



Nuove sfide tecnologiche ed evoluzione di contesto nel settore aeronautico.

Salvatore Grimaldi
Technology Plan & Roadmapping



Alenia Aermacchi





The Technology & Innovation Management

Source: National Geographic



2013 Highlights

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

System Integration



Fighter



Special Mission



Regional

Transport



Trainer

UAV





System Integration

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Alenia Aermacchi Proprietary

2013 Highlights

Revenues	3.343 mln €
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Aerostructures

Wide Body &
S. Wide Body

Narrow Body

Business Jet

System Integration
Structure Platform

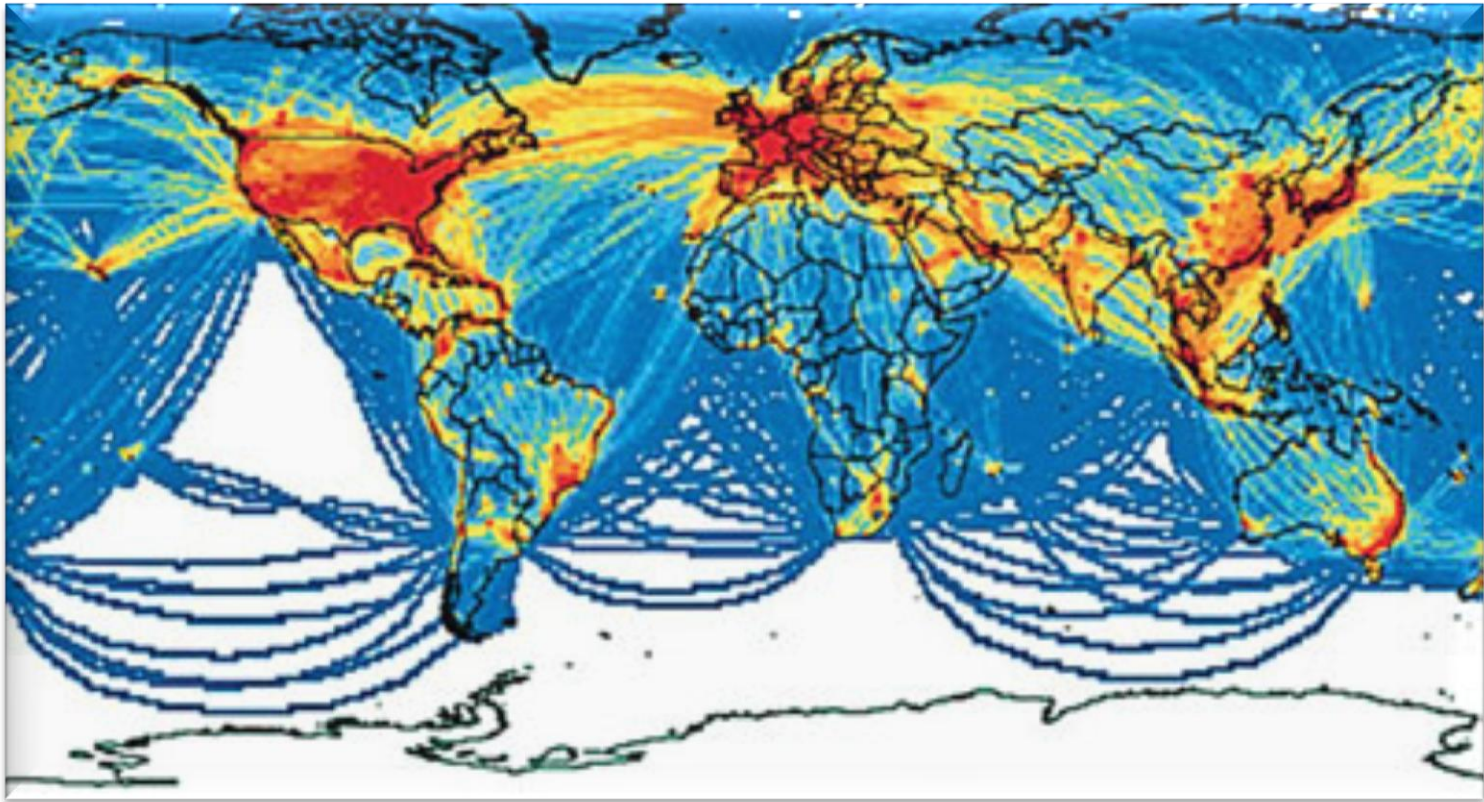




Reference External Scenario

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

Pollution



asymmetric war

Dual Use technologies
Immigration
Terrorism

Security



Photo By
Det. Greg Semendinger
NYC Police Aviation Unit

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NYC Police Aviation Unit

PHOTO: GREG SEMENDINGER/ NYPD / ABC NEWS / AP

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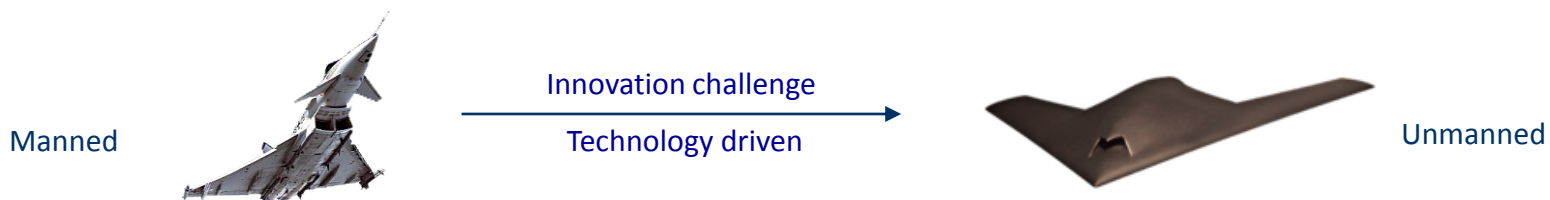
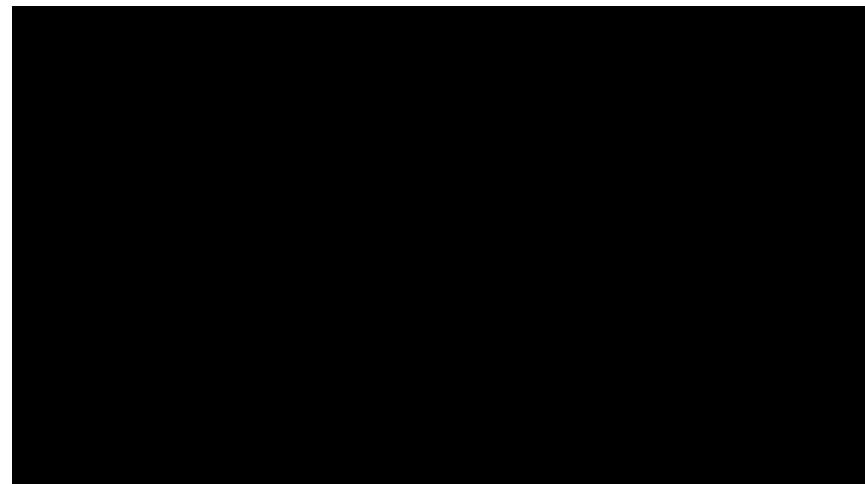
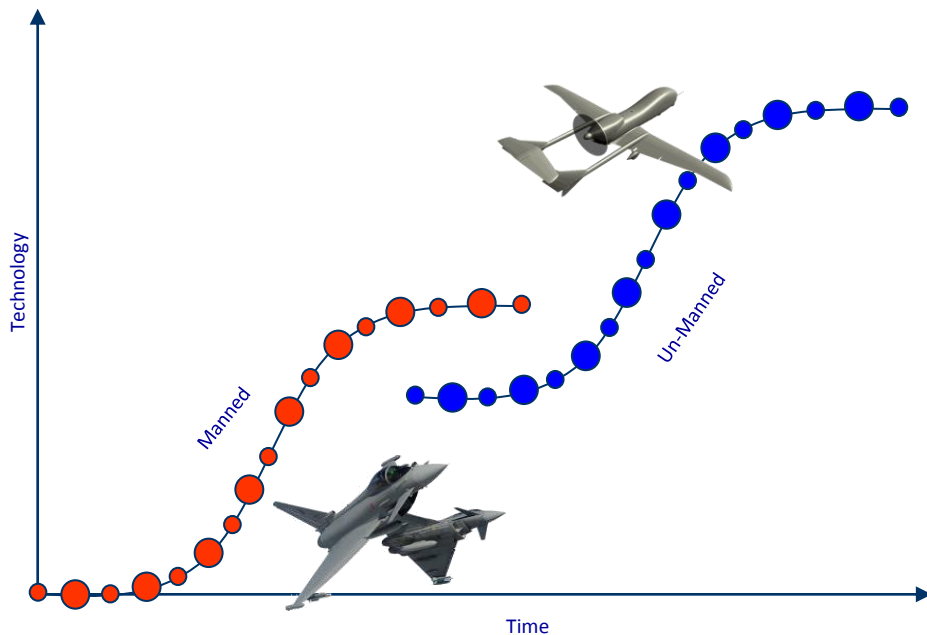




