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EADS – IW - PHENIX



EADS Product Lifecycle Management (PLM) HARMONIZATION PROGRAM

European eBusiness Standardisation Governance



***Plm
Harmonization for
ENhanced
Integration and
eXcellence***



- EADS has launched a forward-looking PLM initiative based on harmonization, innovation, standardization:

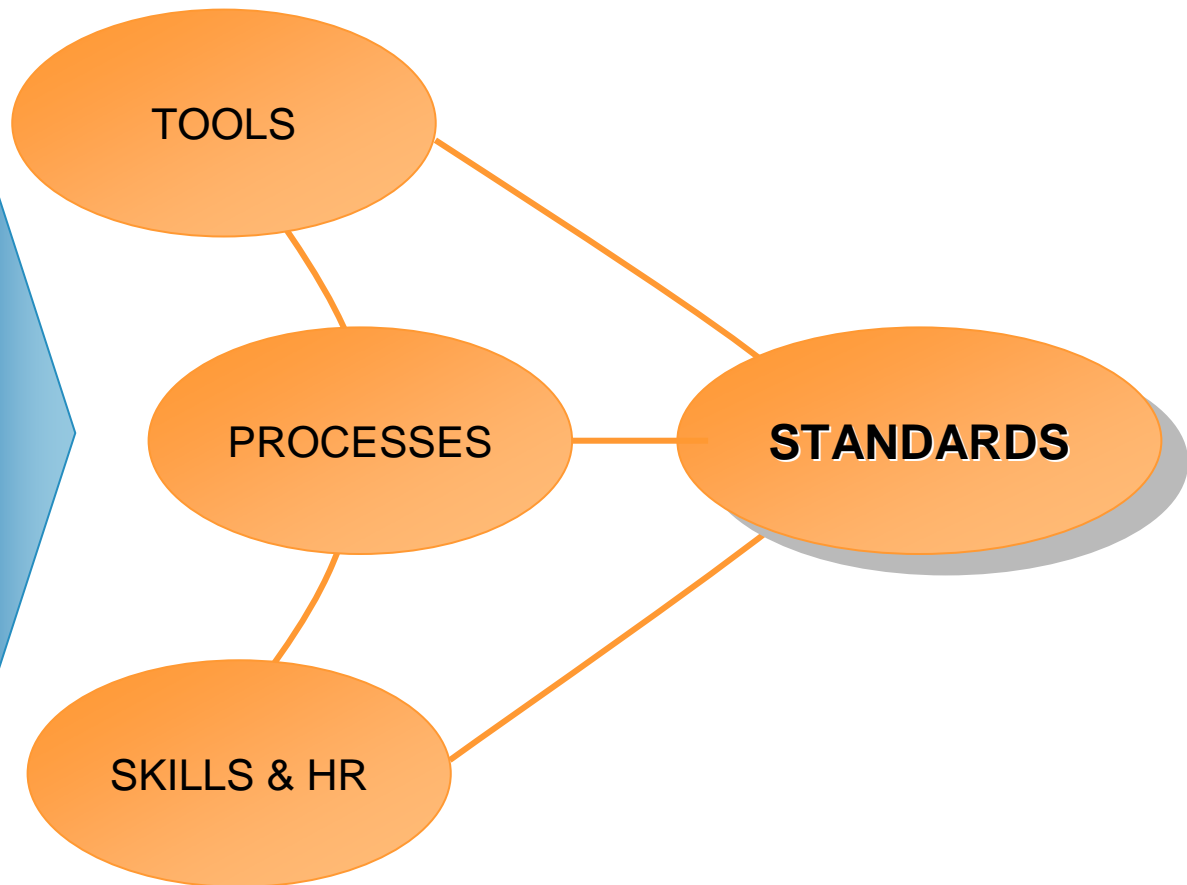
the "PHENIX" Programme

- PHENIX is a Multi-Divisions / Multi-Business Units Programme for:
 - Harmonizing PLM practices, tools & processes EADS-wide
 - Improving EADS Group integration and communication in World Wide Extended Enterprise context

Mission statement:

- Reach excellence and agility
- ★
- Act as a unified worldwide Extended Enterprise
- ★
- Lead to cost and time reduction in product development
- ★
- Ensure product maturity at delivery

Efforts are concentrated on:



PHENIX focus on 4 major improvement areas...

