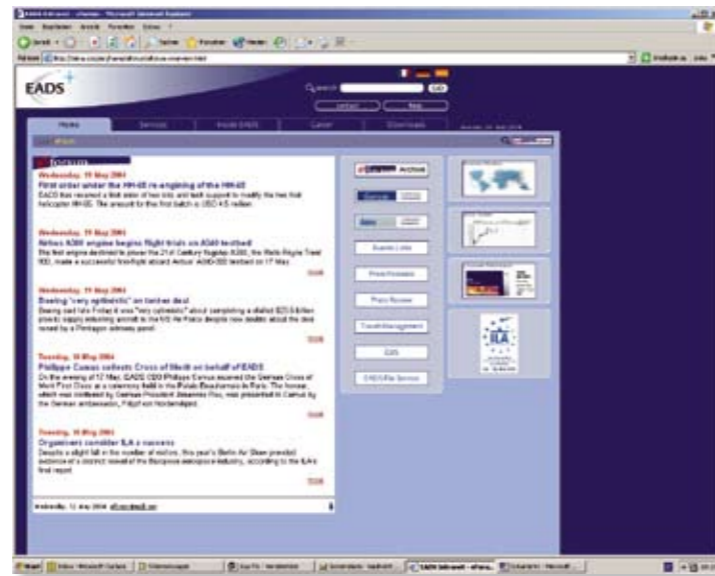


FirstSpirit™

**2007**  
**EADS**

FirstSpirit technology is a convenient cockpit for  
the EADS intranet.





The EADS internet

For international companies internal communication beyond national borders is increasing in significance: In the age of electronic media, provision of current information for employees is just as important as is researchability of enterprise-relevant facts. Large globally-active corporate associations, in particular, are often confronted with the problem that over the years a wide variety of internet structures that are barely compatible have been developed in the various corporate units. The results are information loss and major time expenditures for maintaining and updating these structures.

The European Aeronautic Defense and Space Company (EADS), the largest aerospace enterprise in Europe, and the second largest in the world, set itself the goal of consolidating and homogenizing the various standalone solutions in the group's headquarters into a uniform platform. After an extensive selection process they made a decision for the FirstSpirit integration platform.

The Enterprise Content Management System developed by the Dortmund software house, e-Spirit, was preferred over various systems already implemented at EADS, and over a variety of well-known competing products.

After the concept and test phase, in the first step, within four weeks the intranet messaging platform was first realized for the three central departments, Corporate Communication, Travel Management, and Human Resources.

This section of the intranet which was completed in good time for the ILA 2004 in Berlin is a successful example of electronic communication and rapid project realization.

**Number one in Europe**  
EADS is a leading global supplier in the aerospace industry, the defense industry and in associated services, with a turnover of 30.1 billion Euro in 2003, and approximately 109,000 employees.

EADS includes the aircraft manufacturer Airbus, the worlds largest helicopter company, Eurocopter, and the joint venture MBDA, the second largest producer of cruise missiles in the world.

EADS is the largest partner in the Eurotiger consortium, it is the main customer for the Ariane booster rocket, it develops the military transport aircraft A400M, and it is the largest industrial partner for the European satellite navigation system, Galileo.

## Consolidation through modern CMS technology

With a large group like EADS it is not unusual to find a variety of heterogeneous structures in the individual corporate units which have been developed over the years for internal communication. Thus on one hand there are many different intranets, some of which are still created with native HTML editors. On the other hand different Content Management Systems (CMS) are already being implemented at EADS.

In conjunction with the planned introduction of a portal technology the goal was set to strengthen and unify the standalone solutions into a homogenous platform for the group-wide corporate intranet. For various reasons the 10 CMS systems already implemented were not considered suitable to achieve the project goal. A totally new solution had to be found.

Alexander Kandt, responsible project leader at EADS explained the selection process: "Our task was to overhaul the EADS corporate intranet, and at the same time introduce an electronic messaging platform. For this we needed a Content Management System that was easy to operate, but which would also be extremely flexible and convenient in its possibilities. Through its different work interfaces FirstSpirit is quite equal to these requirements, which on first glance seem to be contradictory: It offers a full Java Client for power users, and it offers the Insite editing mode or form entries for normal users".

