

## Press release

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### **Japanese regional airline opts for revenue management solution from Lufthansa Systems**

#### **AIRDO successfully implemented leading segment-based revenue management solution**

**Raunheim, October 19, 2016** – Lufthansa Systems today announced another success of software implementation in Japan. The regional Japanese airline AIRDO has also opted for a ProfitLine revenue management solution from Lufthansa Systems. The two companies signed a five-year contract at the start of this year. The implementation was completed in July.

After rolling out the revenue management solution, AIRDO became able to improve the capacity utilization of its flights, respond more quickly to market changes and increase its revenues. “The solution got highest attention during implementation from board members due to its importance for yield maximization,” said Minoru Honda, Senior Vice President at AIRDO. “We are impressed not only by the features of the revenue management solution, but above all by the comprehensive support and on time project management offered by Lufthansa Systems during the implementation and subsequent training.”

The leading segment-based revenue management solution supports demanding airlines in a tough market. The solution is suitable for every business model and, thanks to the new Price-Based Forecasting module, allows for both product-sensitive and price-sensitive forecasts to optimally meet the needs of airlines in a hybrid environment. The system defines the availabilities of an airline depending on market developments and competitors' prices. It monitors the entire network and tracks critical booking patterns in order to optimize the use of an airline's fleet.

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AIRDO can now sell tickets at prices based on what customers are willing to pay. This leads to greater efficiency and higher revenues. The solution is also quick to implement, and it features an intuitive user interface and flexible reporting options. This makes the product ideal for any airline wanting to optimize its revenue management with minimal investment costs.

“We are delighted to welcome another Japanese customer for our revenue management solution. The system was developed specially to meet the needs of regional airlines offering point-to-point connections. We believe the rich functionalities will help AIRDO maximize revenue of Hokkaido traffic,” said Tom Vandendael, Senior Vice President Regional Management Asia-Pacific.

AIRDO is a Japanese airline based in Sapporo, Japan. The regional airline was founded in 1996 and offers domestic flights in Japan with its fleet of 14 aircraft. AIRDO is a codeshare partner with ANA.

### **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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