

Airbus's journey to becoming a data-driven business

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Airbus in the Asia Pacific



Commercial Aircraft

+100 Customer and operators

+4000 Airbus aircrafts in APAC



Helicopters

+2000 Airbus Helicopters in APAC



Defence & Space

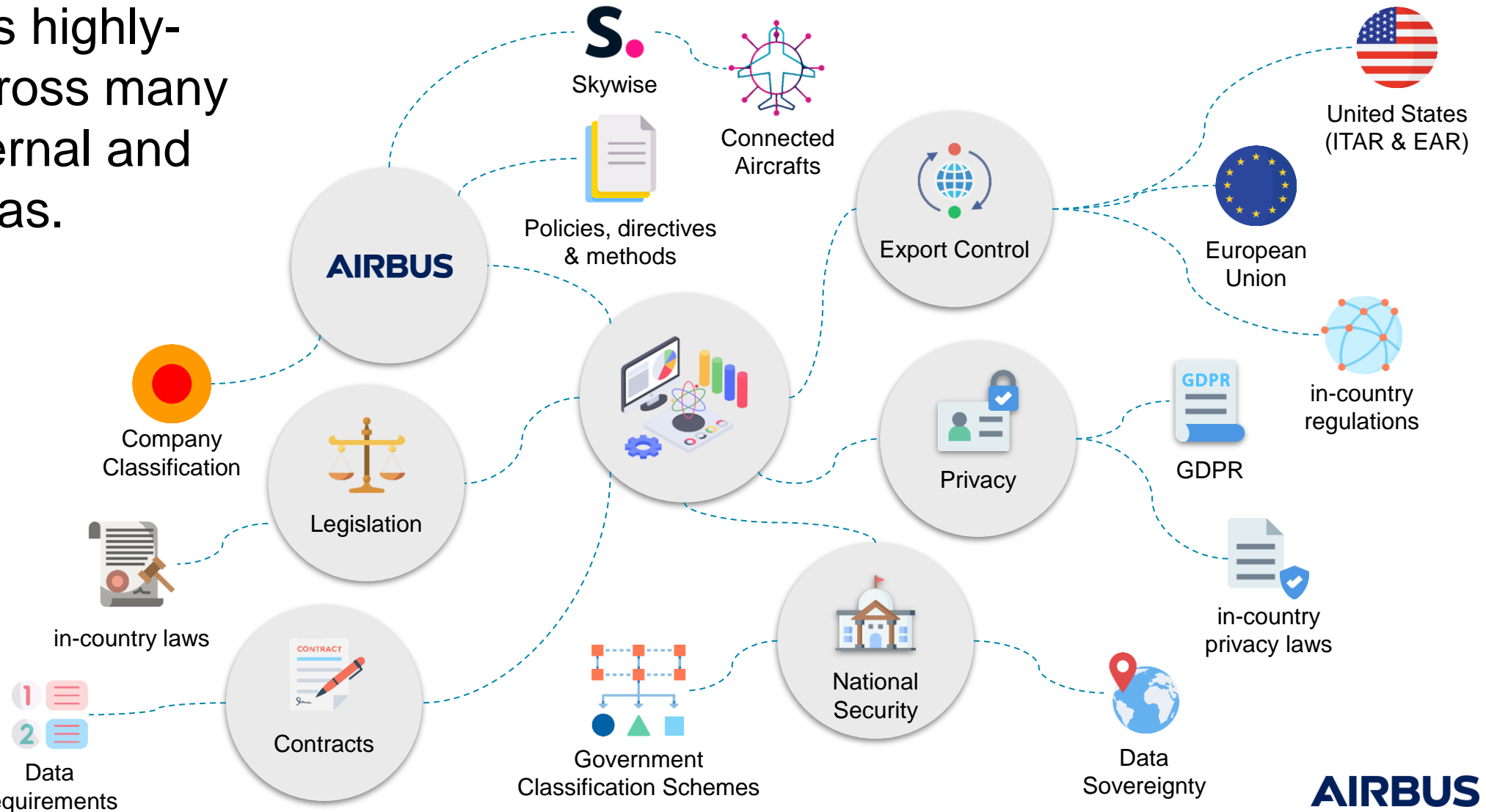
+150 Airbus tactical aircraft

+5 Airbus satellites



Context of our data environment

...our data is highly-sensitive across many different internal and external areas.



Airbus's **vision** for data

FROM
Closed by default



TO
Open by consent



Data is opened to others
(restrictions documented)