• Customer requirements & support

• Advanced collaborative environment
• Data generation/ visualization

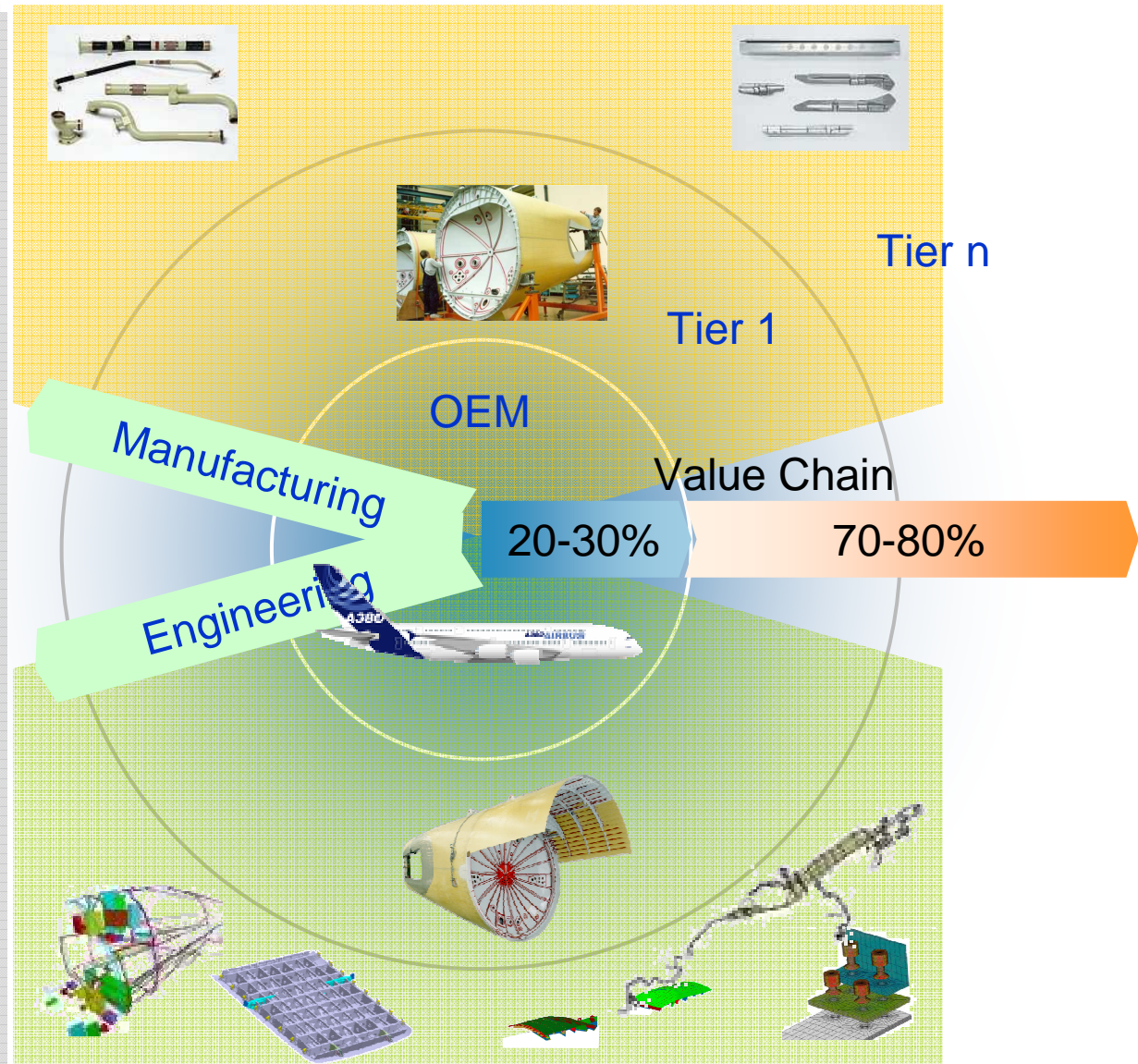
• Data management
• Master Product Definition

