



Media Day

Digital Transformation..What if?

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AIRBUS



What If?

**WE'VE BEEN
ASKING
'WHAT IF..?'**

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

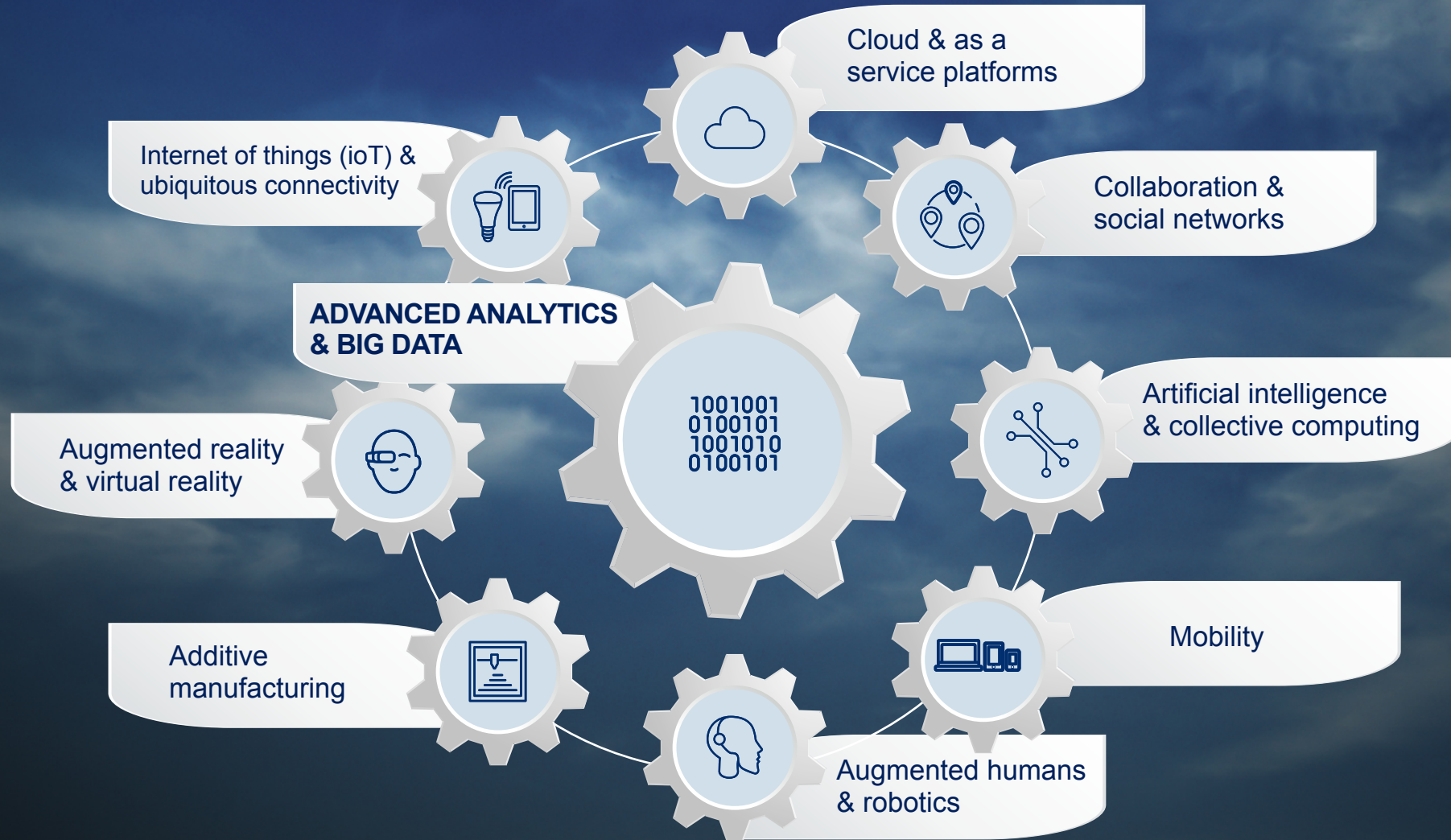
...we could predict most instances of component failure?

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

...our customers could experience our products virtually?

