New Businesses

David Ziegler:	00:10	One of the main challenges of our customers is actually to develop faster, and the 3D experience platform, through a single collaboration platforms helps them just to do that. The second challenge of the industry, of course, is about agility of rate. With such an incredible backlog, our customers want to produce faster.
Olivier Boulanger	00:32	You have to find the right balance between fast so-called "agile" solutions and long-lasting ones that still work industrially and allow us to implement long-term solutions rather than the one-offs that can sometimes be found with agile solutions.
Lucas Valentino:	00:48	Different approaches can allow different return on investment. Our suggestion is to concentrate yourself in designing a comprehensive digital strategy across the organization from the product development to supply chain, from manufacturing s-service and support.
Lucas Valentino:	01:16	Really key for us is also to understand how digital and technologies can help our clients in changing their business model, enabling new revenue streams and enabling them in shifting from product to services.
Torsten Welte:	01:42	Gathering the data, bringing it together with the operational data is super, super critical to make sure that it's structured, it's accessible, it's shareable, it provides the insight that the right decisions can be made in so many areas, like manufacturing. Other areas, data explosion over the next couple years will be big.
David Leutard:	02:04	So we have chosen to broadcast all these big data information on Pro RBI, for example, on you can have on one click all the information of the fleet position of the aircraft, and you can do your own query, if you are contract manager, and you want to manage the British Airway Fleet.
Sebastien Leroy:	02:21	We do not produce 100% of the compliments….So if we speak about digital twins, we need to speak about which kind of language to be, to guarantee the link between all the actors.
Jean-Claude Viguier	03:02	Data quality and cleansing the data beforehand is really essential. That's exactly why, in conjunction with Accenture, we

		implemented cleansing KPI's to follow the data preparation company-wide and on different sites before data migration.
Joyce Kline:	03:02	The real push now is making sure that we're using all of the data that's available to us, and using it in different situations, using it in proposals. Making sure that we're asking clients for data. Using that rich data, giving it back to the client, with insights.
Craig Gottlieb:	03:21	What we're seeing now is an exciting new trend in the importance of aftermarket service in A&D, and it's not just about parts. It's truly about how can our clients deliver outcomes to their customers. So we see things like the moves that Boeing are making in their increased, acquisitions in the aftermarket, including just the other day an announcement over cabin interiors, of all things. The increasing importance of digital platforms like Skywise, that Airbus is employing across a broad range of their airline customers right now. And that, it is influencing other moves in the space, in terms of what Boeing is doing with Analytics, with an X at the end. As well as others who are looking to, how do we use data to help drive an outcome for the ultimate operator of an aircraft.
Joyce Kline:	04:15	Our clients are looking to convert from delivering products to delivering services. And the way that you deliver services, it is through the data that enables the products. So all this rich data is coming off the products that they manufacture, and as a result of that, we has the aspect and the capability of Accenture, to deliver in very interesting solutions, and capabilities to our clients, as a result of the rich data that they have.
Marco Addino:	04:39	There are many technologies that now are on top of the agenda of many of our clients. It's about digital community, it's about how to mesh, and it's still important to around the artificial intelligence. But, at the same time, we focus a lot on the impasse, so that this technology can introduce, on the clients businesses, and the client operated more with us over all.
David Ziegler:	05:00	They can start investigating different trade off analogies, and of course reusing the different concept at different stage, which is called product line in general. And this is very important, it is a game changer for the industry, because the startup innovators are actually inventing new business models. So it's not about the new aircraft, it's about the platform, that is going to be developed around certain bricks of technology.