



“Innovate or Die”

Innovation @Airbus DS NL

DEFENCE AND SPACE

Frank P. Meiboom
27 Maart 2018

AIRBUS

An aerial photograph of a coastal area, possibly a delta or estuary, with a blue overlay. The image shows a complex network of waterways and landmasses. The blue overlay is semi-transparent, allowing the underlying image to be visible. The text is positioned on the left side of the image.

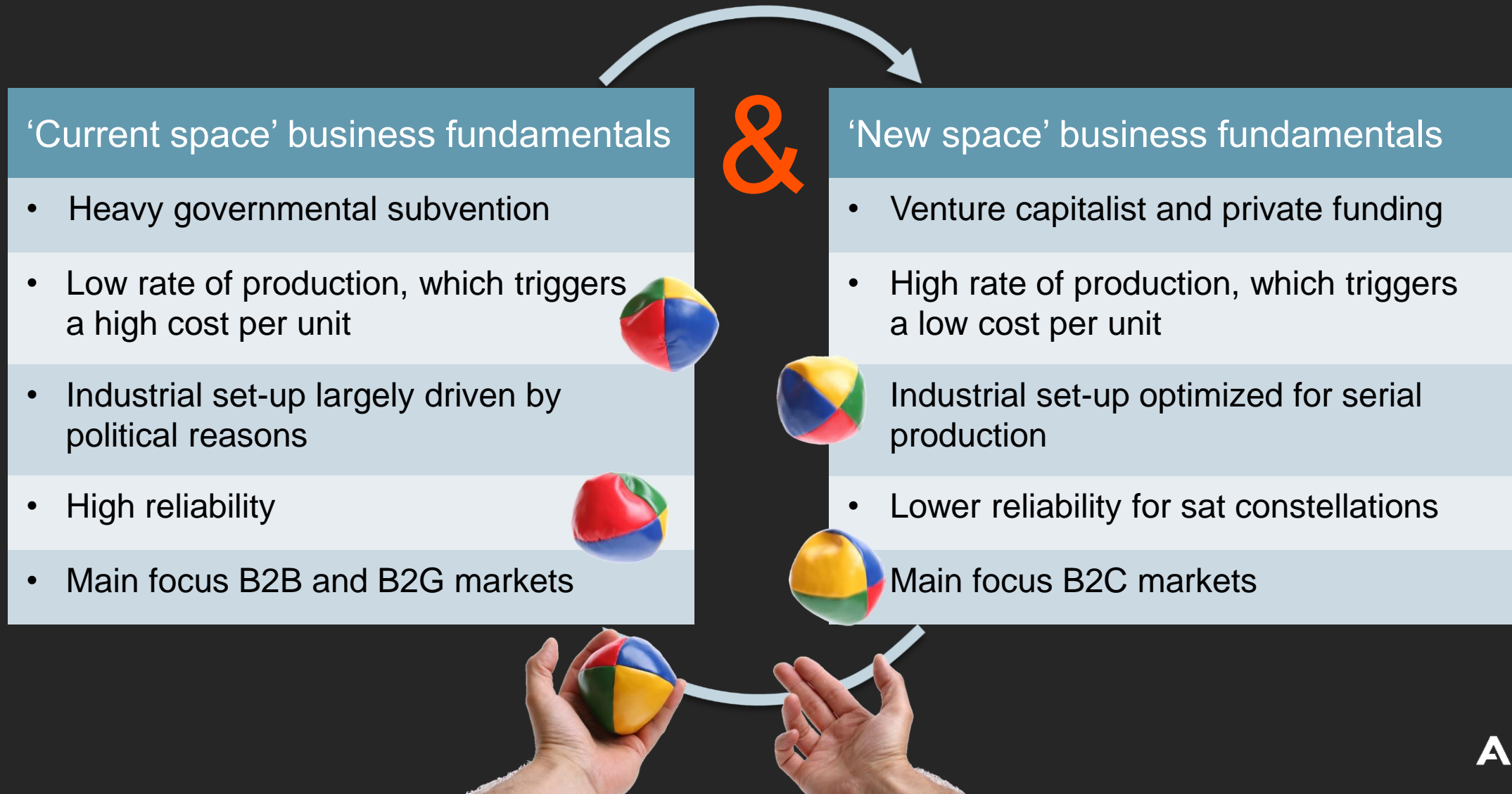
Today

- Intro Airbus DS NL
- Why innovate?
- Incremental & disruptive innovation
- From products to services (and vice versa)
- Process innovation
- Trends & developments

DEFENCE AND SPACE

AIRBUS

Changing business fundamentals



Incremental vs Disruptive innovation



DEFENCE AND SPACE

Incremental
innovation.
ARA mK4.



