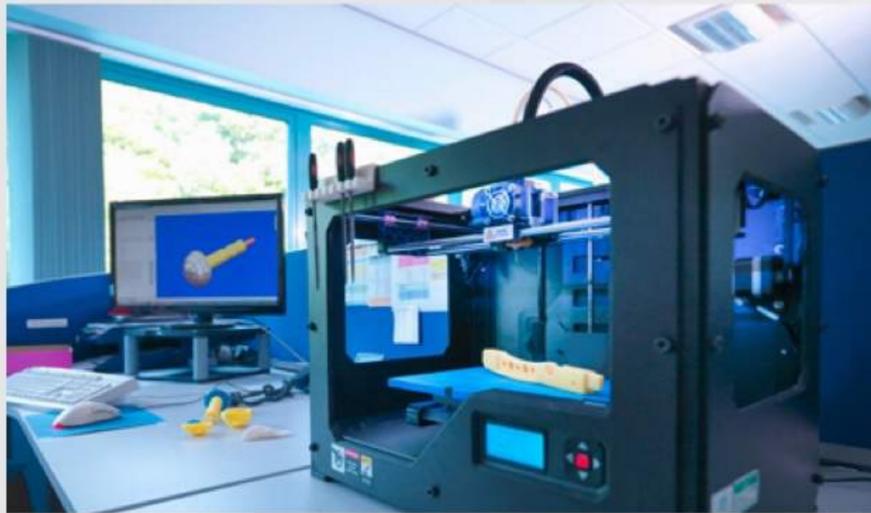


The world is changing  
and Airbus is embracing  
its Digital Transformation



The pace of disruption is higher than ever

**We face massive opportunities for more Speed, Agility and Efficiency**



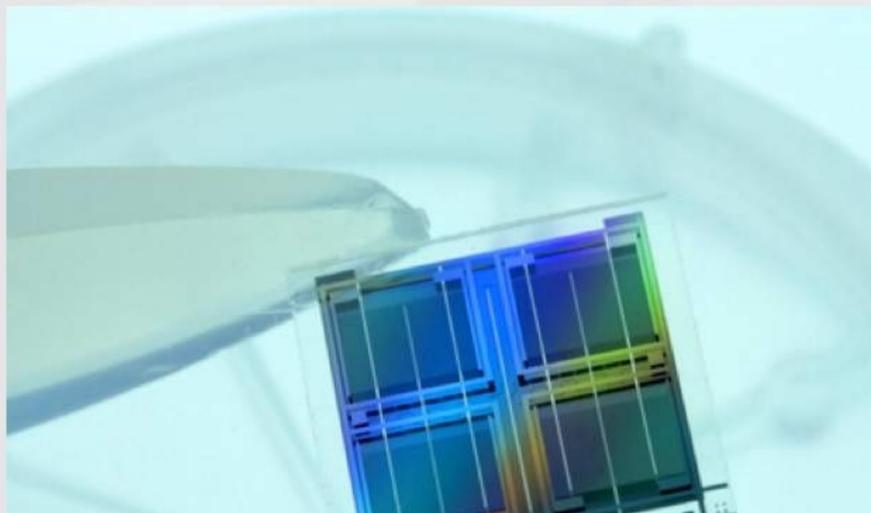
**3D Printing**



**Industrial Robots**



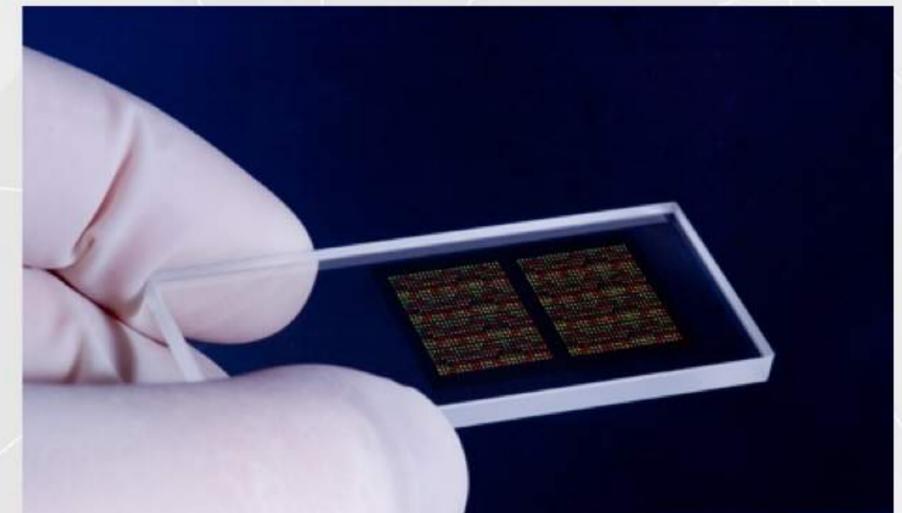
**Drones**



**Sensors (3D LIDAR)**



**Neurotech (BCI devices)**



**Biotech (DNA sequencing)**





**\$40,000** (2007)  
to **\$100** (2014)

**3D Printing**

**400x in 7 years**



**\$500,000** (2008)  
to **\$22,000** (2013)

**Industrial Robots**

**23x in 5 years**



**\$100,000** (2007)  
to **\$700** (2013)