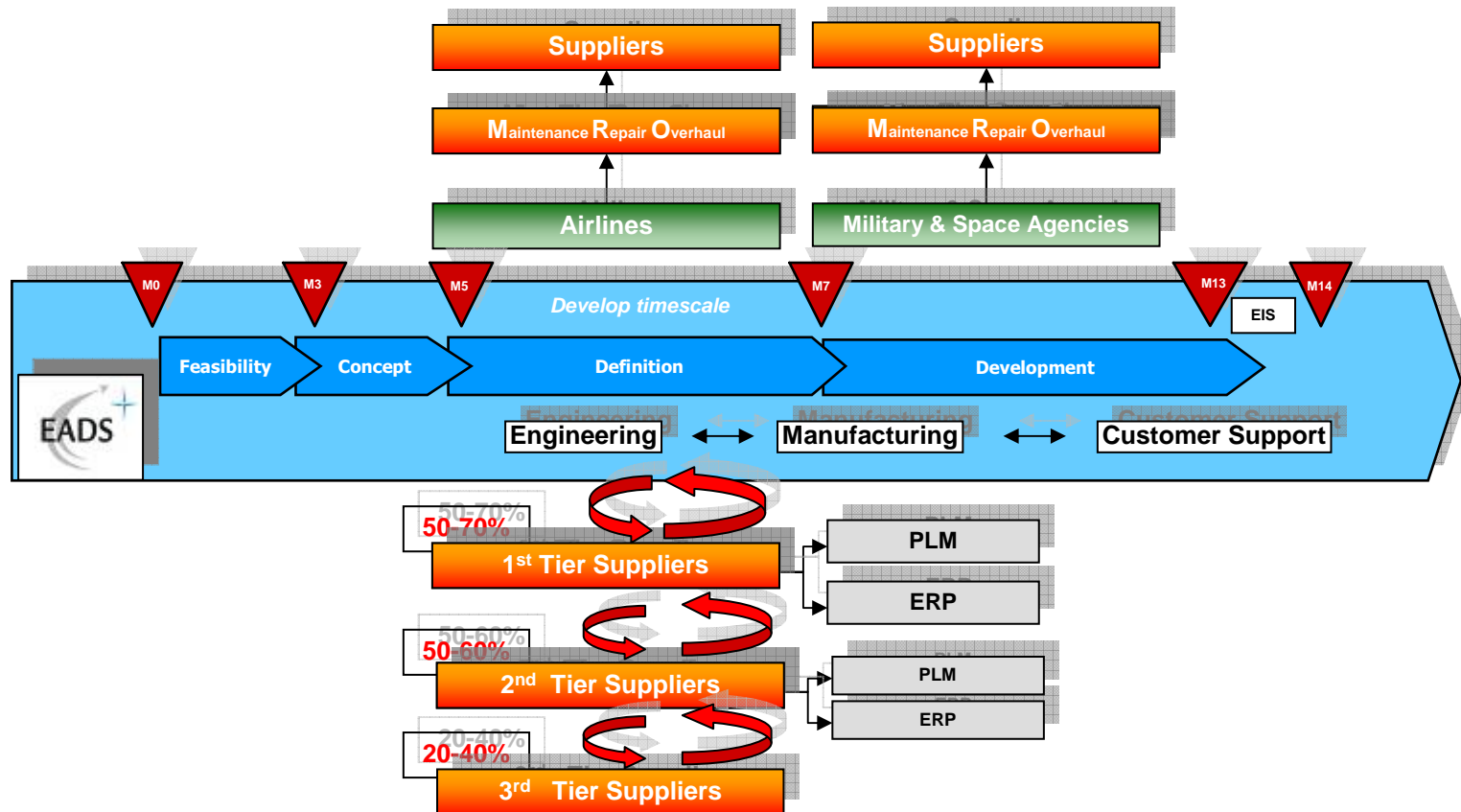
• Global collaboration (secured) in World Wide Extended Enterprise

