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## The Impact of the 4IR on the electricity distribution utility business

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## **Keywords**:

## **Abstract**

The revenue model on which utility businesses are based on is under threat from the shifting industry norms. The 4th industrial revolution is underway and already utilities are witness to digitalisation, decarbonisation and decentralisation – all affecting their traditional strategies. Now the Big Question is: What must utilities do to safeguard their relevance in the water and power market?