



CASE STUDY

Smart Templates @ Airbus

Business Track

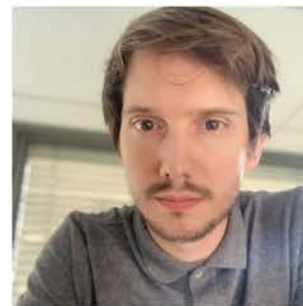
November 6 2019 - 18h

AIRBUS



Thomas Julé

Thomas worked as a digital specialist for more than 15 years for agencies, start-ups, and industrials. His developer background and vast experience in managing digital publishing solutions leads his way in specializing in workflow automation, User eXperience, and Smart Templating. His user-driven, graphic-centered vision drives his expertise in integrating the CHILI publisher solution with pure-player companies and tomorrow's industry leaders.





**pioneering
progress**

Brand Center

CASE 1: Brand / Communication

1

Create a space called the “production room” inside the new brand portal to help employees & suppliers to create communication materials.

- Easy to use / Works with your browser
- Fully integrated
- No Java, No Flash, No third party software to install
- Use constraints to **respect brand guidelines**

CASE 2: MultiMedia Studio

2

Inside the MultiMedia Studio web application, create a space called “DIYDocs” to upload advanced templates related to specific projects.

- User restricted templates
- You can ask to create or join a specific project/template
- More advanced and specific use than the “production room”



Milestones : YEAR 1

October 2018 - Kick Off meeting

December 2018 - Most Valuable Product

June 2019 - Smart Templates creation, testing and bug fixing

Summer 2019 - Open Beta testing

September 2019 - Official Launch

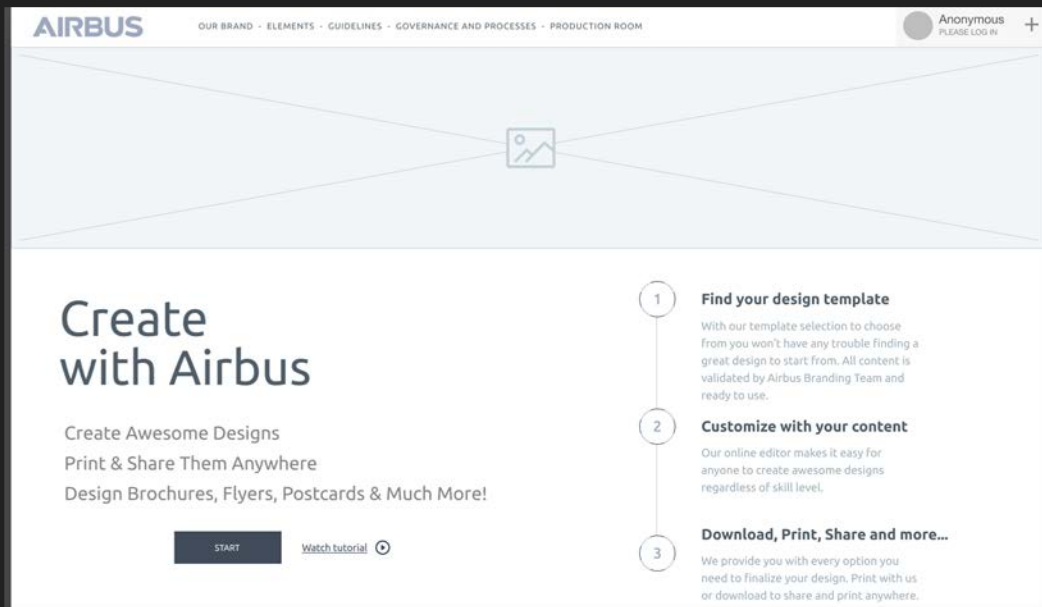
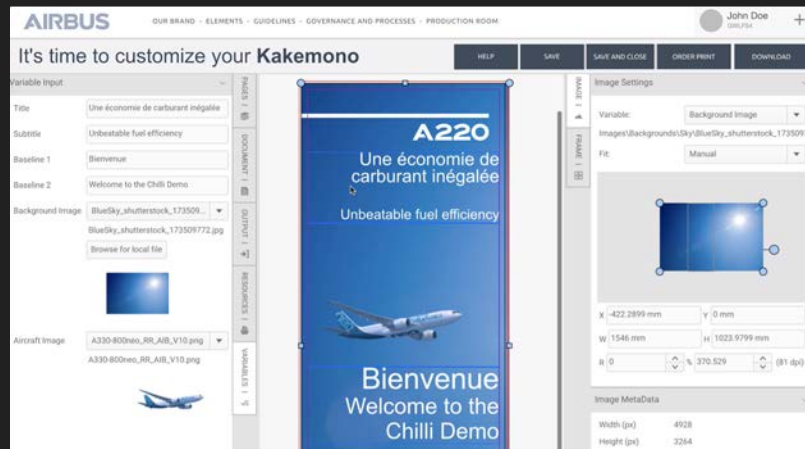
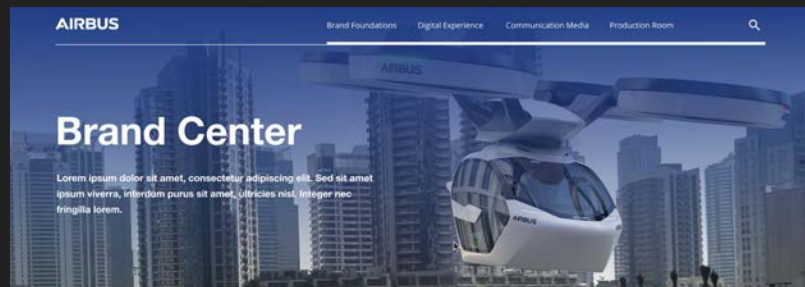
Methodology and goals