**Drones**

**142x in 6 years**



**\$20,000** (2009)  
to **\$79** (2014)

**Sensors (3D LIDAR)**

**250x in 5 years**



**\$4,000** (2006)  
to **\$90** (2011)

**Neurotech (BCI devices)**

**44x in 5 years**



**\$10,000,000** (2007)  
to **\$1,000** (2014)

**Biotech (DNA sequencing)**

**10,000x in 7 years**

# 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%**

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**



**DIGITAL  
CITIZENS**

# How are we approaching it?

**Improve internal operations**

**Further grow in services and improve products**

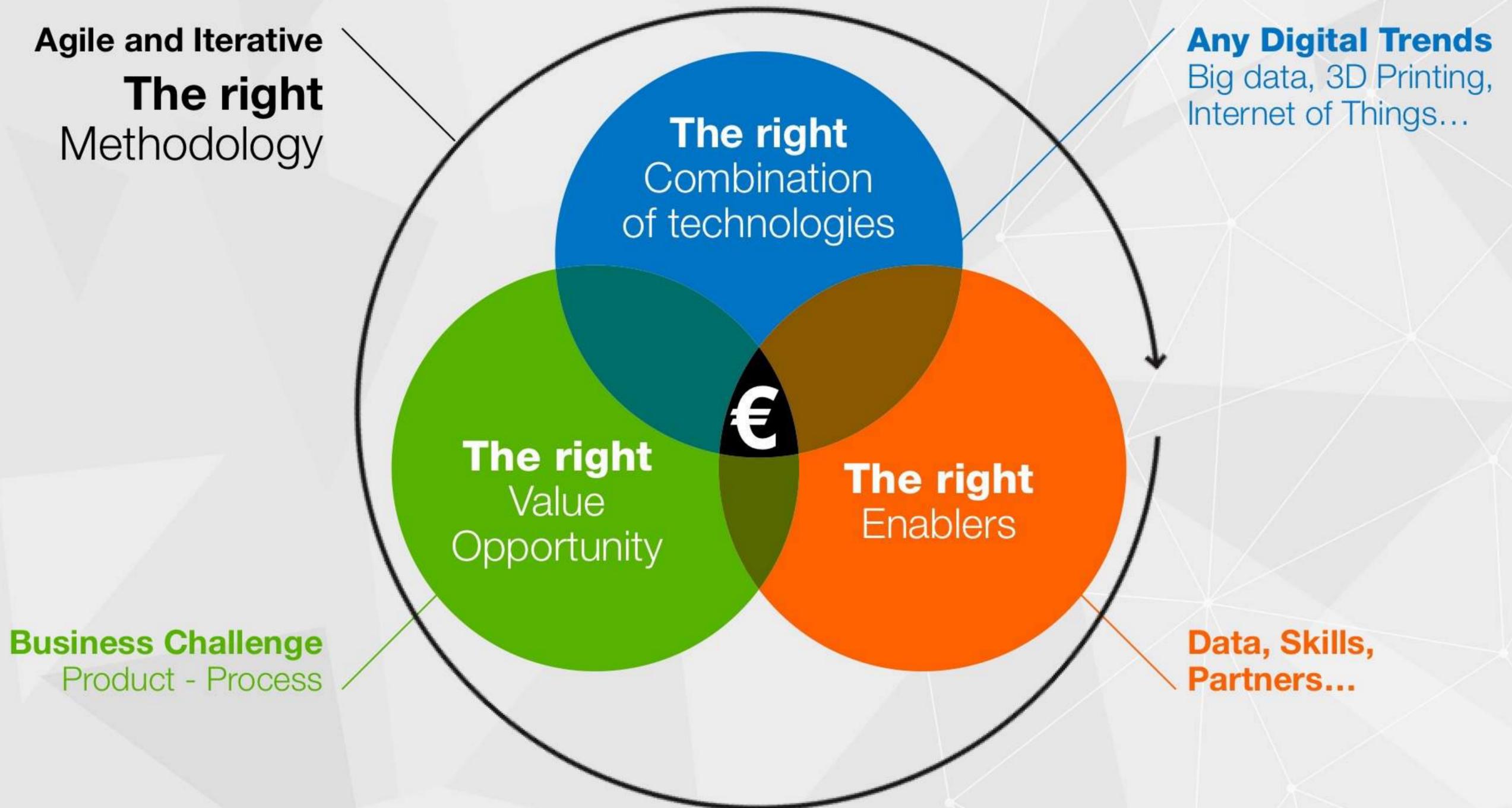
**Invent disruptive business models**

**Change culture**

**Value can be created everywhere**

Industrial Operations, Products & Customers, Support Functions

