

# Bombardier

Leading manufacturer uses Adobe® Acrobat® and the Adobe Digital Enterprise Platform to improve customer experiences by protecting intellectual property and providing authorized customers easier access to sensitive information

## BOMBARDIER

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[www.bombardier.com](http://www.bombardier.com)

### Industry

Aerospace

### Challenges

- Cost-effectively deliver timely training manuals
- Safeguard confidential training and maintenance information

### Solution

- Customer experience management
- eLearning
- Secure document review

Bombardier uses Adobe Acrobat and the Adobe Digital Enterprise Platform to create and deliver secure digital aircraft manuals in PDF to pilots and maintenance professionals worldwide.

### Results

- Reduced threats to intellectual property by better controlling access to aircraft manuals
- Helped ensure that authorized customers can always access up-to-date documents
- Provided faster access to current training content
- Improved learning with streamlined access to rich, secure training materials

### Systems at a glance

- Adobe Acrobat
- Adobe Digital Enterprise Platform. Key capabilities include: Rights Management
- Adobe FrameMaker®

## Taking off with digital rights management

As the world's third largest civil aircraft manufacturer, Bombardier jets are used by commercial airliners, corporations, and government organizations around the globe. Integral to supporting the topnotch aircraft and services for which Bombardier is known, the company provides pilots and technicians with comprehensive training manuals. The manuals are valuable tools for any pilot or service professional working on Bombardier equipment, and also provide an additional revenue stream for the company.

"Our maintenance and flight manuals benefit our customers," says Ken Knitter, supervisor of web-based training and learning at Bombardier. "And while we want to make these documents easily accessible to authorized viewers, we realize the materials contain a tremendous amount of intellectual property that needs to be protected."

## Simplifying document security

To address the need to safeguard training manuals, Bombardier decided to use Adobe Acrobat software to convert materials to platform- and application-independent Adobe PDF. Once manuals are converted to PDF, the company uses the Rights Management capabilities in the Adobe Digital Enterprise Platform (ADEP) to limit who can open documents, what can be done with them—such as view only, print, or share—and the timeframe over which documents can be opened.

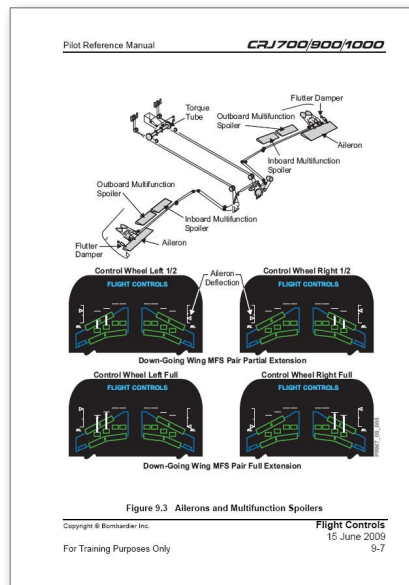
Bombardier previously tried digital rights management capabilities in another DRM solution but found the software to be complicated and limited in its overall functionality. In contrast, Bombardier staff uses the Rights Management features of the Adobe Digital Enterprise Platform to apply policies to a wide range of manuals at the server level and then automatically push out those updates each time the manual is opened. Policies like time constraints, controlling viewers, document tracking, and others can be changed in real time without the need to reissue new documents.

"Adobe Acrobat and the Adobe Digital Enterprise Platform make it much faster, efficient, and more reliable to update and distribute manuals," says Knitter. With a training manual for a single topic often having thousands of pages in several volumes—and costing hundreds of dollars to print and distribute—providing more streamlined and controlled access to information is a top priority.

## Building on success

Bombardier already had experience using PDF to share documents internally and with its customers worldwide. With the availability of Rights Management capabilities in the Adobe Digital Enterprise Platform, company managers realized that they could also control who had access to manuals and how manuals could be used. "To protect our confidential information, we need to be able to revoke viewing rights to the technical content we deliver," explains Knitter.

Using Adobe Acrobat and the Rights Management capabilities in the Adobe Digital Enterprise Platform, Bombardier is protecting confidential aircraft information, while ensuring that authorized customers have access to the information they need. Bombardier has already converted 50% of its training materials to the more secure PDF files for online delivery.



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Ken Knitter  
Supervisor of web-based training and learning, Bombardier

Bombardier distributes its training manuals through three channels: Authorized Training Partners (ATPs); commercial airlines that purchase Bombardier jets and train their own maintenance staff; and directly to mechanics and pilots who take Bombardier training courses to meet continuing education requirements.

Using Adobe Acrobat and the Adobe Digital Enterprise Platform, Bombardier is protecting confidential aircraft information, while ensuring that authorized customers have access to the information they need. For instance, Bombardier can block or alter content if a relationship with a commercial airline or ATP changes, keeping proprietary information secure. Equally important, the ability to update documents and deliver them instantly means that customers always have access to current, accurate aircraft information.

“Updated information has to be available instantly to customers,” says Knitter. “It’s critical that people always have current information on hand. The Adobe solutions provide essential control over how we deliver manuals and when they are available.”

### **Streamlined manual creation and delivery**

Company training manuals are created in Adobe FrameMaker software and then output to PDF. Previously, Bombardier staff published and republished manuals for delivery on CDs.

With the more secure, automated approach using the Rights Management capabilities in the Adobe Digital Enterprise Platform, Bombardier now gives each customer a username and password to access course materials and maintenance manuals through a protected intranet. As manuals are updated or new ones are created, they are posted to a central repository. The result is that pilots and maintenance professionals have quick and easy access to up-to-date manuals on demand.

“Managing the distribution of the manuals via CDs was time-consuming and costly,” says Knitter. “We now manage the whole publishing process faster and at a fraction of the cost by updating and posting rights-protected PDF files.”

### **Enhanced control delivers real returns**

With the secure document delivery solution in place for less than a year, Bombardier anticipates even greater customer satisfaction and business growth. The company already has presentations available for two of its four ATP groups. Eventually, there will be more than 400 presentations available, as well as an additional 100 manuals, providing even greater efficiencies and savings.

*"Our classroom support group is ecstatic. With the Adobe solutions, our classroom support team has streamlined the process for setting up classrooms, incorporating rights-protected content, and ensuring that authorized participants have easy access to materials anyplace, anytime."*

Ken Knitter  
Supervisor of web-based training and learning, Bombardier

Bombardier also expects to improve employee responsiveness to customers. "With our previous approach, it took approximately two days to update a document and then integrate the appropriate access controls before we could send it to a customer," says Knitter. "With the Adobe Digital Enterprise Platform and its Rights Management capability, it now takes five minutes because document controls can be changed instantly, without having to redistribute documents or involve a programmer to create new policies."

Bombardier has already converted 50% of its training materials to the more secure PDF files for online delivery. "Our classroom support group is ecstatic," says Knitter. "With the Adobe solutions, our classroom support team has streamlined the process for setting up classrooms, incorporating rights-protected content, and ensuring that authorized participants have easy access to materials anyplace, anytime."

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