



## Airbus Industries

### Quote

*"TOPCALL offers an outstanding solution. It helps us stay on top of business. The organisation behind the solution is professional and they provide the highest quality support.*

*The TOPCALL technology is very open indeed and quite easy to customise and adapt to our needs. It has allowed us to create the solid and flexible communication backbone we require; one that can be plugged into anything we desire. To any large company that is looking for a professional solution with guaranteed functionality and results, I would say they have no other choice but the TOPCALL solution, comments Patrick Fornili, Messaging Manager at Airbus Industries in Toulouse.*

**Airbus Industries**, the European multinational consortium, has a worldwide reputation for setting high standards in modern, efficient aircraft transport. Established in 1970, Airbus Industries has developed a complete line of short, medium and long-haul aircraft with seating capacities ranging from 124 to approximately 400 seats. In 28 years of operation, Airbus Industries has filled more than 3,100 orders and delivered over 1,820 aircraft to its international customers.

### Challenge

Patrick Fornili, Messaging Manager at Airbus Industries in Toulouse, explains the strategic role of communications in business processes. "Roughly half of our business involves support of our aircraft flying around the world! This is ongoing business, 24 hours a day, seven days a week. In this endeavour, our main target is reach-ability. This requires a highly robust, dependable communication system. Airbus personnel are located in airports all over the world. They must be able to obtain advice on safety measures, repairs and so on from our technicians in Toulouse. We needed a supplier capable of providing a single solution that covered all methods of communication with simple administration. The resulting system had to be fault tolerant, professional and reliable in order to insure the safety of our airplanes."

Apart from the relatively conventional use of fax, telex and e-mail, Airbus aims for more sophisticated applications. "Of course we look for new functionality with regard to messaging needs, depending on the systems in use and specific job requirements of the 3.000 people working for us! For instance, a pilot using e-mail has different needs different facilities than, lets say, a cleaning crew. Therefore, we must be able to create very specific functionality quite easily."



## Airbus Industries

### Overview

*The TOPCALL messaging solution provided the only technology capable of meeting Airbus' requirements and then some. Thanks to TOPCALL's Communication Process Engineering (CPE), no less than 35 applications are now connected to the advanced messaging infrastructure. When asked for examples, Mr. Fornili offers an impressive list.*

### Solution

The TOPCALL messaging solution provided the only technology capable of meeting Airbus' requirements and then some.. Thanks to TOPCALL's Communication Process Engineering (CPE), no less than 35 applications are now connected to the advanced messaging infrastructure. When asked for examples, Mr. Fornili offers an impressive list. We cite only a few.

"For example, there is a system that enables people on the outside to request information, which is then automatically dispatched through the appropriate channels. A general "Help" fax number was created which links incoming faxes to a fully automated incident tracking application in Notes. Faxes are automatically downloaded to a Notes database that then notifies the person responsible for following up on the incident, arranging for replacement parts and so on. Furthermore, we make extensive use of TOPCALL's open architecture to connect to SAP or any other system."

### Result

Airbus generates up to 20.000 faxes every month. Mr. Fornili explains, "Communication with our customers, partners and suppliers is a vital component of our business. Our system must be right sized to deal with the current flow of information to handle critical situations. For example, if an operational issue is raised we are sometimes obliged to inform all concerned parties at a moment's notice (airlines, airworthiness authorities, resident customer service managers, etc.).

Just last week we transmitted 200 seven-page faxes. It took TOPCALL less than one and a half hours to send them all. Now that is power. The number of faxes sent can increase to several thousand when major events are announced to press agencies around the world. At the present time, we use subcontractors to submit these press releases. With the Least Cost Routing facility, we will be able to transmit this message volume ourselves, saving a lot of money in the process."

"TOPCALL offers an outstanding solution! It helps us stay on top of business. The organisation behind the solution is professional and they provide the highest quality support. The TOPCALL technology is very open indeed and quite easy to customise and adapt to our needs. It has allowed us to create the solid and flexible communication backbone we require; one that can be plugged into anything we desire. To any large company that is looking for a professional solution with guaranteed functionality and results, I would say they have no other choice but the TOPCALL solution!