



6th CSIR conference

Airbus Defence & Space 4.0

Dr. Jean-Marc NASR – Senior Vice President Middle East & Africa
06 Oct, 2017 – Pretoria

Airbus Defence & Space



Where we come from

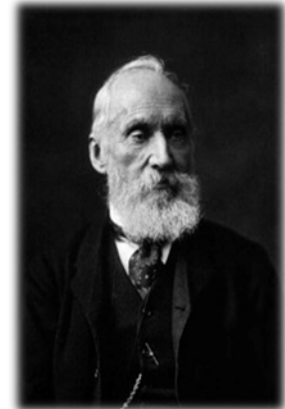
“If I had asked to people what they wanted, they would have said faster horses.”

(Henry Ford)



“Heavier-than-air flying machines are impossible.”

(Lord Kelvin, President, Royal Society, 1895)



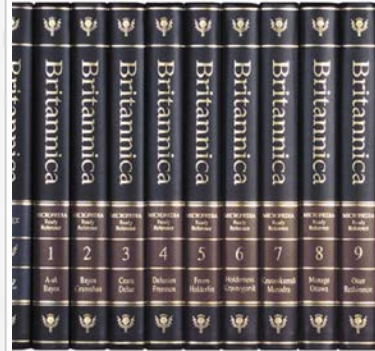
I was a child of the 80s



My iPhone



My iPod



My Google



My Playstation



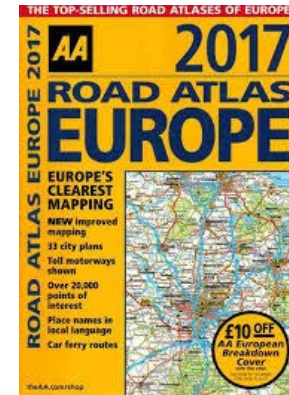
My YouTube



