EADS Product Lifecycle Management (PLM) HARMONIZATION PROGRAM

European eBusiness Standardisation Governance

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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:**

- TOOLS
- PROCESSES
- STANDARDS
- SKILLS & HR
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

...Key role of standards
The new role of the OEM – System Integrator

- 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
Major stakes - Extended Enterprise & new Services

- 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.
The system integrator becomes an Information Integrator

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

From NIST report
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
The European Strategic Standardization Group
Bundling the European eBusiness Standardisation Efforts

1. Orientation & Validation
   - ASD E3AG
   - Financial Processing by ASD Secretariat

2. Strategic Standardisation Group (SSG)
   - Technical Architecture Framework coordination

3. Prioritised Projects
   - MoU
   - Registration, MoU, Vote

Experts networks of the European industry
Current Status

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

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