The Technology Enablers Evolution



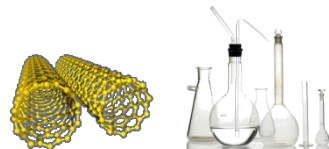
Sky Y



Computing

Communications

Sensors



Fast Technology growing



**New paradigm in
technology insertion**



**AS&D is not more the
technology driver**

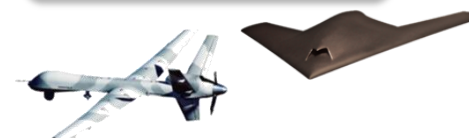
New competitors



New markets



**Not mature product
segments**



Innovation is the way



how to innovate is the question

No matter how **“big”** is your competitor,
what matter is to understand its **next move**



The Technology Intelligence

A large school of fish, possibly sardines, is swimming in a circular pattern around a central point. A seal is swimming in the center of the circle, facing the viewer. The water is a deep blue color.

You need a **strategy** to manage complexity

The Technology Strategy

Build a market oriented **Product** Vision



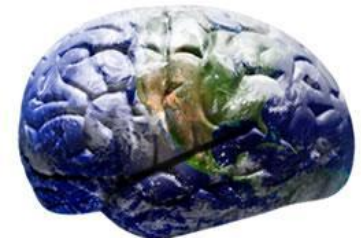
Greener



Safer



Cheaper

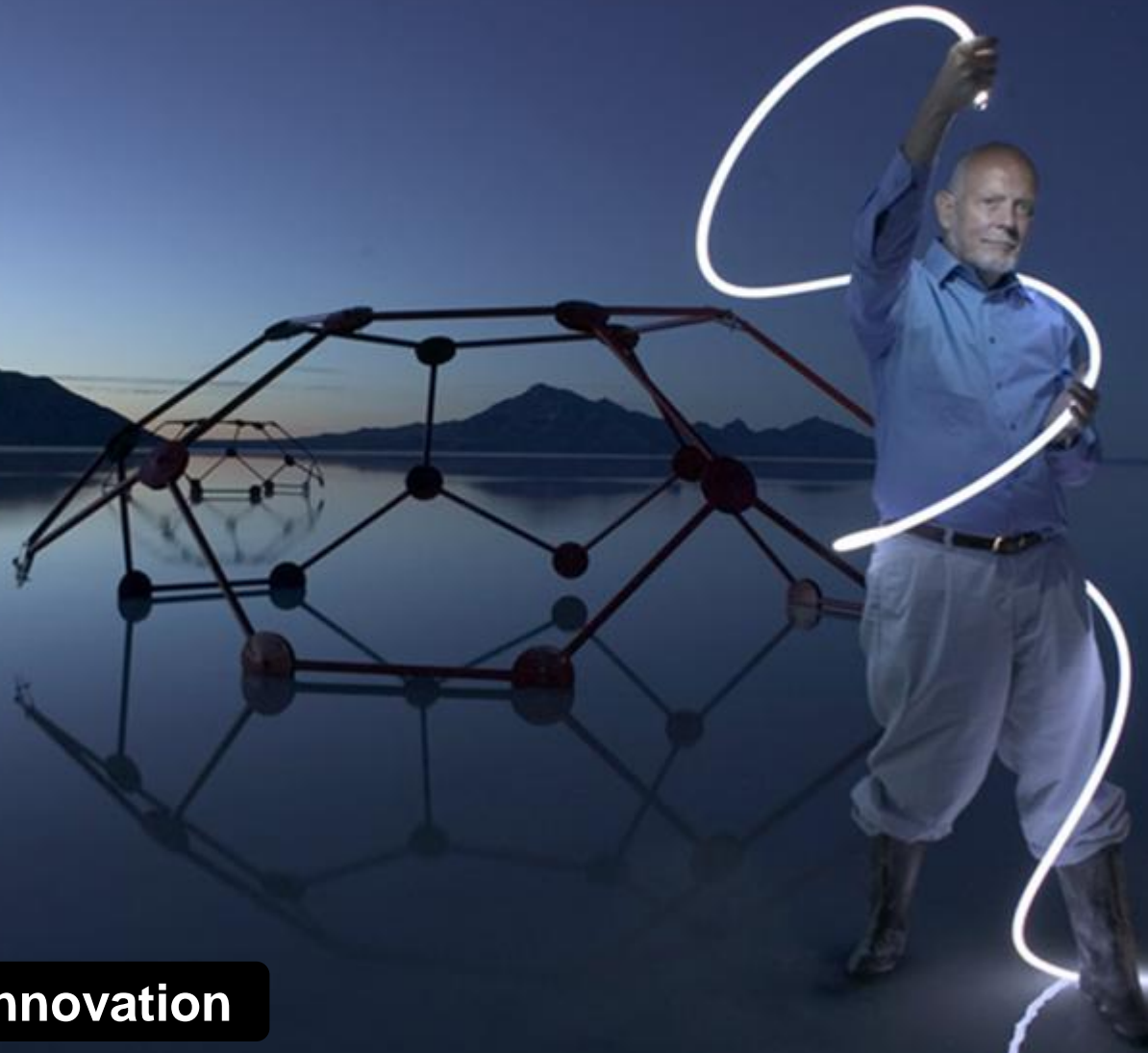


Smarter

& drive the Product Technology **Evolution**

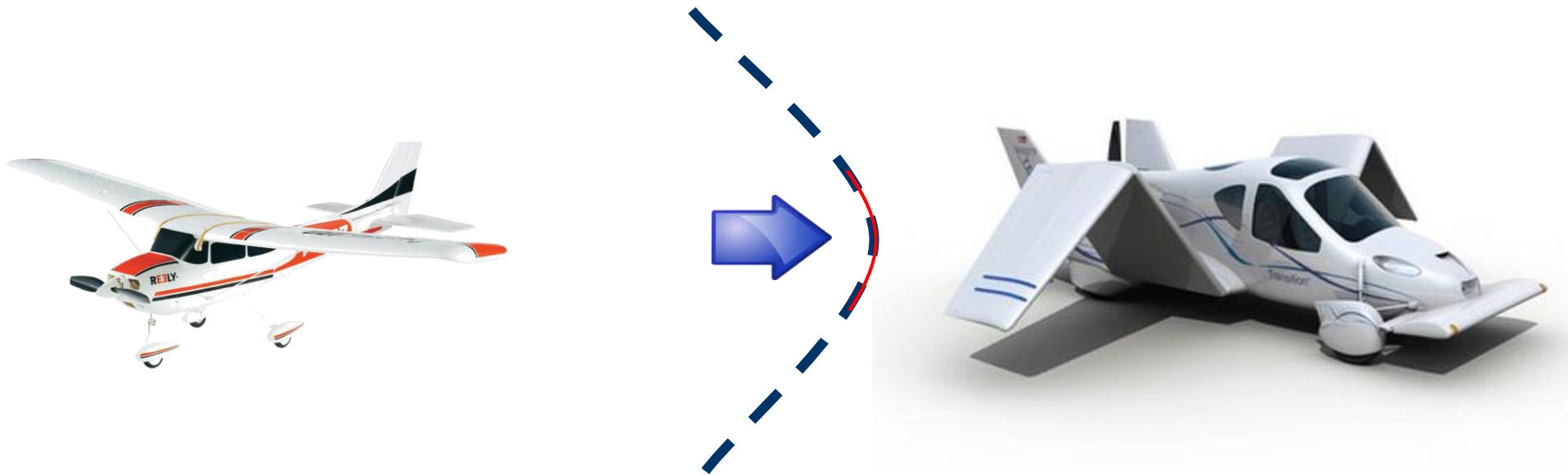


Technology Innovation: **don't** care for
“customers”, get the World **better**



The Radical Innovation

conceive **radically** innovative products to drive fast & visionary
the Technology **Evolution**



