

AIRBUS - CORPORATE WEBSITE AIRBUS.COM

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➤ CONTEXT AND ISSUES

The aircraft manufacturer Airbus has initiated an ambitious program to digitally transform its communications.

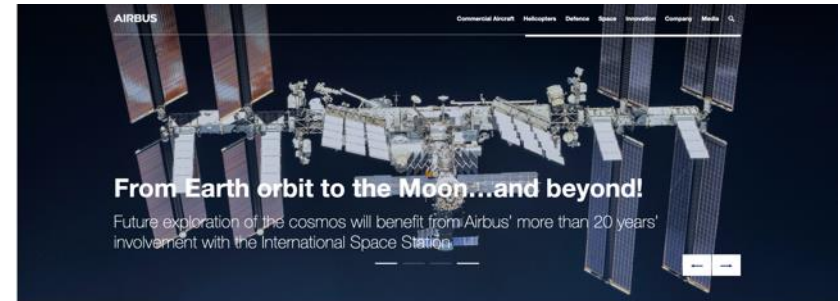
The main ambition of this program is to provide all Airbus Communication teams with the same audience-centric content management and publication platform based on the Adobe platform .

➤ RESULTS

From now on, Airbus

- Offers a unique and personalized user experience through an audience-centric and multi-channel approach
- has a scalable and high-performance platform with a modular application core

We are continuing our collaboration with Airbus within the framework of this program, with in particular, in the coming months, the version 2 of the website and the deployment of the analytical and e-marketing modules.



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➤ OUR SUPPORT

From the first stage to Le Bourget (5 months), we were involved in a large part of the value chain:

- architecture,
- development
- production start-up.

A successful collaboration that has materialized by

- a complete immersion of the project teams
- a strong ability to understand the business challenges and adapt the various sprints in light of Airbus' emergencies and constraints.
- an agile approach of the SQLI teams, a key factor of success in this project with an international dimension.
- Enhanced technology expertise in the Adobe application ecosystem and its ability to innovate and adapt in a complex environment.

➤ TESTIMONIAL

"We particularly appreciated our partner's ability to mobilize quickly. He is a partner who was flexible and innovative in his approach to a project to be delivered in record time. Our partner responded quickly to issues and moved the project forward so that it could be finalized on time. Indeed, we had a deadline for the Paris Air Show. The teams were really invested, not only in improving performance but also in their ability to adapt to our corporate culture. Here, the term 'partnership' has not been overused, we have gone beyond the simple customer/supplier relationship," said Mr. G. Bryant.

Director of the Airbus Digital Communications Transformation Program.