Agile development

Product & design thinking

Oriented to final user

Quick time to market



Video #2 - Mockups

Brand Center

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet ipsum viverra, interdum purus sit amet, ultricies nisl. Integer nec fringilla lorem.

Brand Foundations

Quisque et laoreet lacus. Aliquam nec lacus tortor. Suspendisse consectetur turpis interdum, tincidunt eros et, venenatis mi. Etiam in massa laoreet erat hendrerit pellentesque. Vivamus sed tellus nunc.

Sed faucibus iaculis sem eget convallis. Morbi vitae pulvinar ante, et pretium enim. Nunc efficitur viverra turpis id pellentesque. Ut eu ante vehicula, eleifend risus non.

[Learn and build](#)

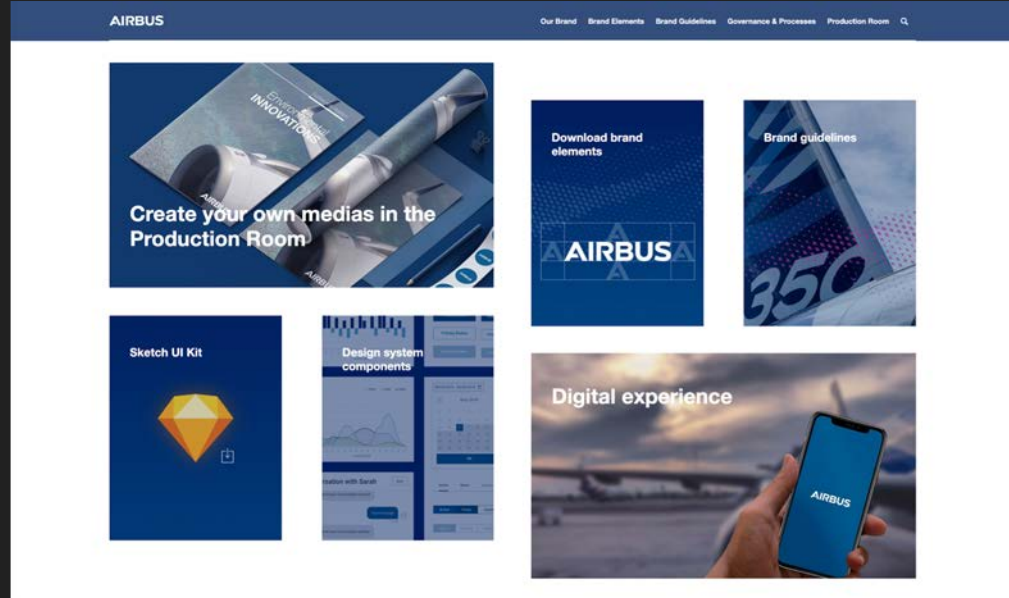
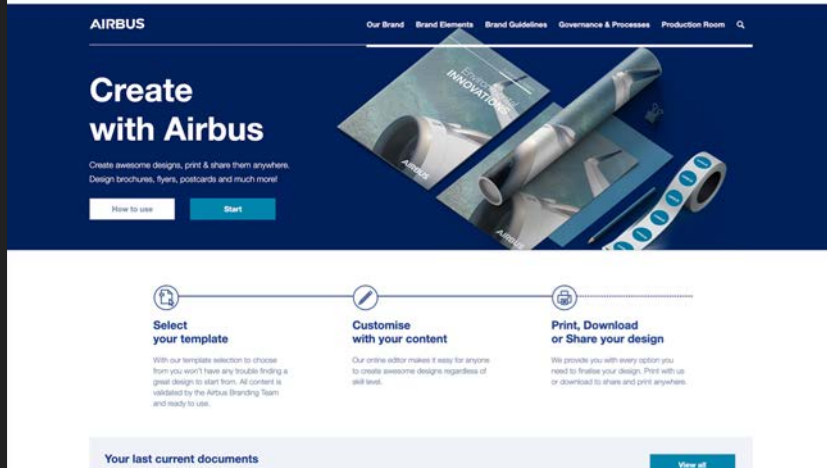
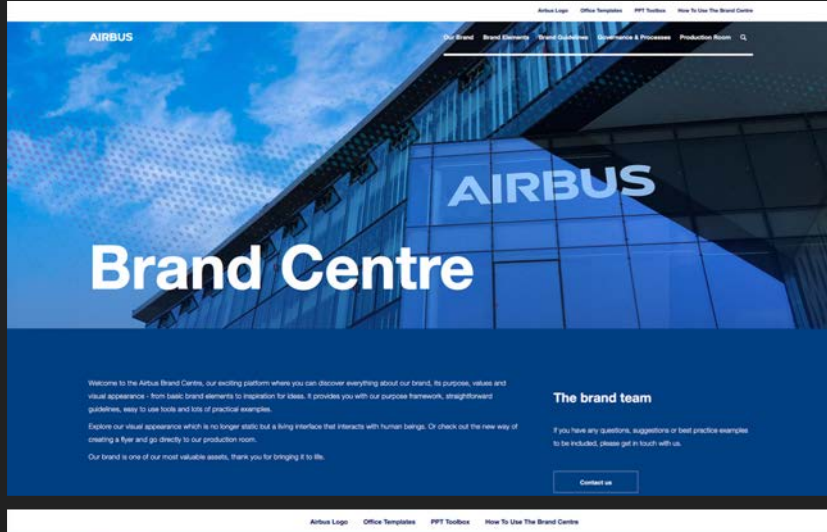
What's under the hood ?