My WhatsApp

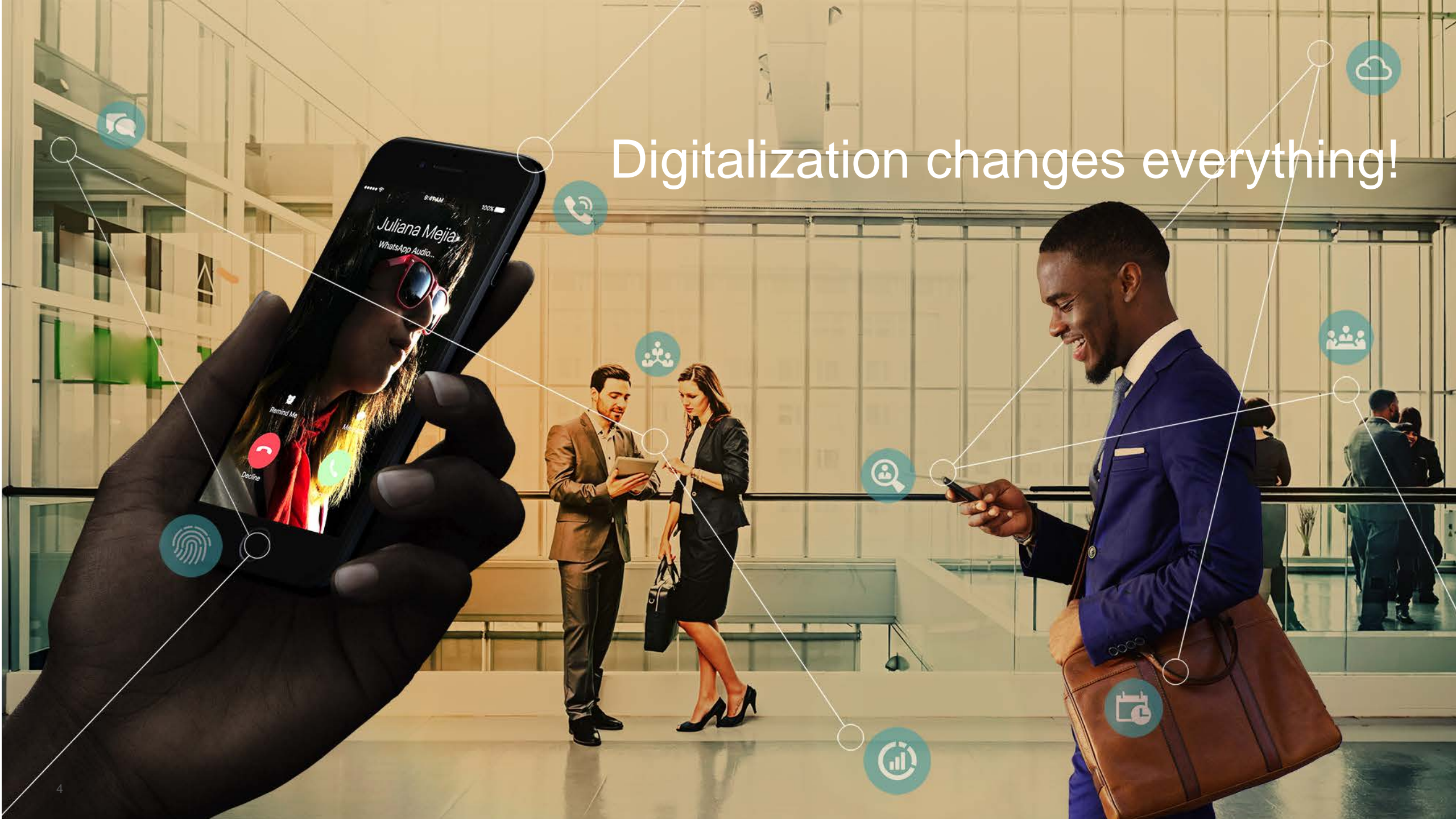


My eMail



My navigation system

Digitalization changes everything!



From a Classic Product ...



... to a service



Digitalization, a definition

Digitalization is the **impact** on companies and organizations, of the fact that **people and things** are inter-connected **anytime, anywhere** for **every need**

A digital company is a company that has:

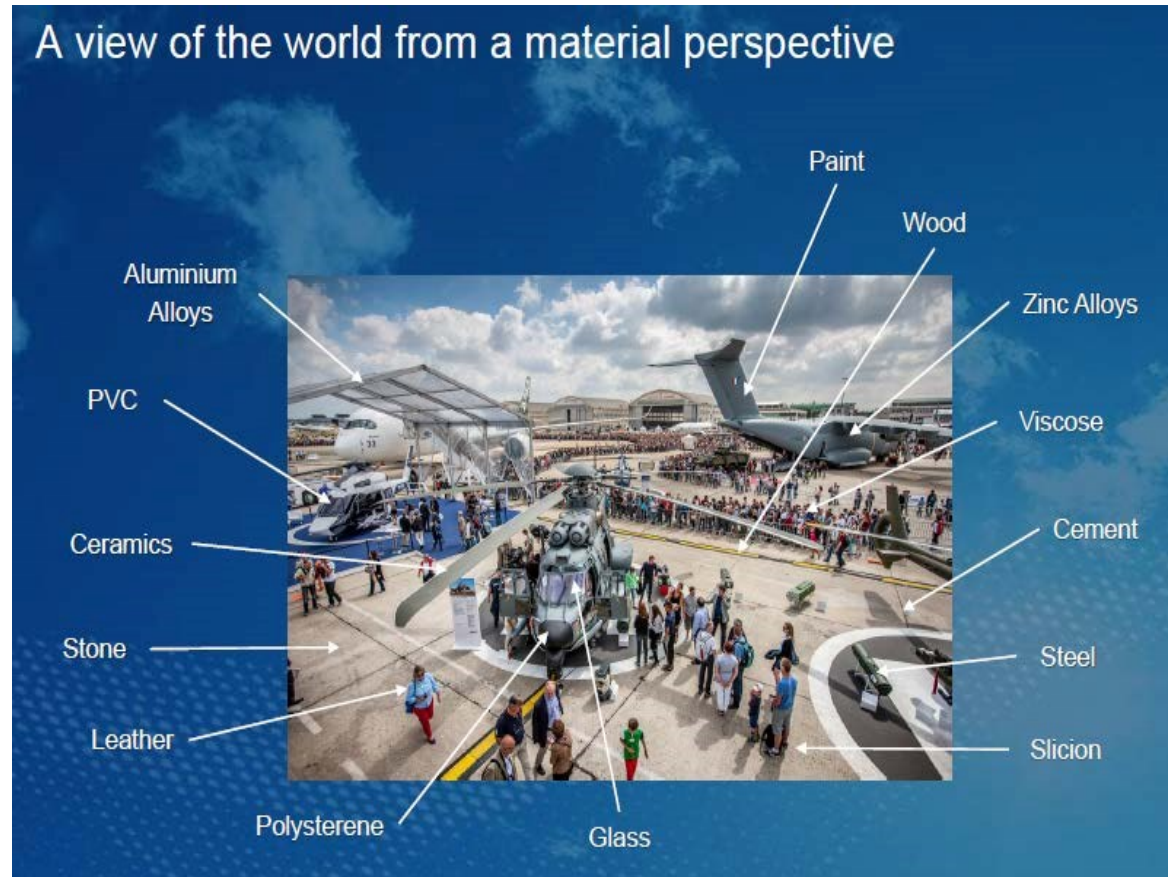
- Integrated digital technologies (big data, cloud, mobile devices, social networking)
- Evolved at an organizational level to address digitalization