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

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



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

INCREASE
RELIABILITY
BY IMPROVING
COMPONENTS

COMMON
PLATFORMS

ROOT CAUSE
FOUND IN
2 WEEKS VS
2 YEARS



A330 FAL
Smart Glasses



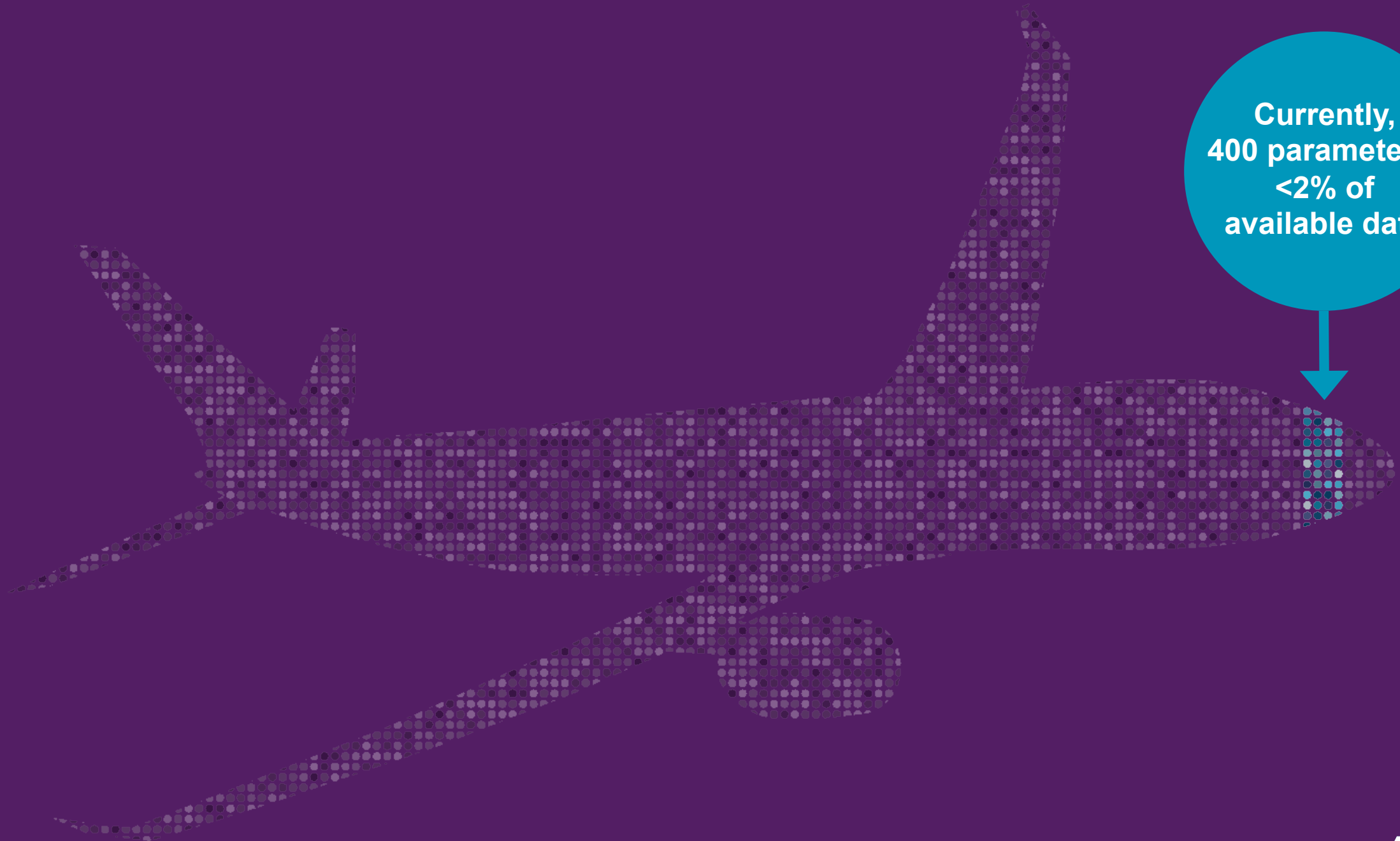
Hololens



Helicopter
marketing



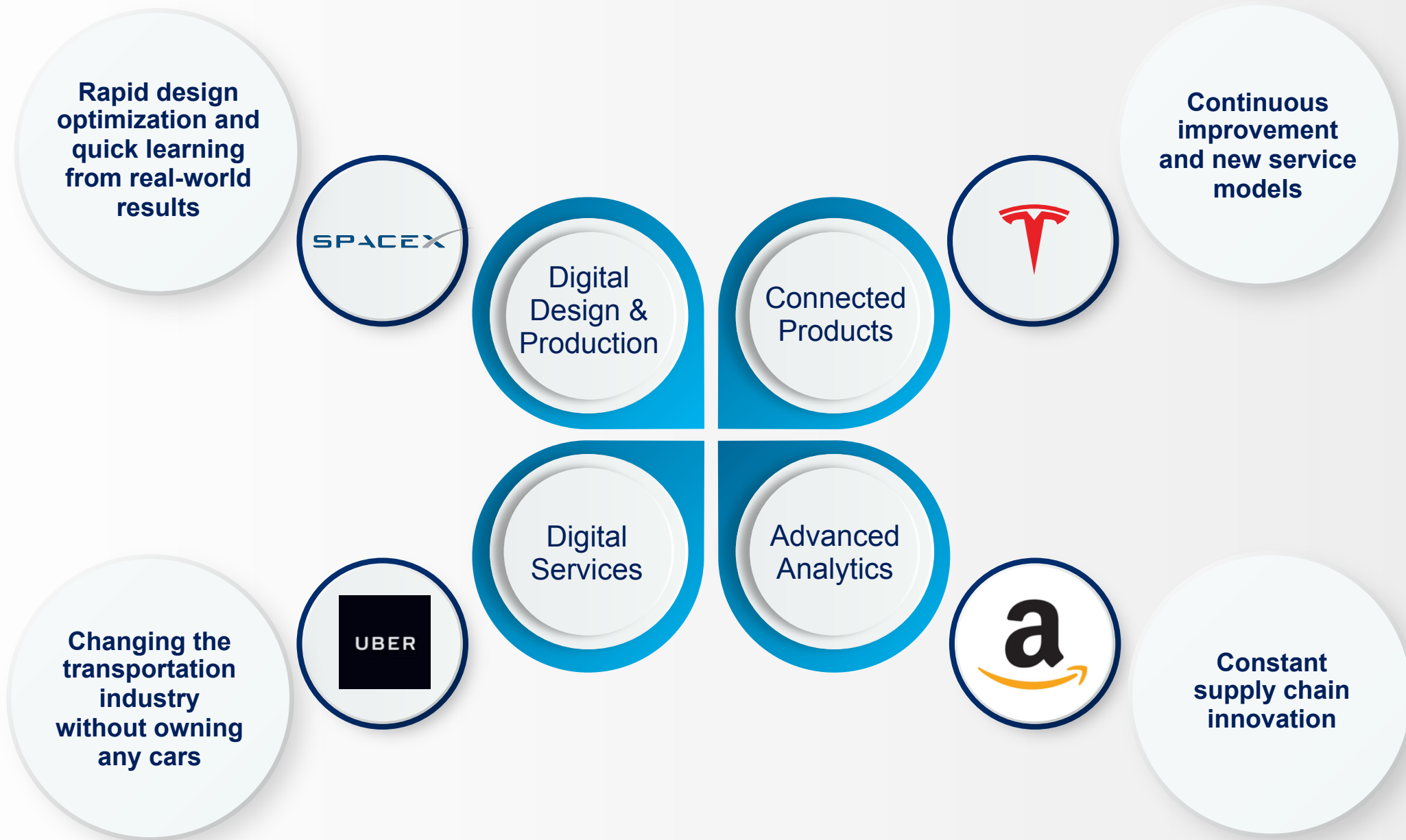
Augmented
reality



Currently,
400 parameters:
<2% of
available data



Databird
enables capture of
24,000
parameters:
100% of data



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?