AIRBUS

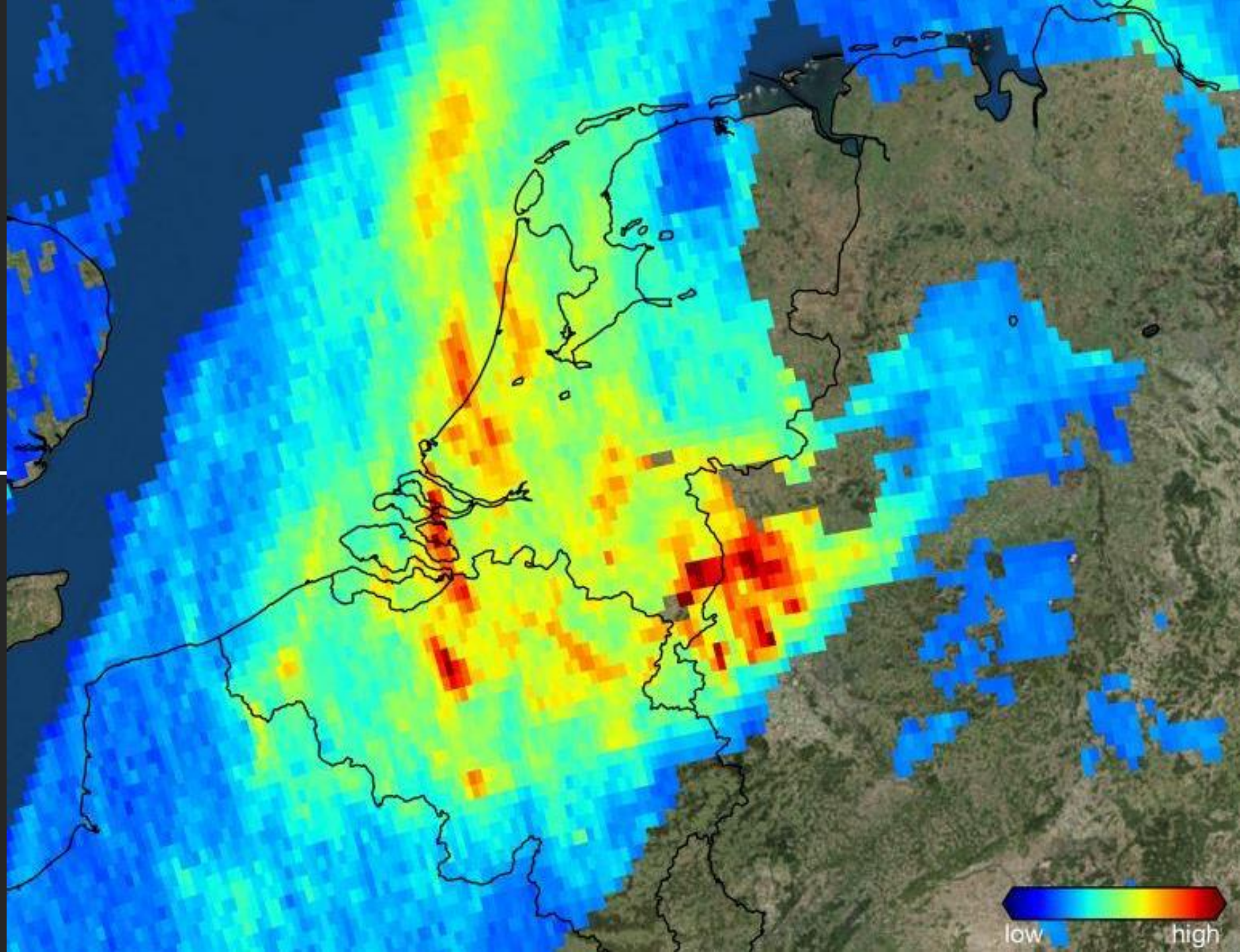
DEFENCE AND SPACE

Disruptive
innovation.
HiPeR.