Disruption is taking place in our markets....



Digitalization is already a reality in the Aviation Industry

A view of the world from a material perspective

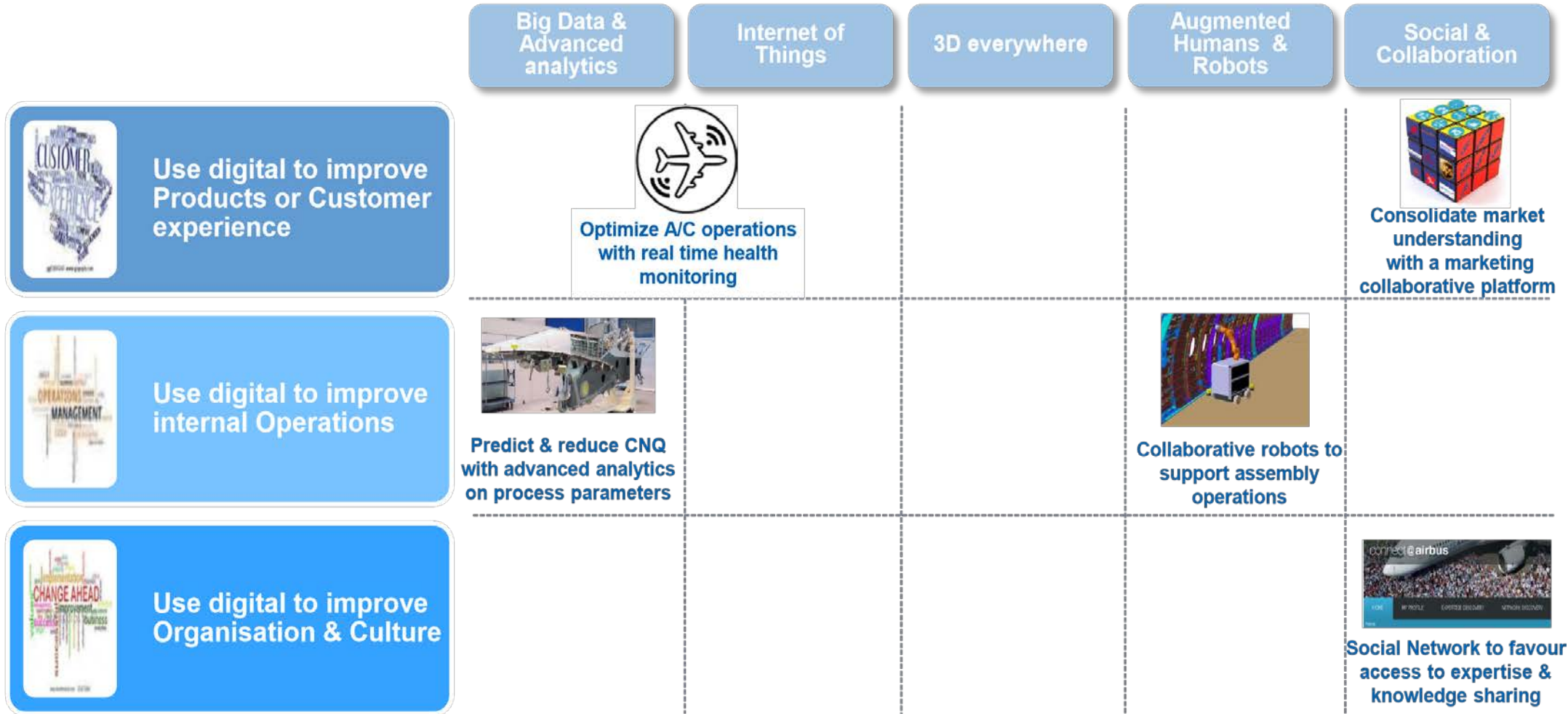


A view of the world from a digital perspective



Digital @ Airbus Group

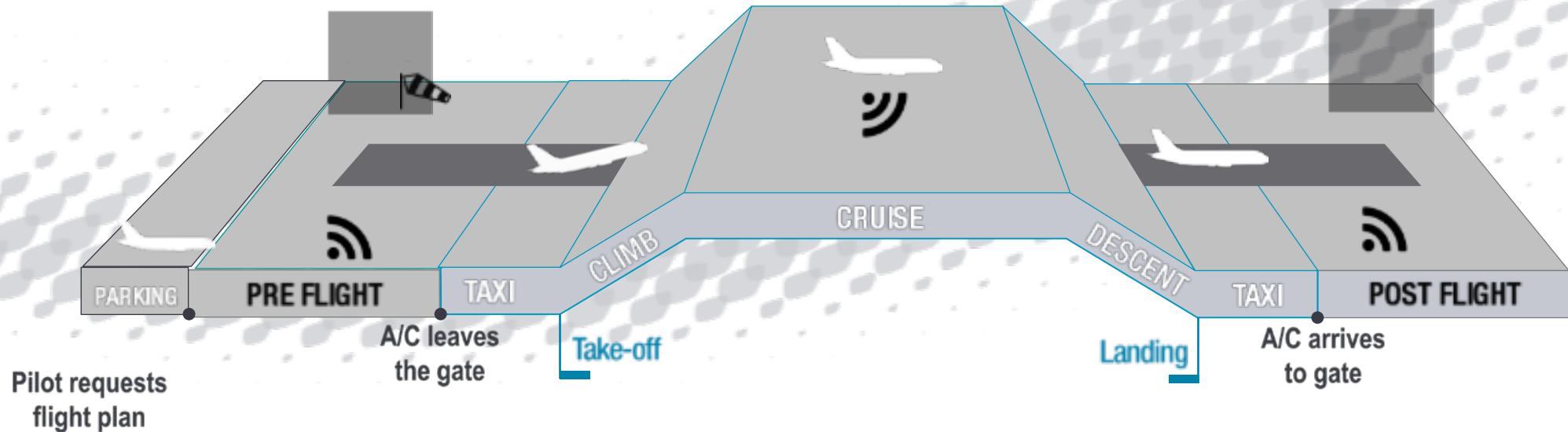
Some concrete examples



Creating value

"Leverage aircraft data to optimize airlines operations & aircraft design"

**Built upon Airbus Real-time Health Monitoring
and Smarter Fleet experiences**



From Data to Accurate Decisions

Airbus Smart Analytic Platform



Airbus Data Collection

Airplane / Fleet / Global Data

- Airman warnings and faults
- Technical log books
- Operational Interruptions
- DAR flight sensors
- Flight schedules
- Technical documentation
- O/S data
- etc



Airbus Smart Analytics

Data integration & Transformation & Analysis

- DataLake (airplane, fleet, global)
- Enhance Data & analyse
- Modelling
- Deep Learning bases on end-user knowledge

