



Airline Consulting: Prolonged Airline Crisis Consulting



Current situation and challenges due to the pandemic crisis

The pandemic crisis is disclosing unprecedented scenarios with **far-reaching consequences for the airline industry**.

In these challenging times, three main duties of protection are crucial for airline executives:

- **protecting the health of the employees** while ensuring continuity of the business
- **protecting liquidity** while keeping a high level of customer satisfaction and
- **protecting against cyber threats** and maintaining business continuity

Duties that demand drastic decision-making without real guidelines or previous experience to rely upon.

Decisions about the network to keep serving, the actual capacity to be deployed or the re-assignment have to be constantly adjusted. Therefore, making the right, yet customer-oriented business decisions is of essence to properly face the liquidity problem. Moreover, ensuring that operational decision-making remains possible and secure in cases of quarantined locations, with people working remotely, is crucial to **ensure business continuity**.

As we will exit the tunnel, we will face unfamiliar landscapes. **Now is the time to look forward** and kick off the preparation for operations to be restarted in the most effective way. There is no money left for errors. Using the time for it now, will make you fitter for a sustainable future – in the limits of what we can imagine.

No matter what scenario you are facing right now, with our expertise **Lufthansa Systems Airline Consulting is ready to guide you during and after the crisis.**

#WeAreInThisTogether #AirlineConsulting



Prolonged crisis management & recovery

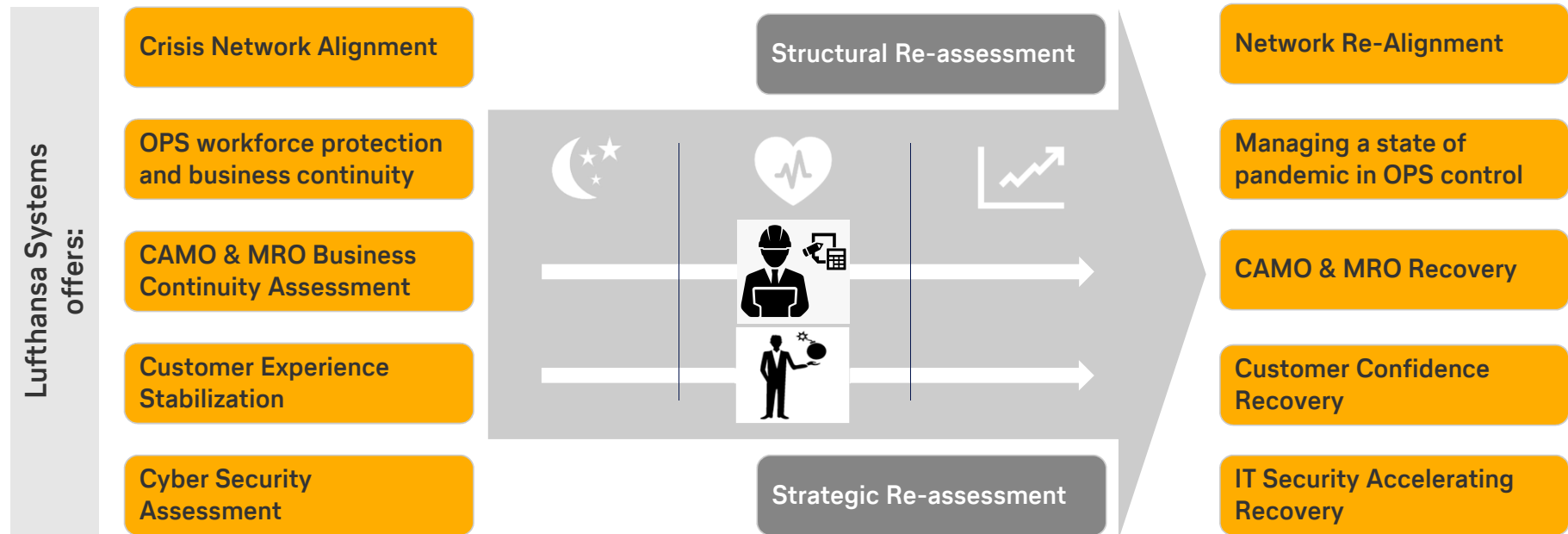
Crisis management discerns three phases:

Hibernate

Survive

Restart

Lufthansa Systems is offering **the following packages** to help you **survive crisis**:



Package: Network Planning

Hibernate & Survive



Crisis Network Alignment

- Capacity/ ASK reduction
- Fleet re-assignment
- Aircraft removal from active fleet by schedule rotation
- Profitability impact analysis
- Hub relocation and network re-build (in case of regional contagion)
- Evaluation of short and medium-term crisis scenarios

Restart



Network Re-Alignment

- Market impact analysis
- Demand forecast evaluation
- Development of recovery schedules
- Competitor impact analysis
- Network optimization
- Hub structure optimization
- Fleet plan evaluation
- Strategic network scenarios

