



Generating synergies and ensuring visibility for SME's in the aerospace business

The AERIADES case study



**CEIS – Compagnie Européenne
d'Intelligence Stratégique**

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Main milestones

- ❑ **1999**
 - ? Identification of industrial know-how in aeronautics, Lorraine Region / France
- ❑ **October 2000**
 - ? Strategic study for positioning the future cluster
- ❑ **December 2000**
 - ? Launch of the operational phase for creating the cluster
- ❑ **January 2001**
 - ? Additional financial support by the Region (3,5 M€)
- ❑ **June 2003**
 - ? Creation of the company for the cluster (PAL SAS)
- ❑ **January 2004**
 - ? Moving to the airport area
- ❑ **May 2005**
 - ? Joining GIFAS, the French association of the aerospace industry

The Aériades cluster : why and what ?

□ Why ?

- ? To meet the requirements of aerospace prime contractors
 - Optimising the supply chain,
 - Reducing the number of suppliers.
- ? Aériades is qualified as a supplier of equipment.

□ What ?

- ? Organise for the tenders, from design to 'key-in-hands' delivery of final products.
- ? Cooperate for complex products, that require a wide range of skills and a know-how available in the cluster.
- ? Optimise and develop internal subcontracting and R&D / industry interfaces.



- ❑ **A ‘simplified’ corporated company (SAS under French law)**
- ❑ **Supporting co-operations between**
 - ? Companies : 30 SME’s with a large range of competencies
 - ? Research and innovation : 6 engineering schools and technical platforms
- ❑ **Managed by a Board of directors (nine persons)**
- ❑ **Staffed with a COO and a business intelligence department**

Key success factors

- ❑ **Political and financial support from the Lorraine Region**
- ❑ **Strong and unfailing will of cluster's members**
- ❑ **Outputs in line with expectations of large prime contractors:**
 - ? Products quality (EN 9100),
 - ? Supply chain.
- ❑ **Clear governance of the cluster**
- ❑ **Emphasis on business intelligence, positioned as a strategic tool**
- ❑ **European horizon**
 - ? Links with Luxembourg and Wallonia
 - ? Integration to European projects
- ❑ **External assistance and support from consultants with**
 - ? Industry knowledge in aerospace
 - ? Business intelligence capabilities
 - ? Permanent team in Lorraine.

A favourable environment

□ The cluster

- ? Regional tradition in metal processing
- ? Scientific and academic partnerships : ENSAM, Supelec, ENIM...
- ? Innovative technology in assembly : friction stir welding (with the only machine available in France for pre productions)
- ? Integrated department dedicated to business intelligence

□ The geographical positioning of Lorraine

- ? Located in the centre of Europe
- ? Easy access by air / rail / road / high speed train (2007)
- ? Freight capabilities with DHL

Business intelligence : 2 different types of outputs

□ Shared information

- ? Monthly newsletter covering 4 domains : Aeronautics, Space, Defence, territories (benchmark of French and European regions);
- ? Meetings with prime contractors : network information / experts;
- ? Identification of tenders issued by prime contractors : cluster's members cooperate on each tender.

□ Individualised information

- ? Customised to each company's needs
- ? Qualified information sent through securised ways
- ? Regular watch in technology, legal, industry standards, markets...

A dedicated department for business intelligence

□ Missions of the dept

- ? Increase awareness of transverse subjects (environment, ICT...)
- ? Inform the shareholders by 'pushed information' (customised flow of information)
- ? Respond to SME's expectations, in order to anticipate the changes in the aerospace environment

□ Tools used by the dept

- ? Watch tool developed by CEIS : Owl'Watch™
- ? Collaborative platform : Owl'Desk™

A shared approach for business intelligence is the only way SME's can have access to a structured and qualified information.

Thank you !



Aériades

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