



Airline Forum 2020: Virtual exchange accelerates the transformation to the “New Normal” of aviation

One of the largest airline IT conferences gathers representatives of 70 airlines | Despite the challenges faced by the airline industry, Lufthansa Systems presents cutting-edge innovations and welcomes new customers

Raunheim, September 29, 2020 – Around 500 users will come together today at the 13th edition of the Airline Forum, the airline IT user conference organized by Lufthansa Systems. The Airline Forum unites around 70 airlines from all over the world who successfully use the ground operations solutions and commercial solutions from Lufthansa Systems. This year’s instalment of the Airline Forum entitled “Transforming into the ‘New Normal’” will see the user community meet in a fully virtual format for the first time in the event’s long-standing history. Coming together on a digital platform, the participants will learn about the latest developments in the portfolio offered by the airline IT specialist that will help airlines to navigate through the crisis and return to the skies.

The use of modern technologies and a solid data basis will be key for the industry to get back on track after the global standstill of air passenger traffic. Data analyses, machine learning algorithms, other artificial intelligence (AI) methods and cloud solutions will enable airlines to make better and faster decisions in a constantly changing market environment. At the Airline Forum, Lufthansa Systems presents its latest innovations that enable airlines to transform their business to this “New Normal”. Faced with the need to optimize capacity utilization and recover from the economic downturn, industry players will benefit from the latest developments such as the optimizers for hub restructuring in network planning and scheduling, the enhanced functionalities for easier interaction between crew members in NetLine/Crew and the New Demand Indicators (NDI) Dashboard.

Due to the challenges arising in the wake of the global pandemic, airlines now more than ever appreciate the benefit of such innovative solutions. “Despite the difficulties faced by the industry, we were able to attract several new external customers recently and are particularly proud to welcome Air Transat, the Air Transport Services Group (ATSG), NEOS and



Pegasus Airlines at the Airline Forum,” said Olivier Krueger, CEO of Lufthansa Systems. “The first-hand feedback provided by our airline customers at the conference will contribute directly to the continual improvement of our solutions, which is why the close exchange with our user community is vital for a sustainable recovery and the successful future of our industry.”

This year's edition of the Airline Forum features a high-profile keynote speech and a broad range of expert-led sessions covering all topics that move airlines most in the current situation. Olivier Krueger and Dr. Thomas Wittmann, both CEOs of Lufthansa Systems, will kick-off the event with their opening remarks, and they are pleased to welcome Dr. Roland Schütz, EVP and CIO Lufthansa Group Airlines and Digital Initiatives, as keynote speaker. In his presentation, he will provide insights into the role played by IT in times of COVID-19. Attendees can choose their own individual program from eight product tracks and 48 product sessions. Dedicated breakout sessions will help create an informal environment, where all participants have the opportunity to connect with product experts and users from other airlines.

On the path to recovery: digital event formats drive customer dialogue in the “New Normal”

The pandemic is accelerating the adoption of digital ways of engaging that reduce the number of in-person events and facilitate remote exchange with customers. Responding to the need for social distancing while enabling close customer interaction, Lufthansa Systems launched an online conference series back in April. Called “Let’s talk about IT”, this conference series features Lufthansa Systems experts openly sharing their expertise to support airlines in adapting to the new circumstances faster and more efficiently. After eight editions, the virtual events season continued with the Lido User Group Conference 2020, an industry-leading flight operations solutions user conference, which took place virtually with more than 380 attendees from 110 airlines.

“We are delighted to see so many of our customers participate in our virtual events. Even though the format is different, these events continue to deliver tangible benefits for our customers,” said Dr. Thomas Wittmann, CEO of Lufthansa Systems. “Meeting industry

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colleagues and exchanging ideas has always been an important foundation of our business – whether in-person or on a digital platform. In these turbulent times, we are doing our best to facilitate remote interaction, maintaining a close dialogue with our customers and preparing them for the full restart of the airline business.”

Caption (copyright: Patrick Kuschfeld): Lufthansa Systems welcomes about 500 participants at the virtual Airline Forum, one of the largest international airline IT conferences.

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About Lufthansa Systems

Lufthansa Systems GmbH & Co. KG is a leading airline IT provider. Based on long-term project experience, a deep understanding of complex business processes and strong technological know-how, the company provides consulting and IT services for the global aviation industry. Over 350 customers worldwide rely on the know-how of IT specialists at Lufthansa Systems. Its portfolio covers innovative IT products and services which provide added value for its customers in terms of enhanced efficiency, reduced costs or increased profits. The company is celebrating its 25th anniversary in 2020 and, in addition to its headquarters in Raunheim near Frankfurt/Main, Germany, now has offices in 16 countries.

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