# Value creation is not only a technological challenge



# Digital is happening in Airbus Group



**+450 initiatives**

**Challenge is a lot about reuse,  
synergies and scaling up successes**

**Predictive Analytics**

Big Data

3D Scanning

**Mobility & Portable**

3D Visualisation

**Paperless**

RFID

**Augmented Reality**

3D Printing

Robots & Cobots

**Social Network**

**Smart Tools & connected machines**

# Multiple pilot initiatives are under assessment or deployment

## Learning by doing



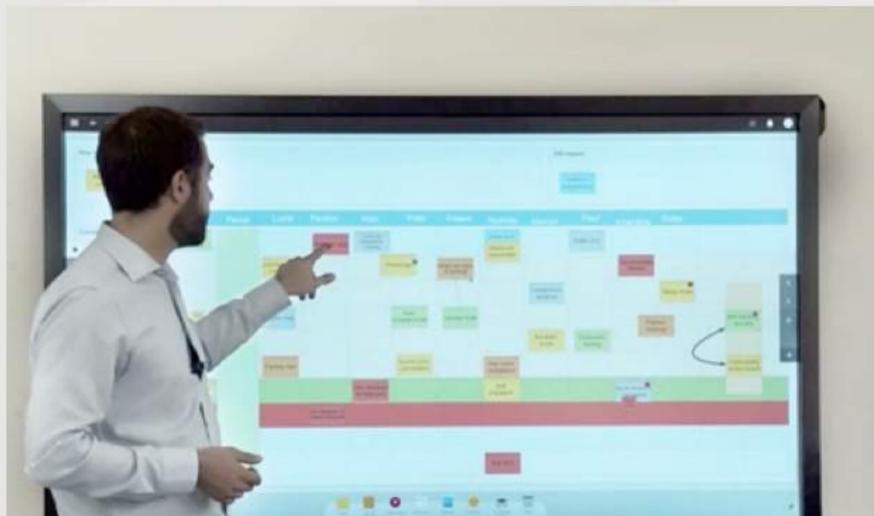
**A330 FAL Smart Glasses**



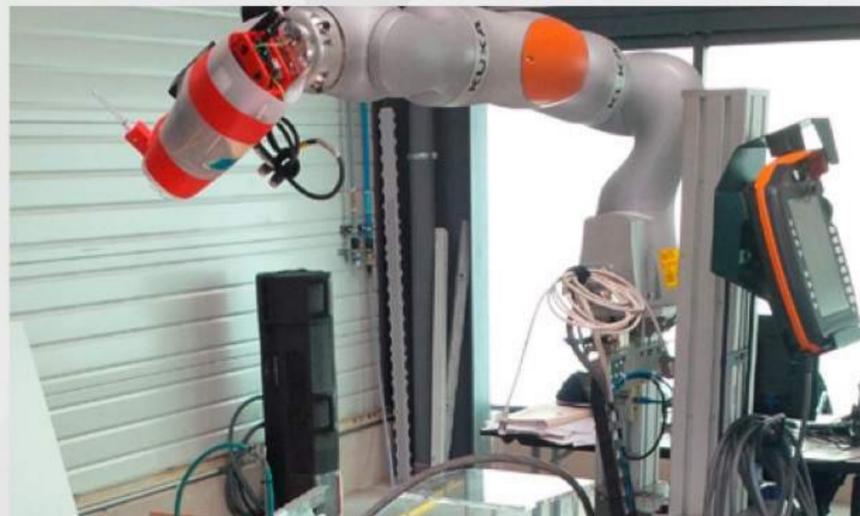
**Video Platform for knowledge management**



