

Airbus vs Boeing Case Study

**Summary:**  
It's interesting to see how Airbus and Boeing took two very different paths to strengthen their positions in the market. **Airbus chose to push forward** with **breakthrough** projects, while **Boeing focused** on **short-term** gains by **improving existing technologies** and investing in SAF. Boeing's systems reached higher TRLs and a mature overall **SRL of about 3.6**, but at the expense of innovation. Airbus, meanwhile, invested in future-facing technologies like ZEROe and Hybrid-Electric Aircraft, supported by digital twin validation. This approach resulted in lower total **SRL of 2.6** but positioned **Airbus** as a long-term innovator and **future market leader**.

**Key Learning:**  
As **engineering leaders**, we should **focus not only on improving the SRL** of our current products but **also on shaping the future through innovation**. Working on support or derivative projects helps mature existing systems (like Boeing), but true value is created through new ideas and breakthrough technologies (like Airbus). Sometimes, **low TRL can be a sign of visionary leadership**, when tied to a long-term strategy and clear development roadmap. **High TRL alone doesn't guarantee progress** if it only serves short-term goals. Ultimately, we must **align technical decisions with SRL** to drive both continuous **product success** and **product innovation**.