Fully integrated with Airbus solutions and more...

- **Production room web portal:** Symphony
- **Brand portal:** Adobe Experience Manager
- **Digital Asset Management:** KeePeek
- **Single Sign On:** Onelogin
- **Print Management:** CervoPrint
- **CRM:** Filemaker Database / Claris
- **Billing:** Coupa Cloud Platform / SAP
- **Automation:** Enfocus Switch / Zapier
- **Hosting:** Amazon Web Services
- **Security:** Imperva WAF & CDN
- **Bug Fixing:** Sentry
- And...







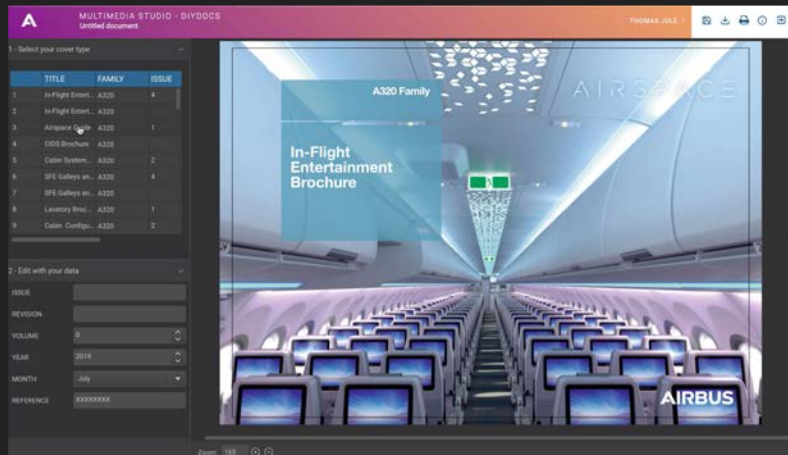
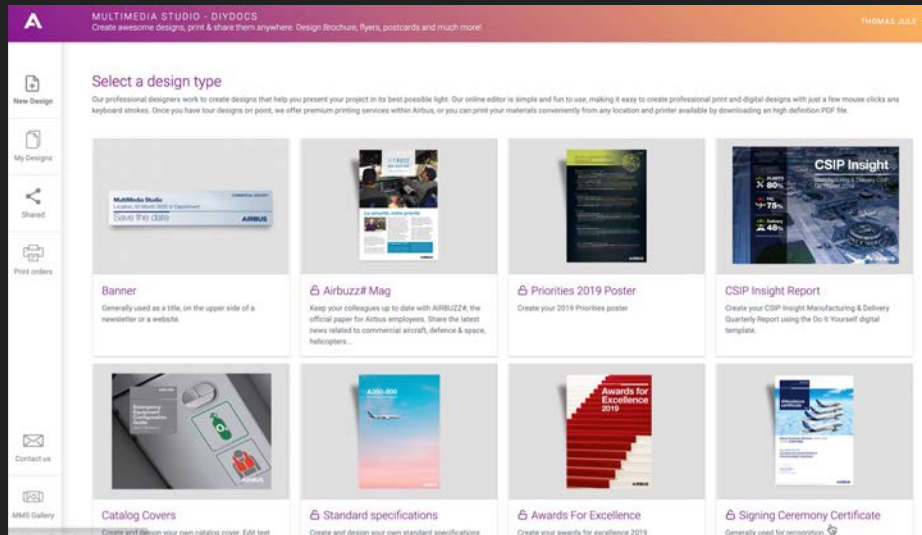
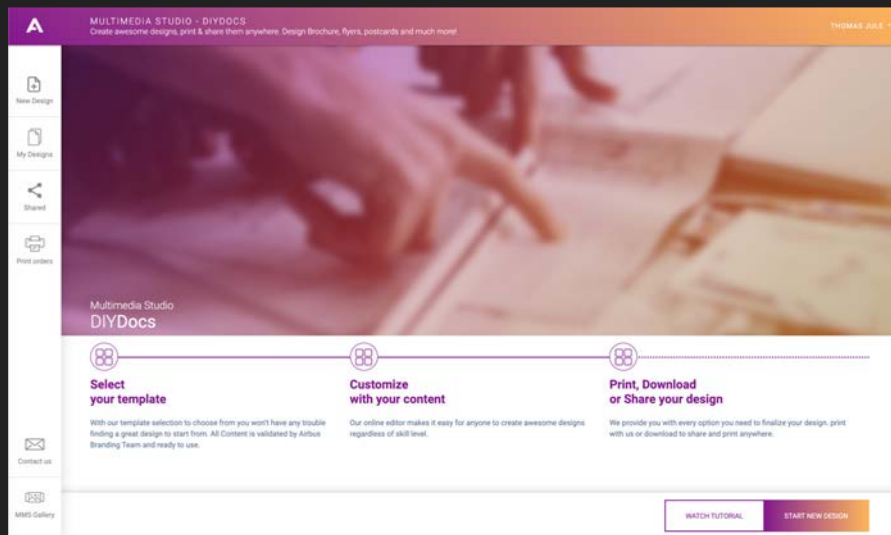
Video #3 - Production Room

AIRBUS

[Our Brand](#)[Brand Elements](#)[Brand Guidelines](#)[Governance & Processes](#)[Production Room](#)

Brand Centre

AIRBUS



Video #4 - MMS DIYDocs



Dashboard



Request for
Work



Eventi



DIYDocs



Contact us



MMS Gallery

Welcome back, Thomas

Your recent works

Search for your works



test

Translation

Not finished

05/09/2019

Focus on



ACJ Customer Book

Brochure présentant les différentes étapes de la construction d'un ACJ320neo. Mise en page sous forme de leporello, avec une face en couleur et une autre en noir et blanc.