With this package, Lufthansa Systems can help you **planning your network**



Package: Ops Control

Hibernate & Survive



Workforce protection and business continuity

- 2-tier Ops Control model: an on-site decision-making core and a production layer working remotely
- Remote working concept: Adjustment of roles, responsibilities, authority, procedures, communication and collaborative decision making
- Remote office change management

Restart



Managing a state of pandemic

- Concept for a pandemic-control role in your passenger control desk
- Guidance in implementing a take-the-long-view role to identify coming issues and set ops control-related response plans

With this package, Lufthansa Systems can help you **protect ops control workforce and secure business continuity in one go**



Package: CAMO & MRO

Hibernate & Survive



CAMO & MRO Business Continuity

- Adjustment of aircraft short-/ mid-term storage program:
 - Analyzing infrastructure and facility readiness
 - Continuing airworthiness management assessment
 - Identifying losses for maintenance and procurement
- Remote office change management:
 - Roles & responsibilities and remote decision-making
 - Technology and deployment process
- Recommended actions to secure business continuity

Restart



CAMO & MRO Recovery

- Organization effectiveness criteria definition
- Back to normal operations including resource planning and aircraft restoration schedule

With this package, Lufthansa Systems can help you running **CAMO & MRO business continuity**



Package: Customer Experience

Hibernate & Survive



Customer Experience Stabilization

- Strategy of crisis-related communication
- Process design for balanced customer service support
- Plan for short-term compensation and financial liquidity protection
- Concept for mobilization of contactless and self-service capabilities

Restart



Customer Confidence Recovery

- Voice of customer: customer survey to point out the changing customer needs
- Road map for enhanced customer experience
- Customer interaction plan for service ramp-up
- Repository concept for service disruption measures

With this package, Lufthansa Systems can help you to stabilize **customer experience** and rebuild **customer confidence**



Package: IT & Cyber Security

Hibernate & Survive



Cyber Security Assessment

- Identified critical IT systems depending on:
 - Operational need
 - Compliance & governance requirements
- Risk heat map respective dynamic critical measures and resources (e.g. insider threats)
- Matrix of current scenarios for cyber attacks (e.g. remote working)

Restart



IT Security Accelerating Recovery

- Recovery impact analysis, depending on:
 - Operational impact
 - Strategic relevance
 - Risk consideration
- Demand and risk based forecast
- Recovery schedules on critical assets

With this package, Lufthansa Systems can help you **keeping your IT Security mature**



Survival Kit: excellent people and excellent procedures

People



Crisis Manager



Engineer

Procedures



Distributed collaboration



Iterative decision making

Foundation

IT & digitalization

Market & Network

Sergej Bukovac

Education and Background

- Bachelor of Aviation
- Master of Business & Technology

Expertise

- Airline Transportation Economics
- Network Planning & Scheduling
- Freight operations and planning

Project Experience

- Network Strategy & Market re-positioning



James Liu

Education and Background

- Bachelor of Aviation

Expertise

- Network Planning, Strategy & Scheduling
- Revenue Management

Project Experience

- Network Realignment & Network Strategy
- Schedule Optimisation & Codeshare



Operations

Davide Bardelli

Education and Background

- Aeronautical engineer & MBA

Expertise

- Flight OPS, Flight Dispatch, OPS control
- Air Traffic Management & SESAR

Project Experience

- Merging of Alitalia and Air One flight dispatch
- Advanced Flexible Use of Airspace concept in SESAR



Björn Bech

Education and Background

- Diploma in Economics

Expertise

- Revenue Management
- Ground OPS

Project Experience

- Ground OPS, PSS, OPS Control
- Revenue Management



CAMO & MRO

Alex Shipulin

Education and Background

- MEng Civil Aviation and Aerospace

Expertise

- CAMO/MRO business development & transformation

Project Experience

- M&E Transformation



Carlos Diaz

Education and Background

- MSc Aviation Management
- MBA

Expertise

- MRO & Commercial
- M&E Business Development

Project Experience

- Process optimization for MRO organizations
- IT-Landscape for MRO organizations



Customer Experience

Tanja Langer

Education and Background

- MSc Business Management

Expertise

- Airline Product Management
- Customer Experience

Project Experience

- Integration of new cooperation partners



Laura Oster

Education and Background

- Master of Business Administration (MBA)

Expertise

- Ancillary Services & Product Management
- Customer Experience Management

Project Experience

- Development of Ancillary platform (B2B and B2C) and portfolio
- Integration of airline in search & booking process



Cyber Security

Maximilian Bula

Education and Background

- Master of Science (MSc)

Expertise

- IT & Cyber Security Management
- Business Development

Project Experience

- Development of a central Privileged Access Management



Ralf Wupper

Education and Background

- Diploma Computer Science

Expertise

- IT Continuity Management
- IT & Cyber Security

Project Experience

- Cyber Risk Management for Lufthansa Group



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