Standards

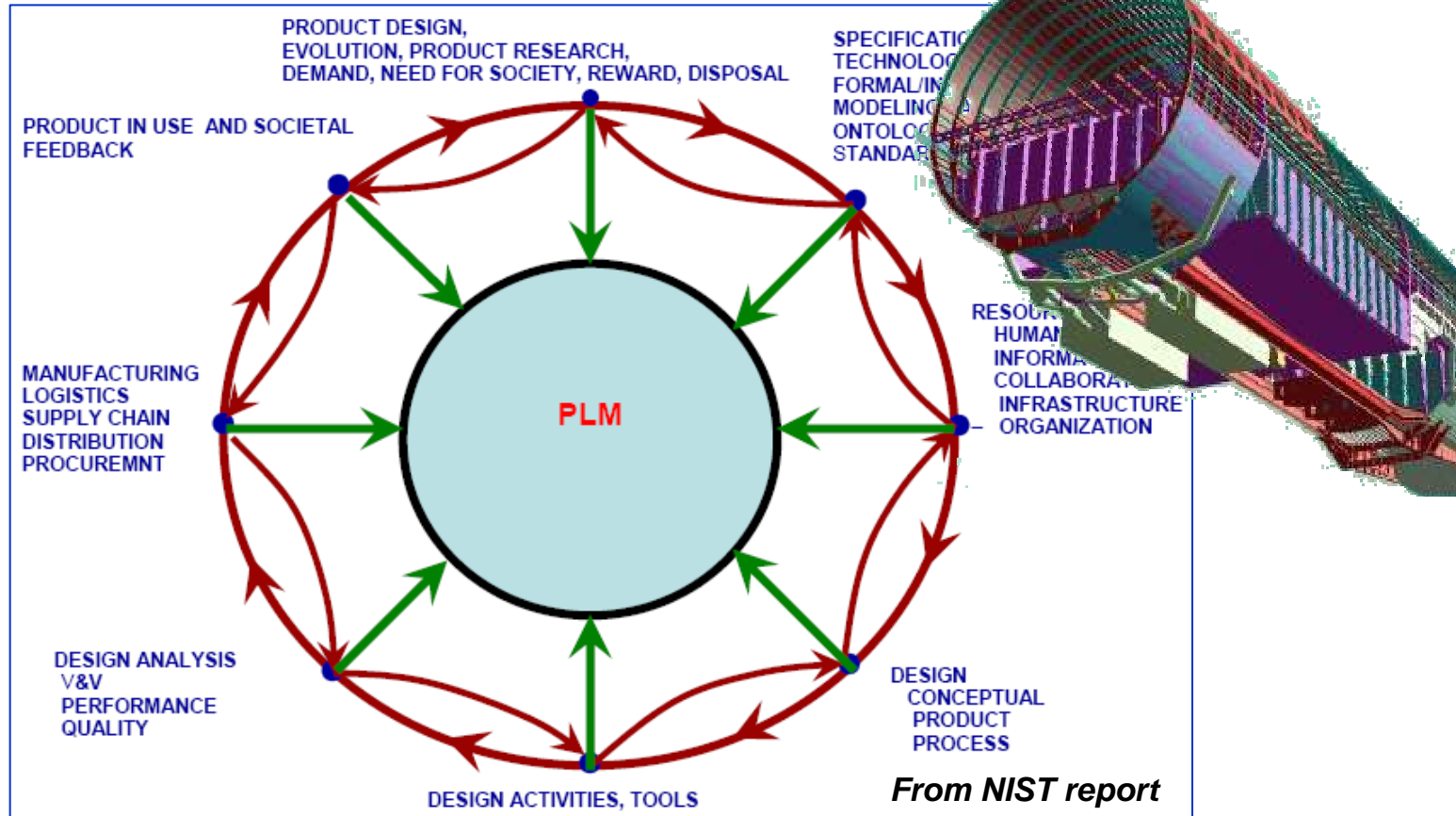
... Key role of standards

- Pressure for Risk sharing and serialized launch of new products leads to outsourcing of 70-80% of the value chain
- Not only Build to Print but also Engineering is increasingly outsourced
- Tier 1 takes over significant responsibilities for the product in all life cycle phases
- Tier 1 will manage more and more subcontracting, even more (in numbers) than the OEM