Analytics: create.airbus.com

Vue d'ensemble

Utilisateurs ▼ par rapport à Sélectionner une statistique

Toutes les heures Jour Semaine Mois

● Utilisateurs

100



Utilisateurs

1 829



Nouveaux utilisateurs

1 604



Sessions

4 873



Nombre de sessions par utilisateur

2,66



Pages vues

17 627



Pages/session

3,62



Durée moyenne des sessions

00:02:51

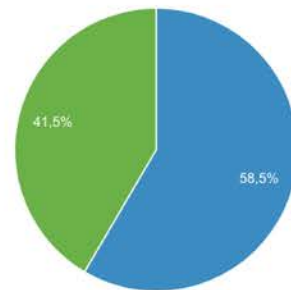


Taux de rebond

37,00 %



■ New Visitor ■ Returning Visitor



Analytics: create.airbus.com



DRAFT
3,286



SAVED
977



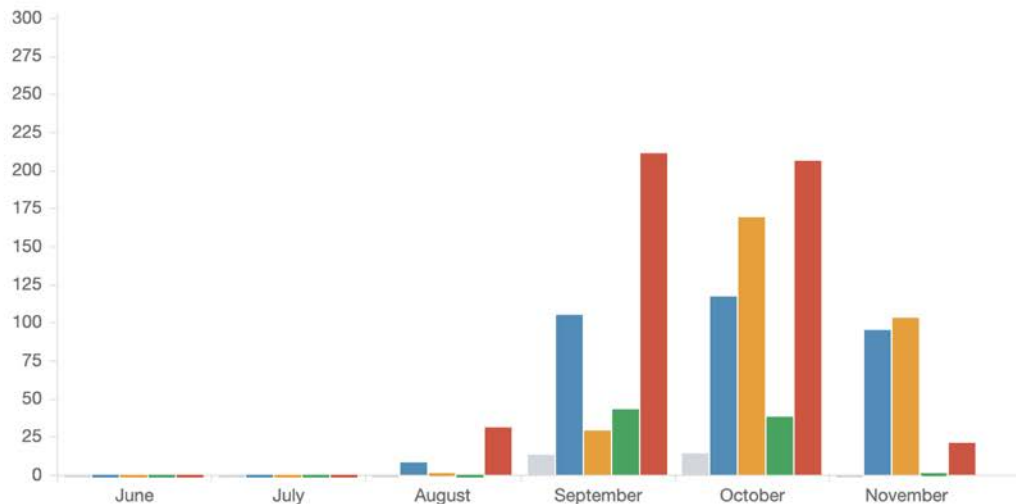
PRINT
15



USERS
2,104

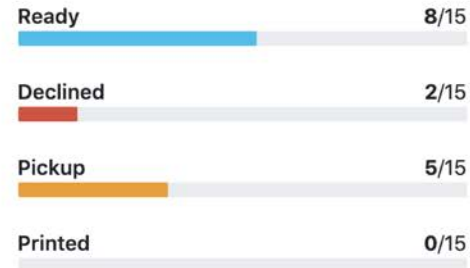
Download Report - PDF / PNG

June 2019 - November 2019



