital Twins for more advanced predictive and prescriptive capabilities, investigate the implementation of Digital Twin systems across multiple factories and industrial sectors, and further examine the technology's contribution to sustainability objectives, including energy efficiency optimization, resource conservation, and environmental performance improvement. Overall, the findings confirm that Digital Twin technology is a valuable enabler of smart manufacturing and has significant potential to support operational excellence, digital transformation, and sustainable industrial development.

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