Media Day
Digital Transformation...What if?

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What If?
WE’VE BEEN ASKING ‘WHAT IF..?’

...we could have access to massive aircraft data?

....we could connect every tool in each of our factories?

...we could give airlines more insight on their pax?

...we could deploy industrial apps in months instead of years?

...our customers could experience our products virtually?

...we could predict most instances of component failure?
Augmented reality & virtual reality
Additive manufacturing
Internet of things (IoT) & ubiquitous connectivity
Cloud & as a service platforms
Collaboration & social networks
Artificial intelligence & collective computing
Mobility
Augmented humans & robotics
ADVANCED ANALYTICS & BIG DATA
We are already seeing benefits internally

- Adapt quickly to factory disruptions A350
- Intelligent advisor for integrated planning
- 33% faster fix
We are already seeing benefits internally

- **COMMON PLATFORMS**
- **ROOT CAUSE FOUND IN 2 WEEKS VS 2 YEARS**
- **INCREASE RELIABILITY BY IMPROVING COMPONENTS**
A330 FAL Smart Glasses

Helicopter marketing

Hololens

Augmented reality
Currently, 400 parameters: <2% of available data
Databird enables capture of 24,000 parameters: 100% of data
Changing the transportation industry without owning any cars

Rapid design optimization and quick learning from real-world results

Continuous improvement and new service models

Digital Design & Production

Connected Products

Digital Services

Advanced Analytics

Constant supply chain innovation
We call this 360° AVIATION DATA and this prompts us to ask new questions…
WHAT IF?

... we could take AOG to zero?

... operators could move from reactive to predictive maintenance?

... we could reduce non-quality in manufacture to zero?

... we halve our development lead times?

... we could benchmark performance of aircraft and equipment with the world fleet?

... we acted on data across the aviation industry?
What if we can digitally enable the aviation value chain end to end?
WHAT IF WE CAN CONNECT THE ENTIRE WORLD FLEET?
The next stage of our journey starts at Le Bourget