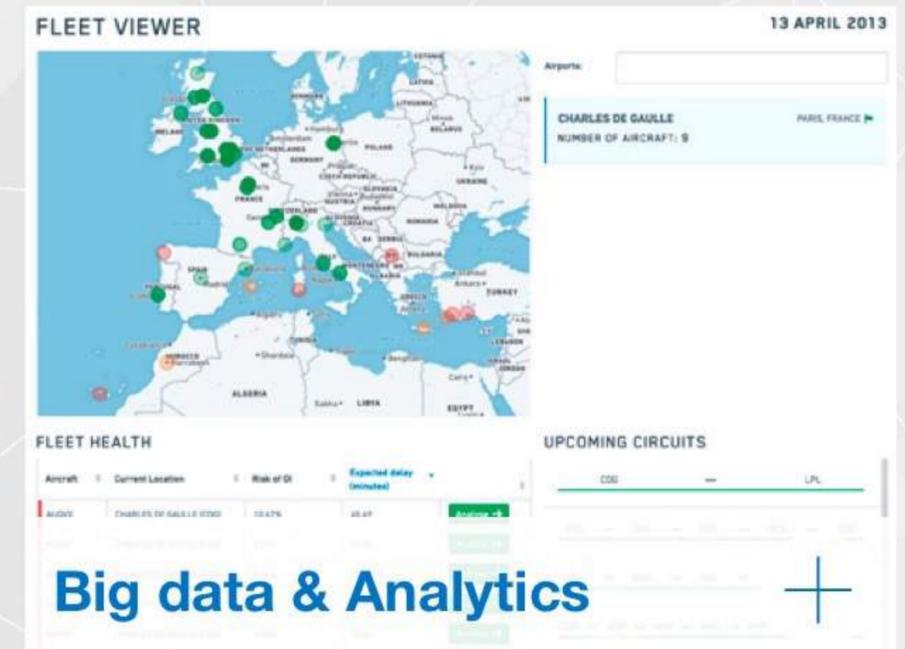
**Metal & Polymer 3D printing**



**Digital Control Rooms**



**Autonomous guided robot**



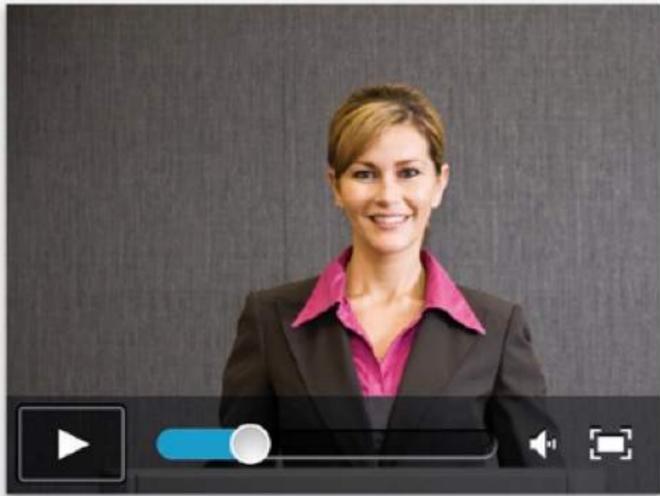
**Big data & Analytics**





## A330 FAL Smart Glasses

- > Operation lead time divided **by 5**
- > **100%** quality first time



Outline   Keywords   Documents

- Antinomy of terms principles
- THE ECOTRANSITION PROCESS
  - The investor's role
  - 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



