

## Press release

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### **Airline Forum 2017: Lufthansa Systems takes airline customers into the digital world**

**A total of 450 airline experts are attending one of the world's largest airline IT user conferences to find out about the latest innovations in the digital world of aviation.**

**Raunheim, May 8, 2017** – “Spice IT up! – Digitalization and beyond” is the motto of the Lufthansa Systems Airline Forum, which starts today. A total of 450 participants from around 80 airlines worldwide will learn about the latest developments in the portfolio of the airline IT specialist. The focus is on Commercial Planning and Operations solutions from the NetLine and ProfitLine product lines. “This industry meeting, which is traditionally held in the Lufthansa Training & Conference Center in Seeheim, is one of the most important events in the airline IT sector,” said Ulrike Behrens, Head of Marketing at Lufthansa Systems, who organizes the Airline Forum. Lufthansa Systems advises and supports airlines in their digital transformation. The aviation IT experts show what sustainable airline processes can look like and provide hands-on support to customers in implementing their projects.

“Digitalization has a significant influence on working processes, business models and our daily life. This applies to the aviation industry as well. The core of our company strategy is to put airlines in a perfect position for the digital future,” said Olivier Krueger, CEO of Lufthansa Systems. “We are delighted to welcome so many of our customers’ representatives to the Airline Forum again this year.”

The keynote speech will be held by Lufthansa CIO Dr. Roland Schuetz. Other customers will also have the opportunity to speak and report on successful projects, including United Airlines and the Israeli airline EL AL. The next two and a half days will be devoted to some 80 lectures and workshops as well as personal conversations with product experts and other airlines. Attendees can put together their own individual program from a comprehensive range of topics. The focus will be on new product developments and innovations in the NetLine and ProfitLine product lines, which will be introduced by experts from Lufthansa Systems and its industry partners.

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Automation and integration are key aspects in this context. Modern technologies make it easier to collect and evaluate data in order to identify anomalies and automatically learn from them or carry out certain actions. But it is also increasingly important for IT solutions – especially in the field of operations – to be able to share this data and interact with one another in order to make the best decisions and optimize processes. Communication also plays an essential role in the digital world. It should be fast, simple and possible from anywhere. Mobile solutions and a user-friendly layout help meet these demands.

“At the Airline Forum, we present new industry trends and product portfolio developments to our customers. We also want to talk with them about market challenges, new technologies and smart solutions for their specific requirements,” said Stefan Auerbach, CEO of Lufthansa Systems.

The Market Place provides plenty of room for this dialog. This is where Airline Forum participants can try out the product innovations for themselves right after the sessions. Their feedback is critical to the further optimization of Lufthansa Systems’ products.

### **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 300 airlines 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. Headquartered in Raunheim near Frankfurt/Main, Germany, Lufthansa Systems has offices in 16 other countries.

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