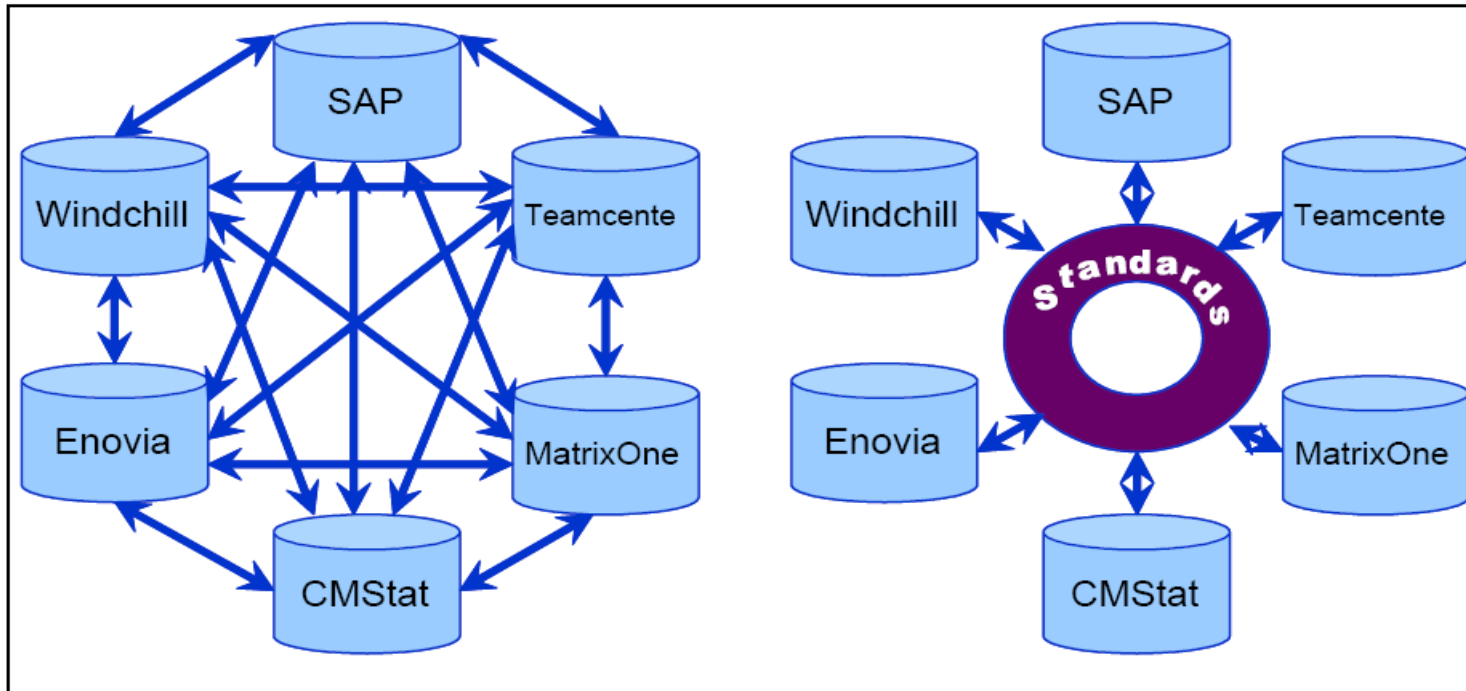




- EADS projects are based on the increasing use of the worldwide Supply Chain
- Optimisations of Development, Manufacturing and Support of new aerospace projects has to encompass the entire Supply Chain and to facilitate the communication with the multi tier suppliers