- website
- appendix 1: general statistics

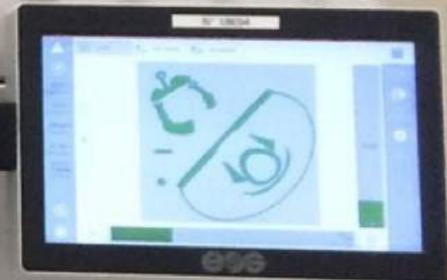
IN718



290



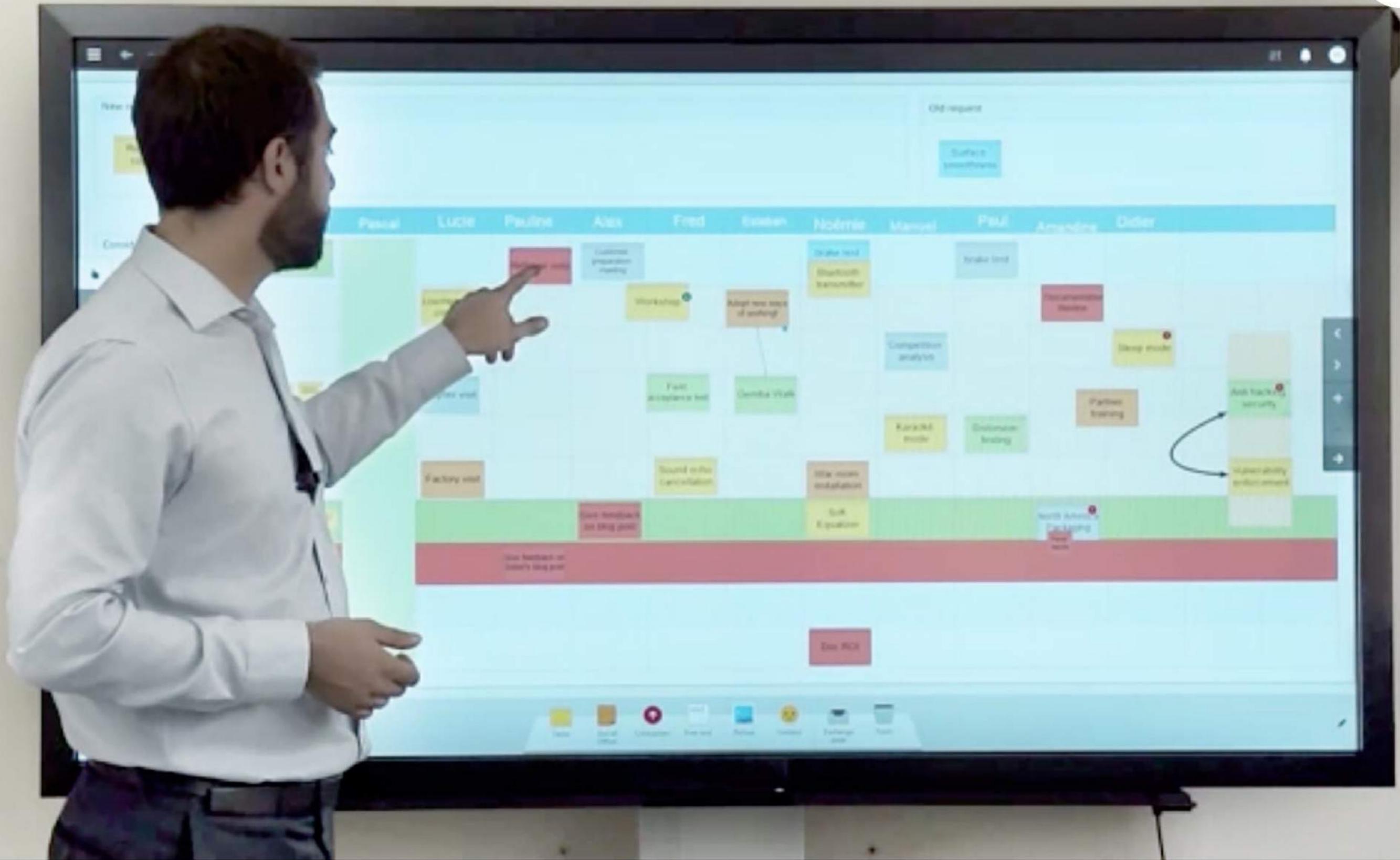
