

EADS PLM GROUP STRATEGY

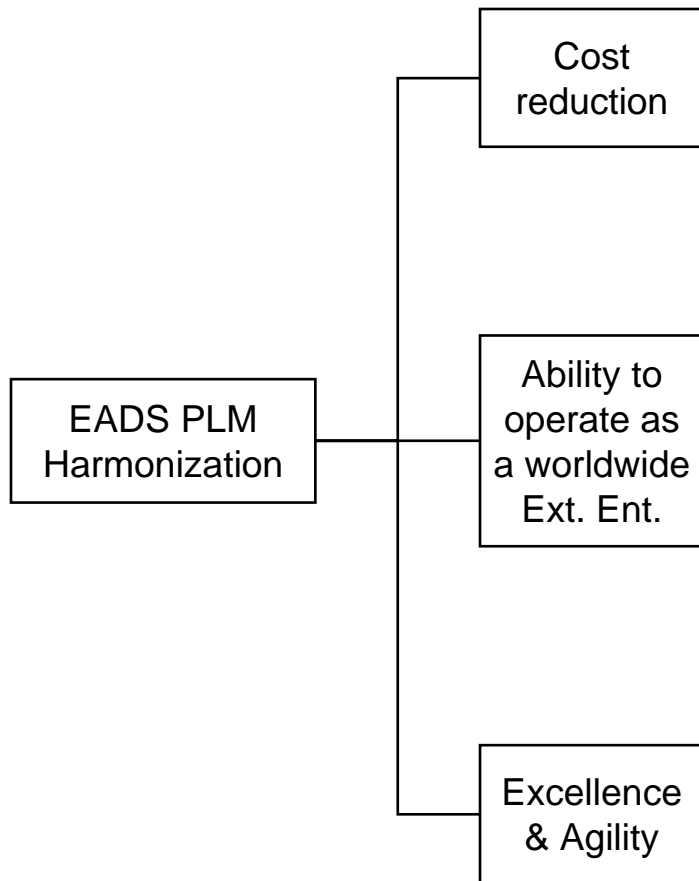
PHENIX HARMONIZATION PROGRAMME



- Why PHENIX?
- PHENIX Program Objectives
- What is PHENIX Program for EADS?
- PHENIX Program Organisation

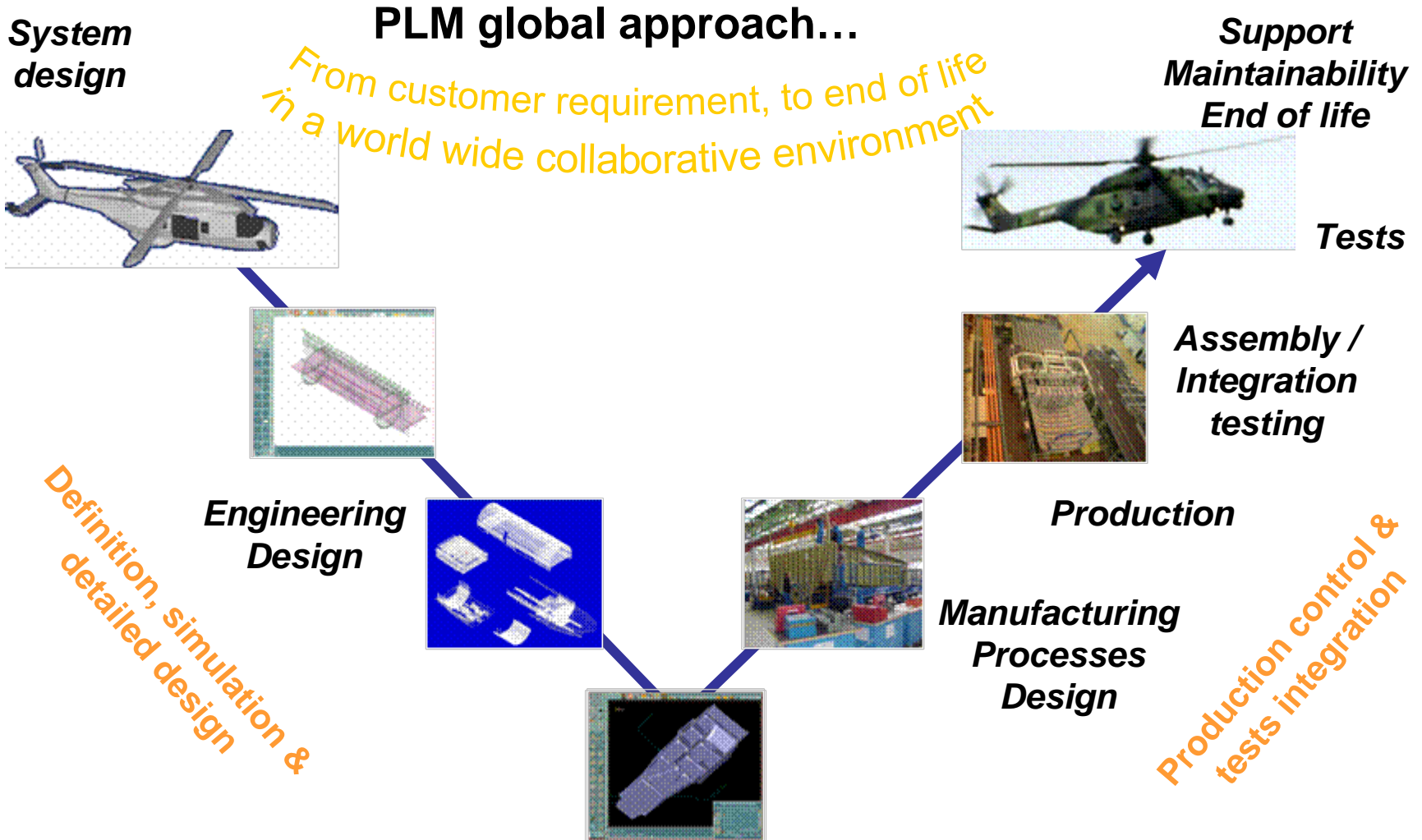
**EADS has launched a global Group forward-looking PLM initiative
Based on harmonization and innovation: *PHENIX Programme...***

