

## Digitization

- Jean-Claude Viguiet [00:10](#) Smart manufacturing is an essential element in production optimization that assures digital data continuity, the integration of new technologies that we see today with artificial intelligence and virtual reality, to help us attain greater efficiency in all our operations.
- David Ziegler: [00:36](#) It usually take five years for an OEM to increase its rate of production to the desired state of long-running operations. Through the use of smart manufacturing, you can make sure that you use the platform and start right the first time, enabling a faster ramp-up and reducing your waste by almost 25%.
- Arnaud De Coudenhove [00:58](#) The digital factory experience is a very good experience, but it has some triggers that have to be known. I am spending a lot of time on the plans with the workers to ensure that we are not doing digital for digital.
- Sebastien Leroy: [01:14](#) In order to provide the plans on time, we need to have a digital twin between, or the conception to the shop floor and how we can provide the information to the shop floor. When you have it some modification in the cadence or when sometimes programs stop or when you want to provide more solution for personalization at the end of the production, you need to have the digital twin.
- Marc Gelle: [01:38](#) Digital supply chain has become the number one challenge regarding innovation and killing innovation. So digital is really at the core of our clients' challenges, and we are massively investing in this topic, because we believe this is where we can bring value to the ecosystem, and more specific, to our client and to Airbus, where we know that digital supply chain is becoming a really, really important topic.
- Sebastien Stormacq [02:03](#) The rule at Amazon is, if you build something, you run it as well. So we are operating in full DevOps mode, and, and that gives direct customer contact for teams, so teams are in touch with their customer, internal or external, so they can gather feedback. If they got a feedback quicker, they can experiment more. They can adapt their product to the customer feedback.
- Patrice Barbier: [02:29](#) It's the way to develop innovation at speed. We need to think big, but we need to start small and to continuously assess that

value that we are creating according to three axes. The first one that is more user-oriented, it's the desirability of the user. The second one, it's the viability from the value perspective of the innovation. And the last, it's the technical visibility. And the innovation process need to follow continuously the evaluation of these three criteria to ensure that at the end, we are delivering at scale a solution that bring value.

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