EOS



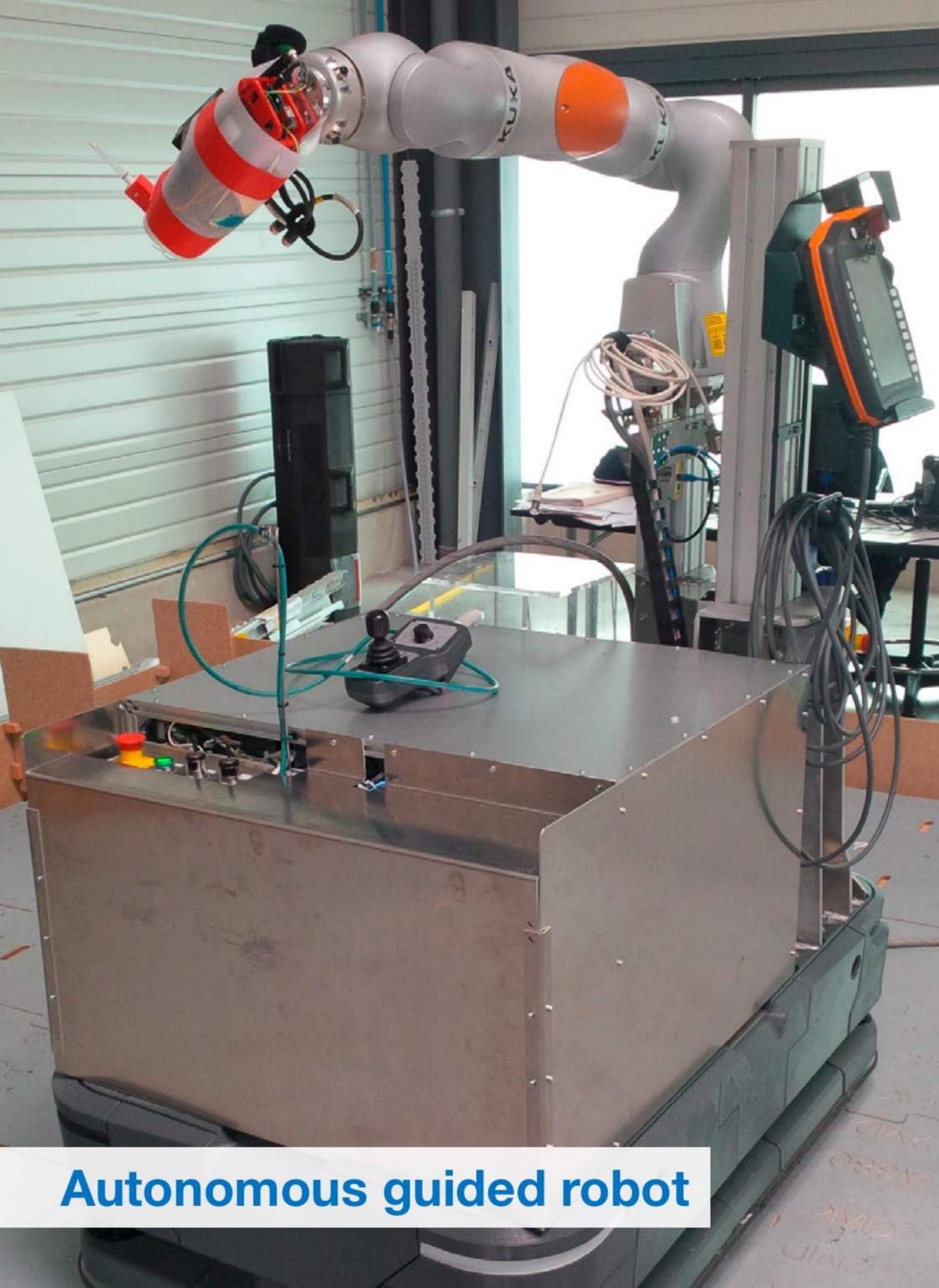
EOS M 290

## Metal & Polymer 3D printing

