

Creating Value in new Dimensions – Ongoing Technology Revolution

AUDIO TRANSCRIPT

00:08 - 00:30

John Schmidt

The advances in cloud and A.I. data, 5G, and even the metaverse and the beginning of that continuum with things like digital twins of the product, the factory, the supply chain are all impacting this industry and driving companies that think about where they need to be, how they need to compete and the customers and how they're going to serve them in the future.

It's a very exciting time.

00:32 - 00:53

Pat Weir

An advanced air mobility startup is looking to establish their new digital engineering and production operations, whereas an established aircraft manufacturer is looking at doing modernization despite the differences between those companies. There are some consistent themes, and one of those is really around digital transformation.

00:54 - 01:10

Torsten Welte

We have a really big trend right now to get not just aerospace and defense, but other industries very much over into the service station or everything as a service, right? Not just selling a product anymore, but selling the service or the outcome of.

01:10 - 01:35

Olivier Ribet

Providing a unique service basically tailored to the needs of this customer in this context at that time, and this capacity to customize not only the product but the services, the maintenance operations, everything that goes in the aftersales is really, really a game changer. This is not an engineering discussion. It's a business model discussion that engine and technologies can enable now in a totally different way.

01:36 - 02:03

Craig Gottlieb

It means using model based enterprise. So not just model based engineering, but model based manufacturing, model based sustainment to create a closed loop in which I'm able to take a digital model at the beginning of the production process and evolve that through to the actual operation of the aircraft to understand how the aircraft are behaving and feed that back, not just into the support of that aircraft, but also the original design and make continuous improvements throughout the course of the lifecycle.

02:04 - 02:21

Joyce Kline

In addition to that. From a data perspective, there's a tremendous data revolution that's going on. And what's happening is organizations are fundamentally rethinking how they use data, how they enable data, how they share data across their organization and ultimately with their customers.



02:22 - 02:36

Torsten Welte

So the combination of I need to collaborate, I need to work faster and innovations and I need to have it suit your environment really leads to the cloud, an area that requires a different thinking.

02:37 - 02:57

Marc Riviere

Because there's a need for wider, better collaboration between different actors in the world of different disciplines. And at the same time you need to be able to put in place all the power that is available through the cloud, which is artificial intelligence, cloud computing, that kind of that kind of new functionality.

02:57 - 03:31

Russell Bertwell

And so the future factory, the digitized factory where I'm able to use the 3D models, use the attributes all the way through the digital thread to the end, yet allows me to make changes on a dime. And I can actually engage technologies that when I'm out in the field using product or I'm in the final stages of supply chain and I learn something, I can make instantaneous changes back to engineering and rather than a whole cycle time around change that typically bogs down the ability to meet speed demands.

03:32 - 04:00

Marc Riviere

And I would say the last thing is we need to put the human being at the center of it. And so this is where we put augmented reality so that through augmented reality, the end worker has the ability to be connected to the physical world. At the same time, she's connected to the digital world with all the information that are required in front of his eyes and the ability to interact with that digital information and to update the information systems on the fly when he's doing his work.

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