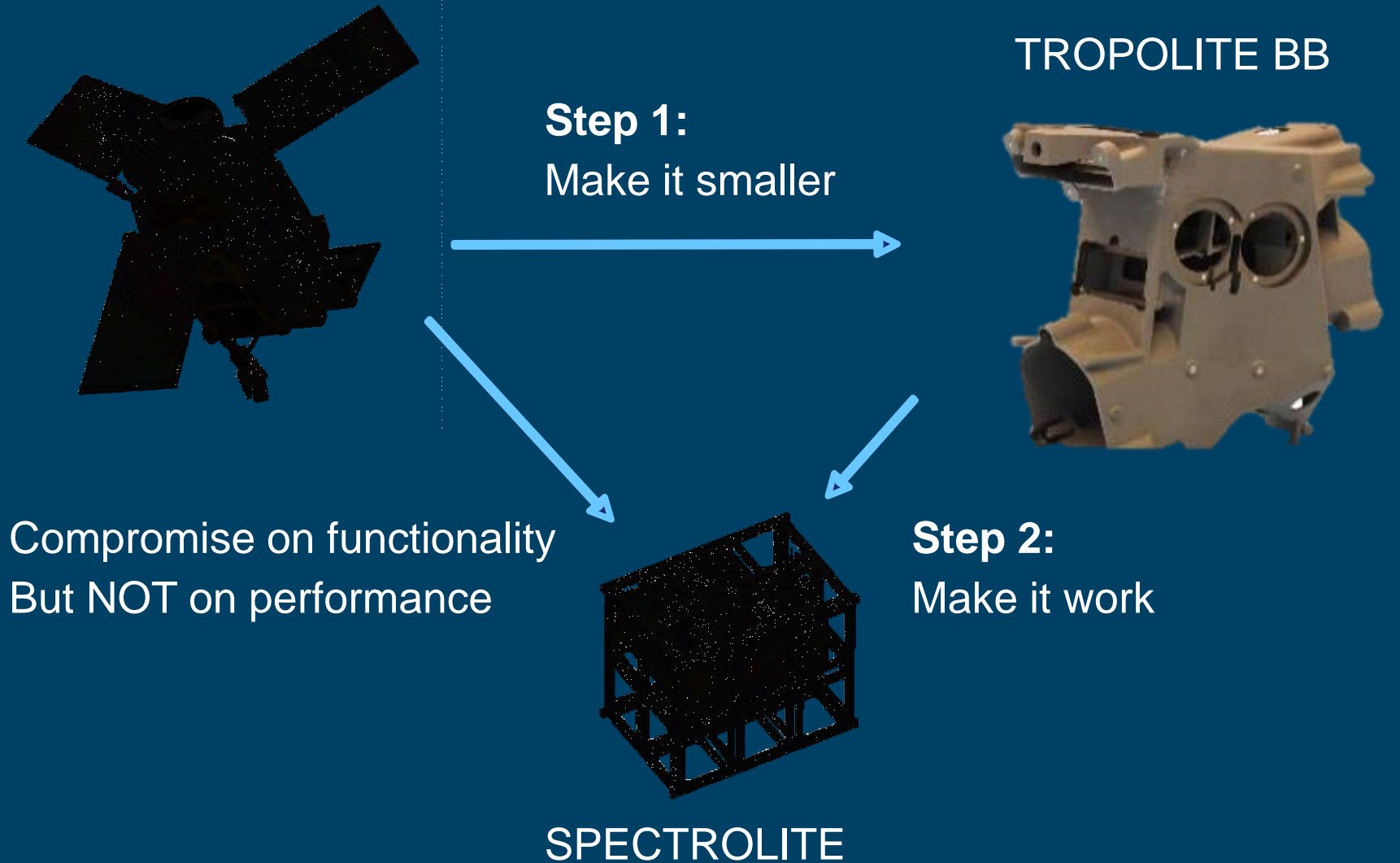
AIRBUS

From Products to Services...