Data is unleashed as strong
enabler for business value
creation

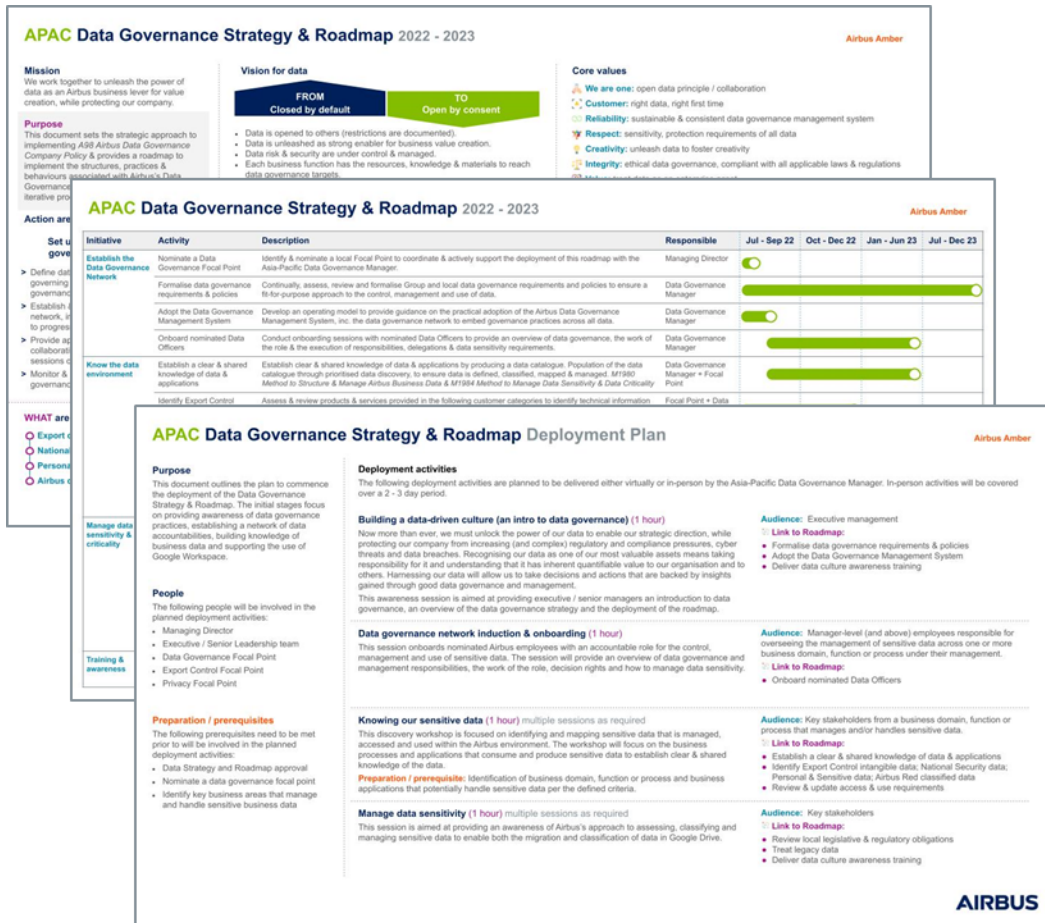


Data risk & security are
under control & managed



We have the resources, knowledge
& materials to reach data
governance targets.

Becoming a data-driven organisation



Set up and sustain an effective data governance management system



Ensure data quality and traceability



Promote an open data behaviour



Protect our company and assets

Deploying data governance



Establish the Data Governance Network



Know the data environment



Manage data sensitivity & criticality



Training & awareness

HOW is success measured?

- **Data governance network onboarding**
nominated data officers onboarded
- **Identified data environment**
business data identified, classified & mapped
- **Sensitivity classification rates**
% documents classified & tagged in Google
- **Data culture awareness training**
% of training plan executed

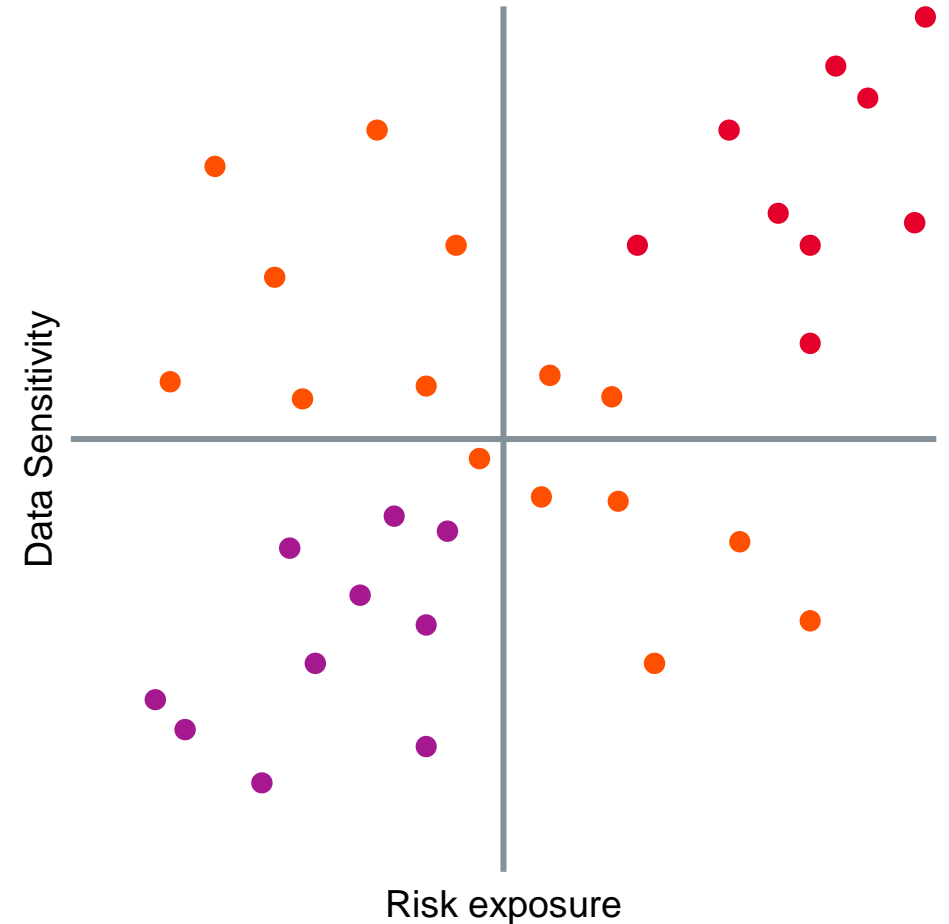
Prioritising deployment

- **Data sensitivity**

(# of sensitive data types)

- **Risk exposure**

based on # of sensitive data types, customers (civil vs. military), in-country regulations, make export control technical data



Insights from deploying at scale



Know your data



Design for runners & repeaters (strangers only make things complicated)



Consider size and scale



Engage!

Thank you.

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