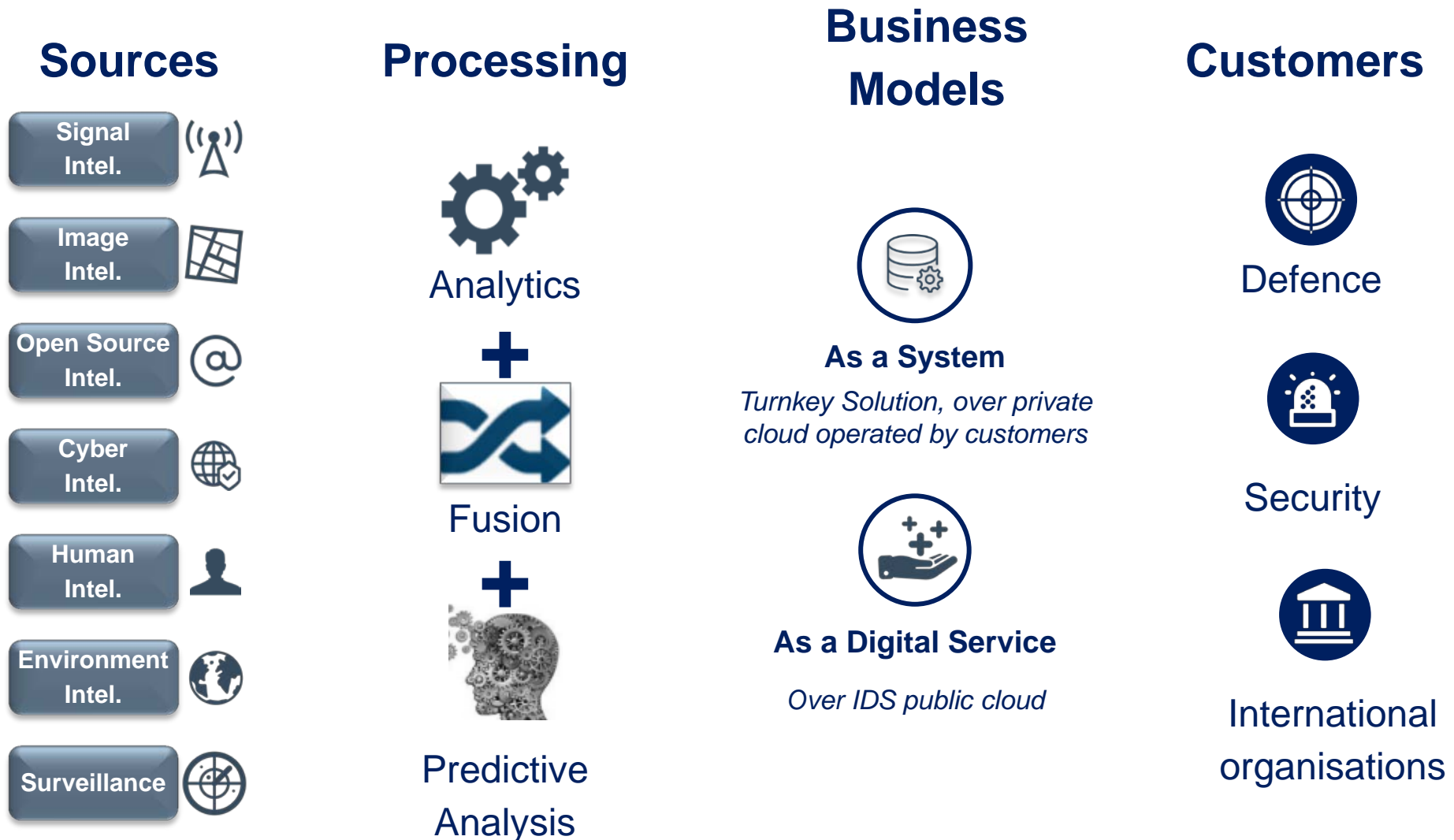


Airbus Cloud Solutions

Airline Accurate Decisions

- Fleetwide efficiency gains
- Leading indicators for operational interruptions
- Preventive maintenance engine
- Systemic maintenance task improvements
- Maintenance interval optimization
- Intelligent troubleshooting
- Fleet allocation support
- Sensor anomaly detection
- Route and flight forecasting
- etc

Massive Intelligence - Solution & Business Model



Thank You