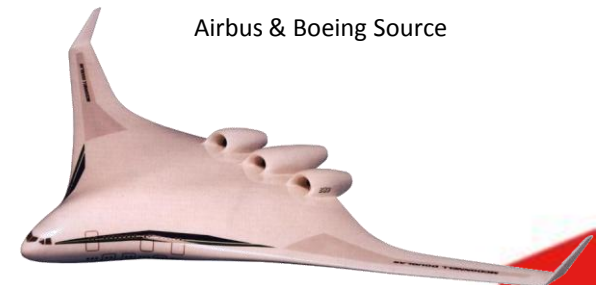
Disruptive

Multidisciplinary

Innovation Centered

Unexpressed needs

Technology Driven by Radical and/or Visionary Innovation



Airbus & Boeing Source



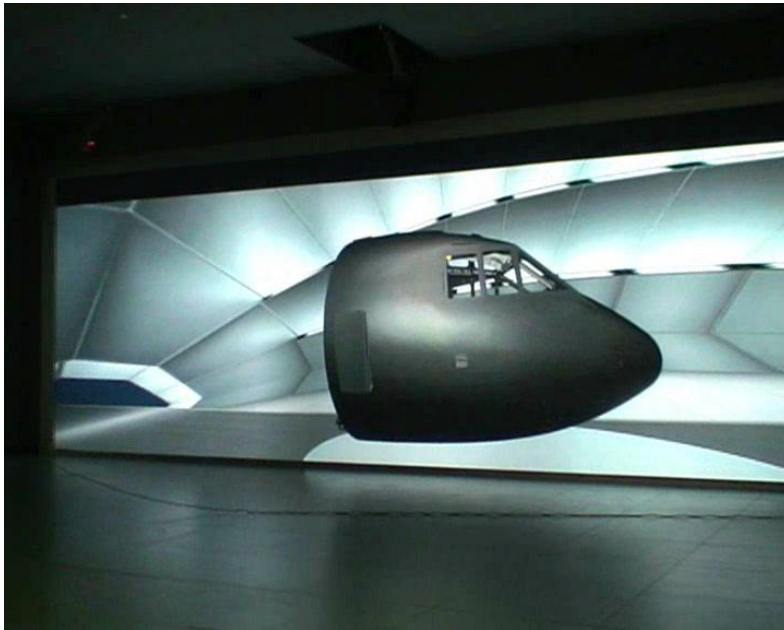
AleniaAeronautica
A Finmeccanica Company



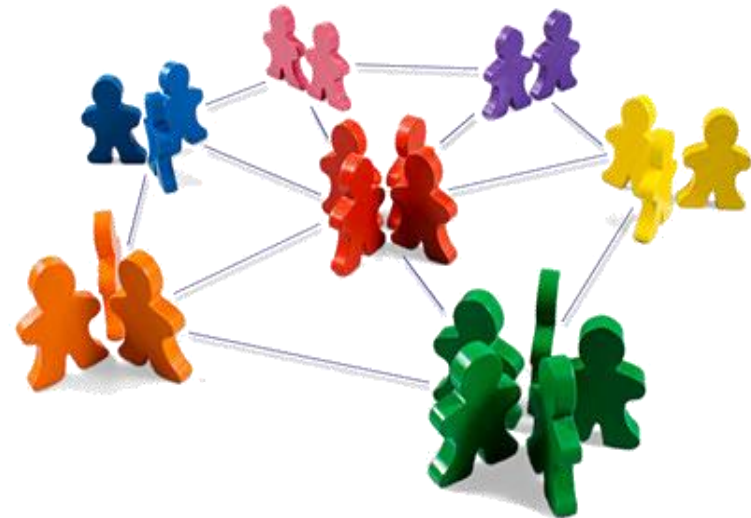
...go fast, perform better

The Open Innovation philosophy: speed as paradigm to face the competition





Global Extended Enterprise



**Re-Build Internal R&D
Processes**

Multidisciplinary
Integration

Virtualization



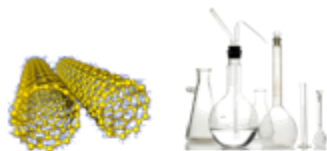
**Extend Globally the
Enterprise**

External
Manufacturing

External
Engineering

External
Technology & Innovation

**Fast Technology
growing**



**New paradigm in
technology insertion**



**Aeronautics is not
more the technology
driver**



Will WIN

Who will introduce faster and better breakthrough technologies !

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

New competitors



New markets



**Not mature product
segments**