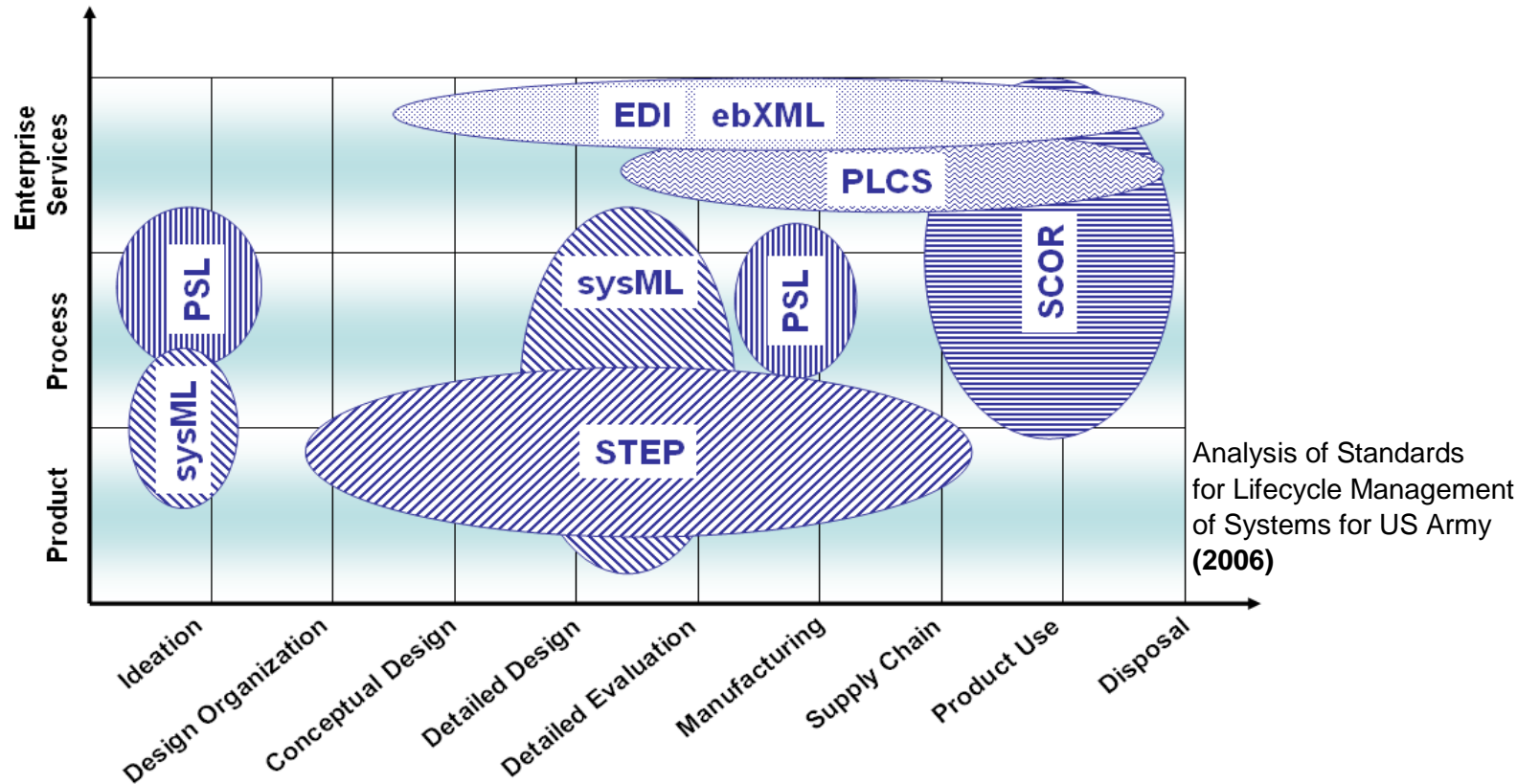
- Document based versus digital Product Model Based
- Use of « full 3D » Configured Digital Mock up as the master impact the full Aircraft life cycle



The use of standards allows interoperability in PLM:

- Within the Group between internal tools
- Within World Wide Extended Enterprise between heterogeneous systems (EADS vs Suppliers, partners, etc.)
- With the customer support and for operational purposes (ex NATO interoperability)
- For the Long Term Data Management and Archiving ...

Need to ensure the consistency with a Framework of eBusiness Standards



- No standard provides full coverage of the PLM spectrum
- Incompatibilities and gaps exist among current standards
- Aerospace manufacturers are architects and integrators of complex products
- They are becoming architects and integrators of PLM standards

Consolidation and Mobilisation are mandatory to gain Influence on international Standardisation

- Many isolated initiatives and projects
- Leading US aerospace & defence position regarding eBusiness
- Many different IT solutions based on different technologies and standards
- Limited number of experts in Europe
- Tiers 1 and SME are not participating currently



- Creation of the ASD E3AG in Q1 of 2008
- Creation of the SSG in August 2008
 - First Kick-Off Meeting was successfully held 9th and 10th of September in EADS HQ Suresnes/Paris
 - more than 10 major A/D companies represented
 - already started activities for 2008
- 2nd SSG meeting is planned 15th and 16th of October in EADS Manching (near Munich)

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