- EADS CEO and Executive Committee sponsorship
 - **Jean-Yves Mondon** nominated Head of the Program (**A. Soubeyran** deputy)
- PHENIX is the acronym for “**PLM** **H**armonization for **EN**hanced **I**ntegration and **eX**cellence”
- It belongs to the EADS strategic priorities:
=> *“Develop and implement common policy for Product Lifecycle Management (PLM), methods and tools EADS-wide, build common IT infrastructures”*
- PHENIX is a Multi-Divisions / multi-Business Units Programme for:
 - harmonizing PLM practices EADS-wide, in terms of methods, processes and tools, supporting core industrial activities
 - Improving EADS Group integration and excellence through PLM harmonization and innovation



- Ensure highest **Product Quality in the most time and cost effective way**
 - *Golden rules, lessons learnt, support to Governance (KPIs...),...*
- Excellence in **WorldWide Extended Enterprise collaboration**
 - *Global virtual enterprise with common standards, shared tools & processes including with partners*
- Raise the benefits of **mutual support / collaboration between BUs and different sectors:**
 - *Military and Civilian*
 - *Transfer of workload, expertise, ...*
- Speed-up **anticipation and reaction to our Customer expectations** vs. competition
- **Unified EADS can impose (its) standards.**

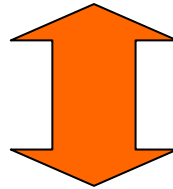
A coherent, continuous & seamless industrial process for concurrently developing the Product, the industrial means and logistic support of Product



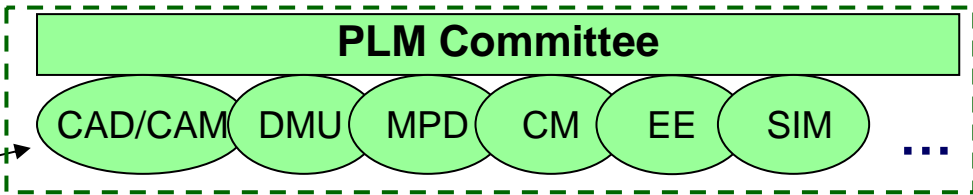
Organization for sustaining the harmonization process & its implementation in Divisions & BUs

EADS Executive Committee

Investment challenge,...

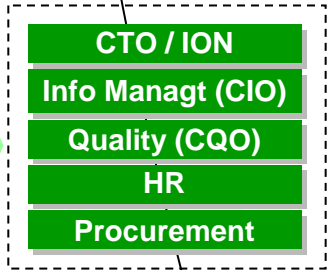


Coordination of Excellence teams



Excellence teams

Key Corporate supporting functions



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Harmonization cornerstones

Key enablers

Group Capitalization

Priority PLM Areas
of recommended actions

Master Product Definition (Backbone A) Enable to manage all relevant product data through all the phases of a Programme in a context of EE
Extended Enterprise Integrate EADS as a Group in a context of EE and enable efficient cooperation internally and with suppliers and partners
Link with Program Management Make programme managers use the PLM as a control panel for programme progress and efficiency

Digital Mock-Up Operations Operate DMU as 3D reference for Physical Product Definition and quality management
Configuration Management Common Configuration management based on CMII standard including Change process
Requirements Management Get common better management of requirements / specification with customers and partners using DOORS tool

Engineering & Manufacturing Design (Backbone B) Improve usage of DS tools and consolidate EADS partnership strategy towards DS/IBM
Integrated Techno Processes Enable efficient and integrated management of technological processes from Design to Manufacturing phases
Electrical Design Elaborate a common Electrical design tool and database for all EADS products
Simulation Tools Integrate multi-disciplinary simulation with product data management and build common strategy with providers
Customer Services

Multi domains transversal areas

Architecture & Integration
Standards
Tests: ELISA platform
PACT : PLM Advanced Cross-Divisional Training