### High requirements placed on Enterprise Content Management

Due to the experience with the various Content Management Systems already implemented in the group it was clear to those responsible at EADS that: The new technology that would be introduced would have to satisfy an unusually high number of requirements in order to bring the project to a successful conclusion. These requirements included simple operation of the system, platform neutrality, low implementation costs and operating costs, and not least, security. This last requirement is due to the fact that Internet browsers from different manufacturers with heterogeneous security settings are installed in the individual EADS business units. For instance ActiveX controls or JavaScript are not approved so that all EADS business units can access the global intranet.

### Intelligent multi-lingual capability in the intranet

The multi-lingual requirement of the EADS intranet represented a major challenge: The content, the navigation, as well as the search functions are available in four languages. Knuth Waltenberg responsible project manager at e-Spirit explains the approach that was used: "Navigation areas exist that are identical for all four languages. Other areas, are defined individually according to language version. Moreover, there are intranet pages that are not present for certain languages – for these navigation points the appropriate language selection is automatically hidden".

In addition the responsible parties at EADS were also impressed with the technology architecture of FirstSpirit, which permits users to adapt elements setup today in minimum time and at minimal costs, if the requirements change tomorrow. Alexander Kandt commented on this aspect of FirstSpirit: "The crucial factors for us were the operating concept, the open technical architecture, and scalability, and of course the license model: Even if the number of our editors multiplies, the costs remain transparent and manageable". The concept of extensibility also applies for navigation in the network: A dynamic bar was introduced, which is automatically generated by FirstSpirit, for the navigation elements of the intranet which already includes almost 1,000 pages: Only the current navigation level and the respective next level, as well as the entire path are visible. In this way the user always has an overview – even if additional content is added in the future.

## Central platform for business processes

In addition to the realized messaging platform eForum, which likewise is managed in multiple languages and has an archive function, many existing applications have been integrated. These include form management and the translation service, to cite two examples. In this way, in addition to message distribution, the system ensures that important business processes can be handled via the EADS intranet.

In the Travel Management Department in addition to image on the intranet, supporting employees in planning and execution of business trips is important: Thus this department conveniently enters help texts and instructions for the respective online applications via FirstSpirit. Also a list of locations with corresponding contacts is available via the intranet.



### EADS

Alexander Kandt  
alexander.kandt@eads.net

### The e-Spirit Company GmbH

Knut Waltenberg  
waltenberg@e-spirit.de



The Human Resources Department on the other hand focuses on the healthcare in the part of the intranet it manages, so that in addition to department image, valuable information can also be called up.

### Continued use of existing infrastructures

Thanks to the open architecture of FirstSpirit, the IT infrastructure already in place could be further used: Not only the existing web

server which is looked after by HR Technologies Management in France is still being used; the existing search engine, Microsoft Sharepoint Service is integrated within the total architecture and thus enables searching for all language versions.

In addition, the FirstSpirit server was also installed on an existing machine, so that total costs for initial provision and maintenance were kept within narrow limits.

### Things to come

With the present introduction of the intranet the first step was taken in the direction of portal for the entire EADS group. Alexander Kandt offers a positive summary of the project process: "The project was subject to a high degree of time pressure and cost pressure. We are very happy that we selected e-Spirit as partner. The team work was outstanding, we were supported quickly and competently in all questions and problems; we were able to achieve our objective in spite of the tight schedule".

Now EADS is already thinking about the next steps: The various EADS business units have the opportunity to participate in the new technology through a framework contract. Moreover for EADS the introduction of a portal technology is planned, where FirstSpirit will manage the delivered content as base service.

e-Spirit AG  
Barcelonaweg 14  
44269 Dortmund  
Germany

t +49 231 . 286 61-30  
f +49 231 . 286 61-59

info@e-Spirit.de  
www.e-Spirit.de

e-Spirit UK Ltd  
88 Wood Street  
London  
EC2V 7RS  
UK

t +44 208 . 528 1021  
f +44 208 . 528 1001

info@e-Spirit.co.uk  
www.e-Spirit.co.uk