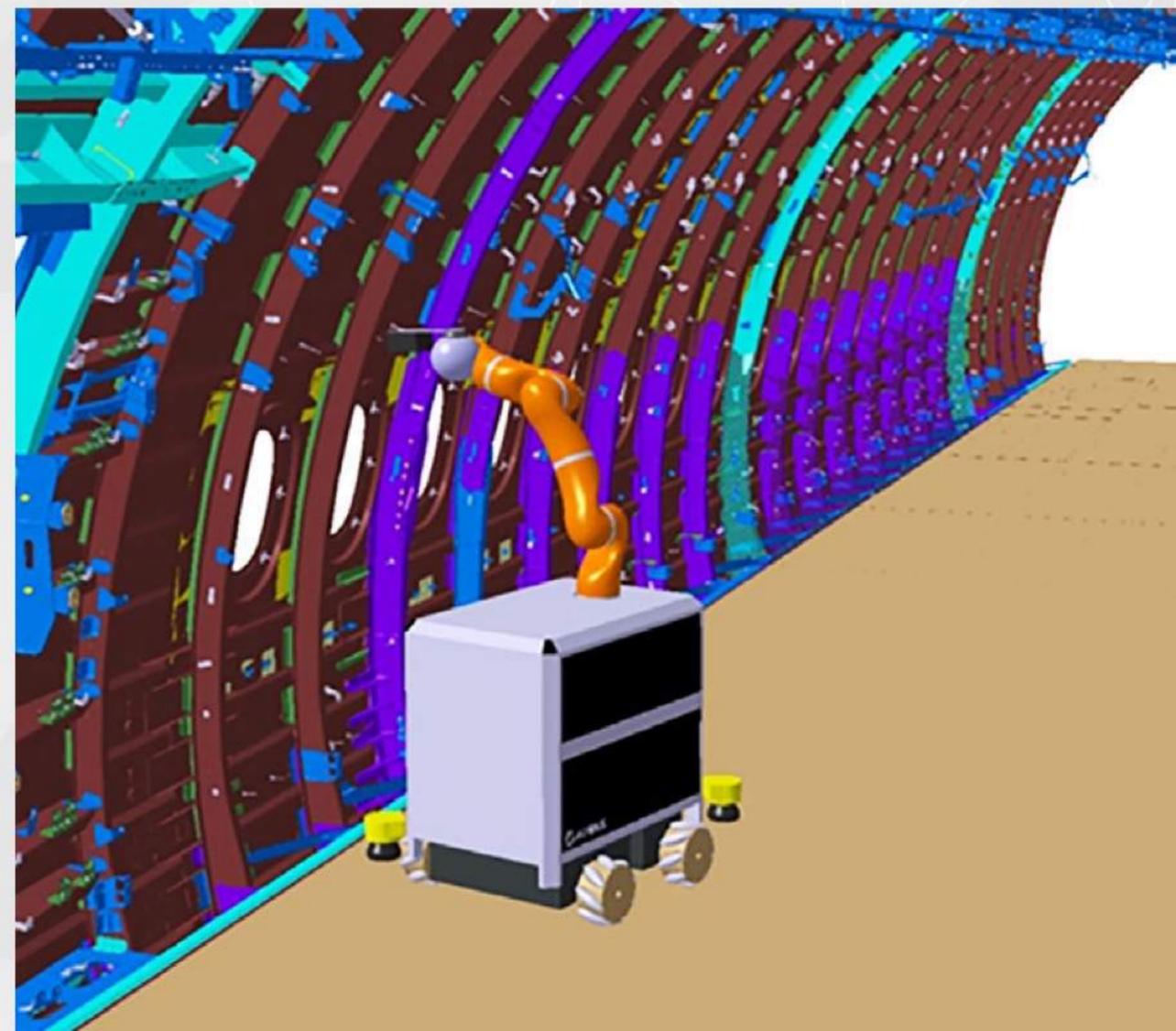
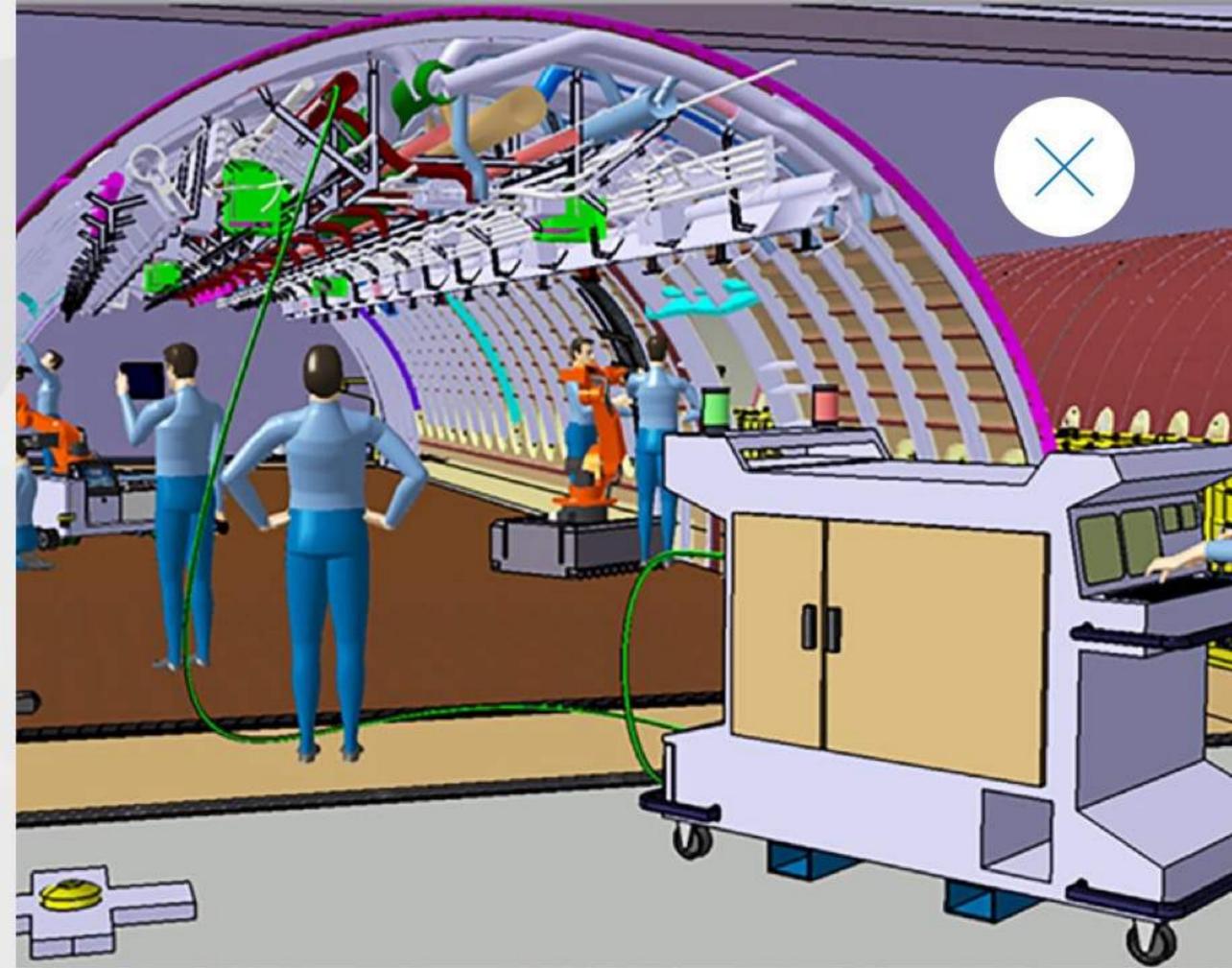
- > 100 titanium parts early 2016
- > 12000 plastic parts