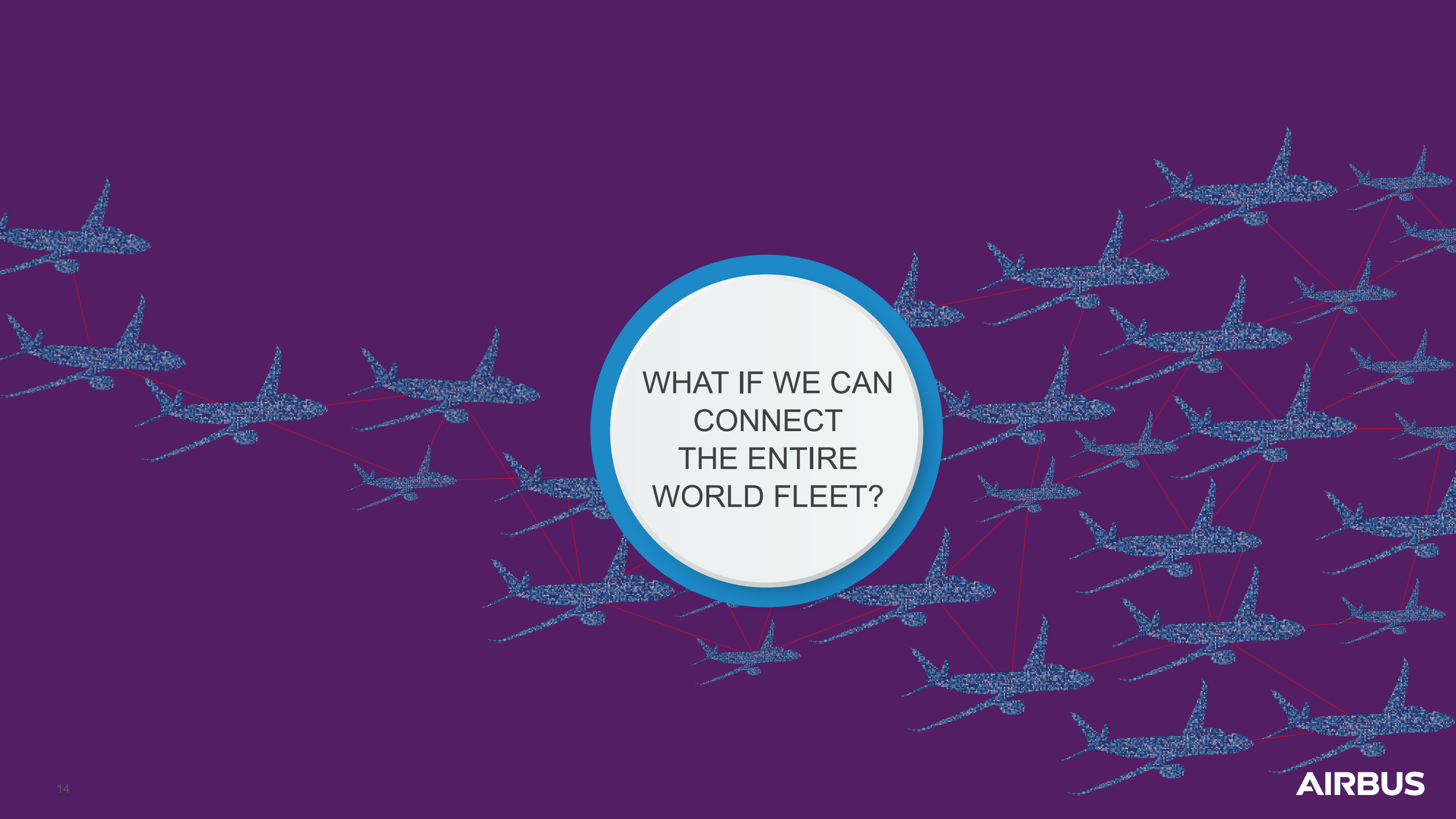
...we halve our development lead times?

...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?



The image features a dark blue background with a network of airplane silhouettes. Each silhouette is composed of a dense grid of small white dots. These silhouettes are interconnected by thin red lines, forming a complex web that suggests global connectivity. In the center of the image is a white circle with a blue border, containing the text "WHAT IF WE CAN CONNECT THE ENTIRE WORLD FLEET?".

WHAT IF WE CAN
CONNECT
THE ENTIRE
WORLD FLEET?



The
next stage
of our journey
starts at
Le Bourget