Print Recap

Status

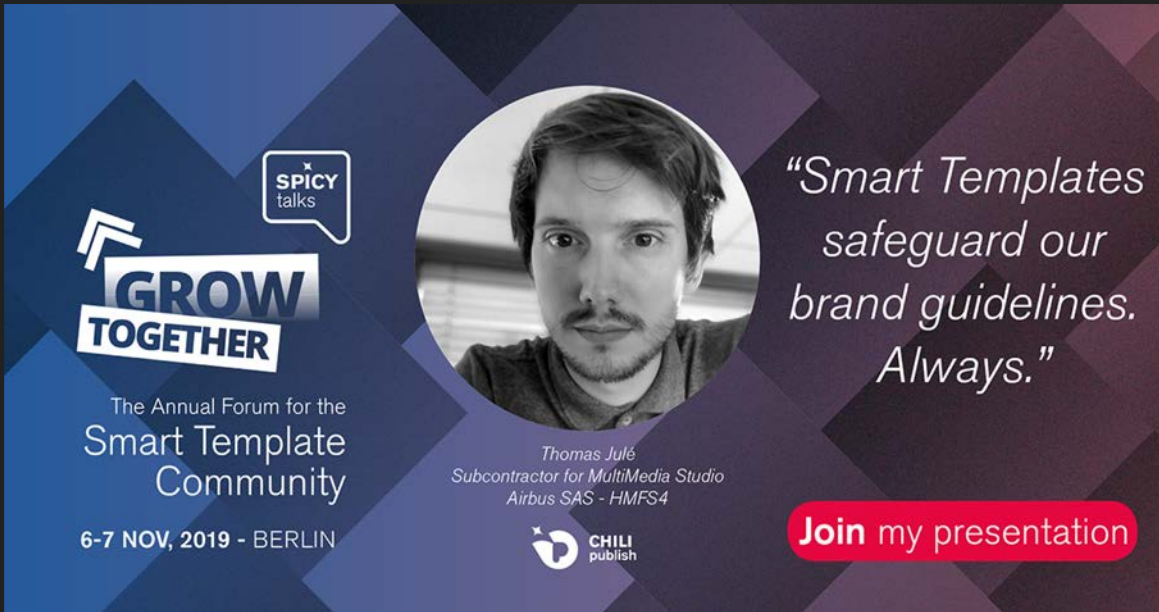




What's next ?

- Promote and train
- Reduce production cost
- Reduce production time
- Create a lot of new smart templates
- Open to template creators, external agencies
- Open to a worldwide network of printers
- ...

Thank you!




SPICY talks

GROW TOGETHER

The Annual Forum for the Smart Template Community

6-7 NOV, 2019 - BERLIN



Thomas Julé
Subcontractor for MultiMedia Studio
Airbus SAS - HMFS4

CHILI publish

"Smart Templates safeguard our brand guidelines. Always."

Join my presentation

Webinar session

December 3 2019

16:00 to 16:30 CET

Contact / LinkedIn

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