

# Boeing's e-enabled advantage

[Business](#), [Industries](#)



Case Study\_Boeing's e-Enabled Advantage\_ The Boeing Company is a major aerospace and defense corporation, founded by William E. Boeing in Seattle, Washington. Its international headquarters has been in Chicago, Illinois since 2001. Boeing is the largest global aircraft manufacturer by revenue, orders and deliveries and the second largest aerospace and defense contractor in the world. Boeing is the largest exporter by value in the United States.

Boeing acquired this efficient aerospace technology through companies like Rockwell and McDonnell Douglas.

They thus increased the number of contracts in the defense aircraft industry and now stood a better chance in the market. Boeing had to eliminate wastage and step up efficiency to cut unnecessary costs. So the procedures of parts ordering and scheduling were reshuffled. Additional proficient inventory management was necessary. The manufacturing process experienced a major change and there was less production delays than before which not only helped in keeping an efficient flow when it came to their supply chain but also helped in better customer service which of course helped them hold on to crucial market share.

Gaining market share of course hugely elevated their problems of losing customers or market share to Airbus (who in order to turn away customers from Boeing had initially adopted the strategy to lower prices of their products). Of course the customers were airline companies. Boeing's success depended directly on the success of those airline companies. The e-enabling architecture of the system has four underlying components: The Connexion by Boeing broadband data and Internet services system. Bibliography