Nuove sfide tecnologiche ed evoluzione di contesto nel settore aeronautico.

Salvatore Grimaldi
Technology Plan & Roadmapping
The Company in brief

2013 Highlights

- Revenues: 3.343 mln €
- Backlog: 9.014 mln €
- R&D: 267 mln €

System Integration

- Fighter
- Special Mission
- Regional
- Transport
- Trainer
- UAV
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Aerostructures

- Wide Body & S. Wide Body
- Narrow Body
- Business Jet
- System Integration Structure Platform
Reference  External Scenario

The aeronautic context and its influence on the technology & innovation management
Pollution
asymmetric war

Dual Use technologies

Immigration

Terrorism
Entry into Service

B787
The Technology Enablers Evolution
Fast Technology growing

New paradigm in technology insertion

AS&D is not more the technology driver

New competitors

New markets

Not mature product segments
Innovation is the way
No matter how “big” is your competitor, what matters is to understand its next move
You need a **strategy** to manage complexity

Source: National Geographic
Build a market oriented **Product Vision**

**Greener**  **Safer**  **Cheaper**  **Smarter**

& drive the **Product Technology Evolution**
Technology Innovation: don’t care for "customers", get the World better

The Radical Innovation

Source: National Geographic
conceive *radically* innovative products to drive fast & visionary the Technology **Evolution**
Technology Driven by Radical and/or Visionary Innovation
...go fast, perform better

The Open Innovation philosophy: speed as paradigm to face the competition
Global Extended Enterprise & Virtualization Processes

Re-Build Internal R&D Processes
- Multidisciplinary Integration
- Virtualization

Extend Globally the Enterprise
- External Manufacturing
- External Engineering
- External Technology & Innovation

Global Extended Enterprise
Who will introduce faster and better breakthrough technologies!

Who will interpreter not expressed needs of traditional & new customers!

Fast Technology growing

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Aeronautics is not more the technology driver

Will WIN

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