The world is changing and Airbus is embracing its Digital Transformation
The pace of disruption is higher than ever.

We face massive opportunities for more Speed, Agility, and Efficiency.
$40,000 (2007) to $100 (2014)

400x in 7 years
$500,000 (2008) to $22,000 (2013)

23x in 5 years
$100,000 (2007) to $700 (2013)

142x in 6 years
$20,000 (2009) to $79 (2014)

250x in 5 years

Sensors (3D LIDAR)
$4,000 (2006) to $90 (2011)

44x in 5 years

Neurotech (BCI devices)
$10,000,000 (2007) to $1,000 (2014)

10,000x in 7 years

Biotech (DNA sequencing)
Why are we doing it?

Digital Masters outperform competitors from a financial perspective...

- Business value
- Market differentiation
- Specific aerospace opportunities

Profitability: +26%
Revenue: +9%
Market Valuation: +12%

Source: Capgemini & MIT Sloan Management Review
Why are we doing it?

Digital Masters outperform competitors from a financial perspective...

... but we consider as well digital as a way to accelerate our internal transformation

Employee engagement
How are we approaching it?

- Improve internal operations
- Further grow in services and improve products
- Invent disruptive business models

Value can be created everywhere
Industrial Operations, Products & Customers, Support Functions
Value creation is not only a technological challenge

- The right Methodology
- The right Combination of technologies
- The right Value Opportunity
- The right Enablers

Agile and Iterative

Any Digital Trends
Big data, 3D Printing, Internet of Things...

Business Challenge
Product - Process

Data, Skills, Partners...
Digital is happening in Airbus Group

+450 initiatives

Challenge is a lot about reuse, synergies and scaling up successes
Multiple pilot initiatives are under assessment or deployment

Learning by doing

- A330 FAL Smart Glasses
- Video Platform for knowledge management
- Metal & Polymer 3D printing
- Digital Control Rooms
- Autonomous guided robot
- Big data & Analytics
A330 FAL Smart Glasses

> Operation lead time divided by 5
> 100% quality first time
Video Platform for knowledge management

Ecology: the new motor of competitiveness

- Ecology: the new motor of competitiveness
- An expanding market
- A socially responsible investment
- The environmental policy within companies
- A new strategic direction for companies

REPORTS
- New notation agencies emerging
- The state's role

CONCLUSION
- What is your definition of sustainable
Metal & Polymer 3D printing

- 100 titanium parts early 2016
- 12000 plastic parts
Autonomous guided robot
Big data & Analytics

Lead time to manage non quality events reduced by 40%
Route to Digital Aircraft platform

Breaking functional silos

**Yesterday**

Functional Systems & Data Silos

**Launching Now**

Functional Systems & Data Lake

**Tomorrow**

Digital Aircraft Platform

Integrate data for new insights

Pivot to Digital Aircraft Platform
A Digital ambition

Leverage digital technologies to bring step change

- **business value**
- **market differentiation**
- **employee engagement**

- Redesigning processes along the value chain to improve **operational efficiency and profitability**
- Improving **products & platforms** to deliver unmatched operational performance and **value added services**
- Imagining **innovative or disruptive business models** to keep our leading edge and drive the market
- Boosting company transformation and **mindset change** to increase **agility, speed and customer centric focus**