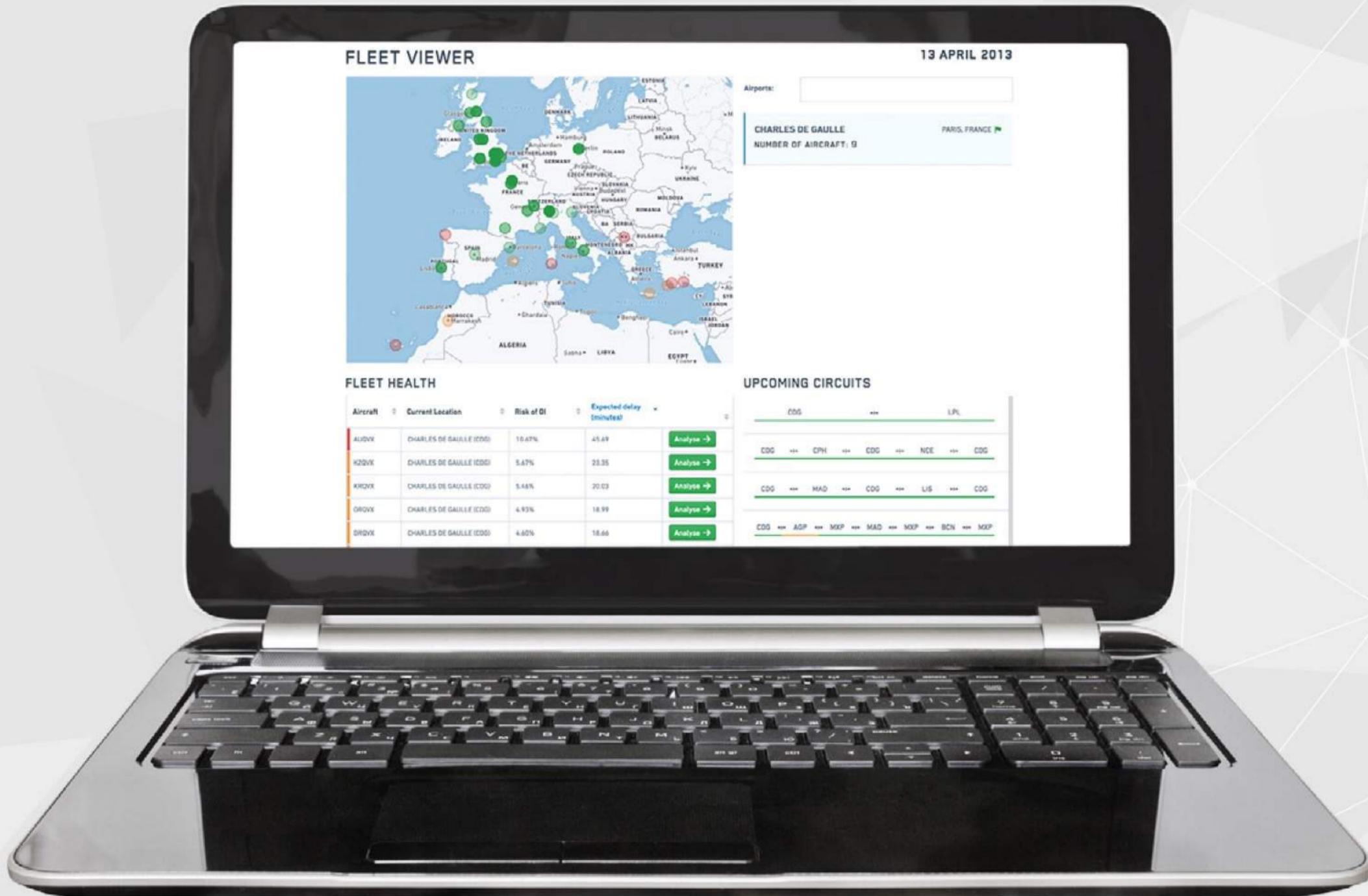


## Digital Control Rooms



**Autonomous guided robot**





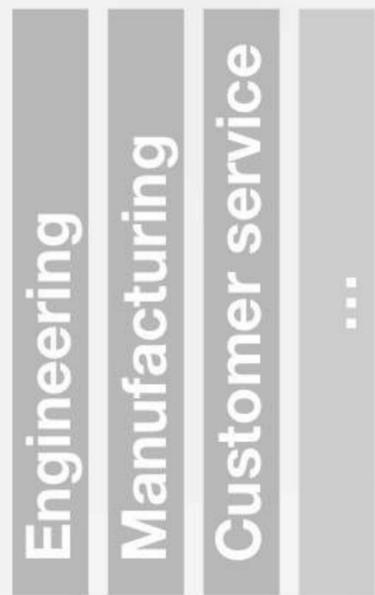
## Big data & Analytics

› Lead time to manage non quality events reduced **by 40%**

# Route to Digital Aircraft platform

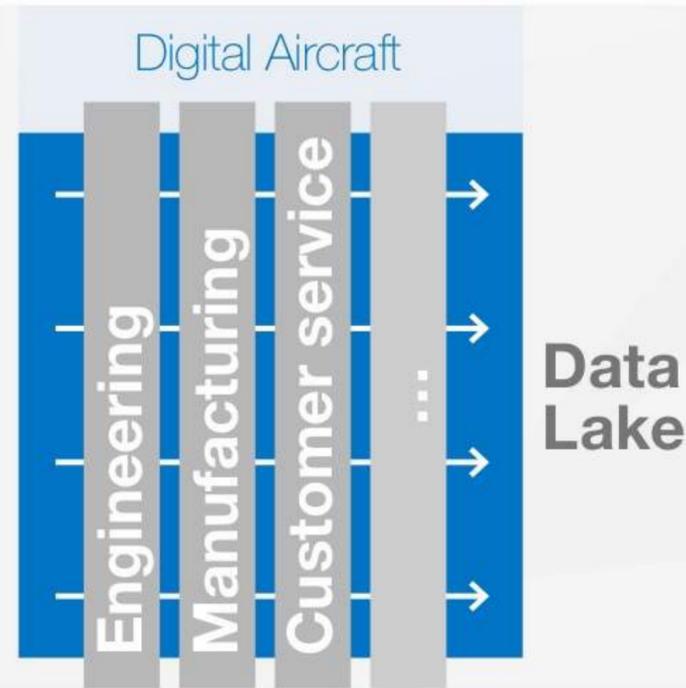
## Breaking functional silos

### 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**





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