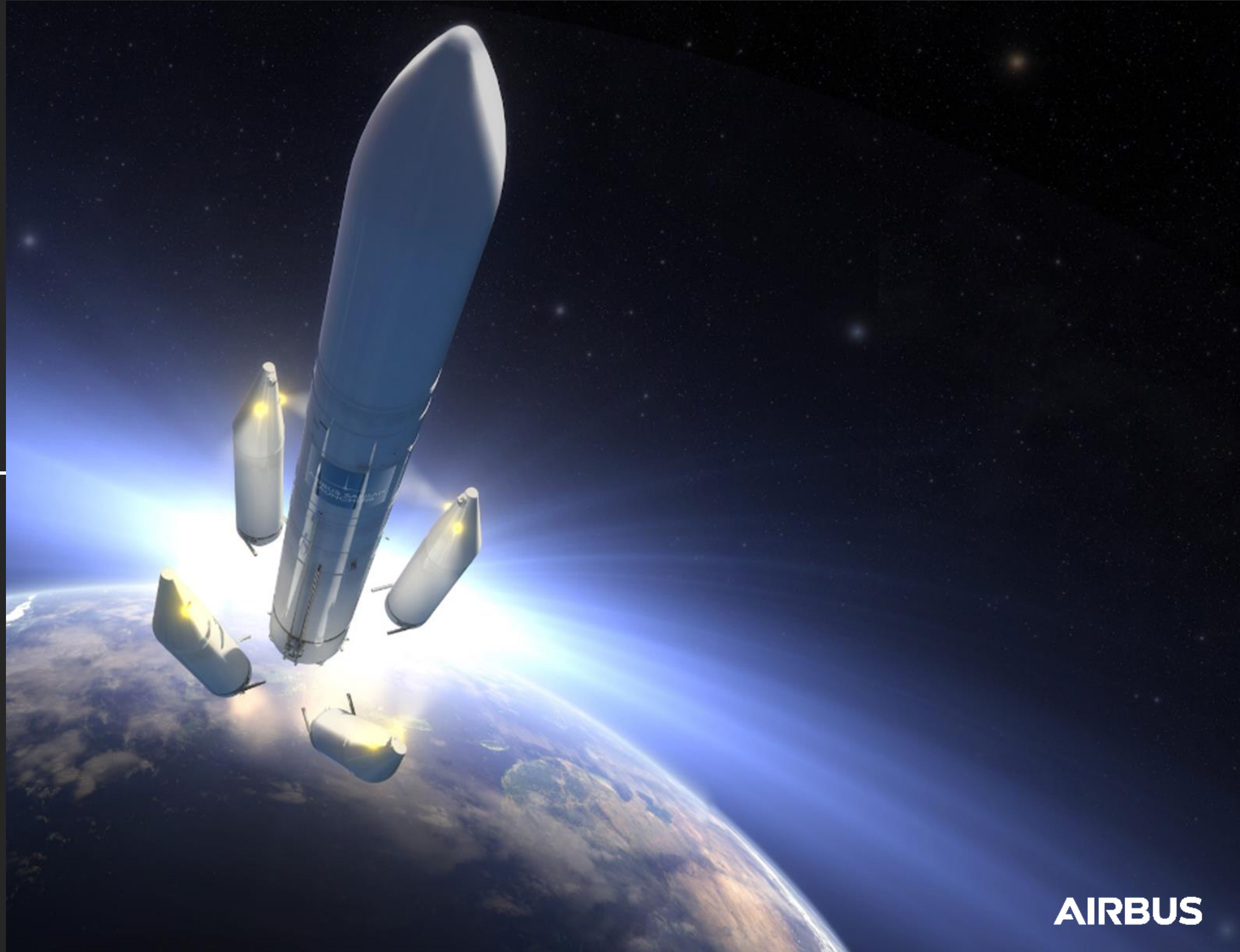


...and vice versa

TROPOMI going CubeSat



Process
innovation.



Process innovation.



Current trends & developments.

- Internet of Thing → 20.8 billion connected things by 2020
- Migration
- Industry 4.0 → Robotising
- Miniaturisation
- Climate change
- Labour trends → e.g. aging, generation Y
- Terrorism & insecurity
- Sustainability & scarcity → energy, raw materials

Questions