Press release

Lufthansa Systems – the right IT partner to help airlines go digital

From personalizing the travel experience to big data, improved efficiency and new dynamic distribution standards – Lufthansa Systems supports airlines on every level of digital transformation

Raunheim, February 16, 2017 – Everyone is talking about digitalization. Many companies are wondering how to future-proof themselves in the digital world. Lufthansa Systems turned this vision into reality a long time ago. For years, the aviation IT specialist has been advising and supporting airlines in their digital transformation, demonstrating what sustainable airline processes can look like and helping customers implement concrete projects.

"The core of our company strategy is to put airlines in a perfect position for the digital future. For example, we have spent over 15 years helping airlines work toward a paperless flight deck," said Olivier Krüger, CEO of Lufthansa Systems. "We are offering new solutions and expanding our consulting unit in response to growing demand in the market. In keeping with this, we are continually enhancing our digital expertise so we can develop innovative solutions for the entire cosmos of an airline and its passengers – with data analytics, personalization, mobility and new developments such as eye tracking and dynamic navigation maps."

The spectrum includes solutions and consulting services for improving the efficiency and differentiation of all aspects of an airline as well as for optimizing the entire travel chain for passengers.

Personalized Air Travel Services: Personalized solutions aim to enhance the passenger travel experience. New digital and individual services and apps, which can be used before, during and after a flight, ensure that passengers are addressed directly and personally. BoardConnect is one example. This digital platform enables passengers to access wireless inflight entertainment on their own smartphones and tablets, while offering additional

Press release

functionalities for flight deck and cabin crews – with or without an Internet connection. The new inTime app is another example. It calculates how much time passengers will need to reach their gate punctually from their current location. Both the traffic situation outside the airport and the waiting times at check-in and security are taken into account here. The timings are based on (anonymized) data from real passengers, so the app gets more intelligent over time.

Dynamic Distribution Management: Dynamic distribution management makes it possible for airlines to increase their revenues by offering ticket and service packages directly to travelers. The New Distribution Capability (NDC) standard of the International Air Transport Association (IATA) is promoting this development and significantly affecting the distribution structures of airlines. Together with partners, Lufthansa Systems provides solutions for the entire NDC process, including offer and order management, dynamic pricing, and billing with the Sirax/RA revenue accounting solution. Airlines benefit from improved customer loyalty through more individualized offers, with lower distribution costs and higher revenues.

Safe & Efficient Flight Operations: Optimization and efficiency in all aspects of flight operations are the crucial aspects here. Simplified processes, improved routes, reduced fuel consumption and shorter handling times (including for crews and maintenance work) not only generate considerable savings potential, they also increase flight safety. For example, the digital navigation maps of the Lido/Navigation product line are becoming more and more dynamic. In the near future, they will be able to seamlessly display all flight processes from gate to gate. With an on-board Internet connection, additional smart functions in the maps can show information that is relevant to specific situations during a flight. This increases the pilots' situational awareness.

Reliable Air Travel Experience: New developments in the field of flight operations revolve around passengers and their positive travel experience. If disruptions or delays do occur, these solutions aim to minimize the negative effects on passengers and communicate changes in a transparent way. This is essential to an airline's success. The successful NetLine/Ops ++ operations control solution helps here with its innovative eye-tracking

Press release

feature. Employees in an operations control center sometimes have to monitor six screens showing current flights and information about potential disturbances. Analyzing the eye movements of operations controllers with the help of eye-tracking technology ensures that no important warnings or disruption notifications are overlooked.

"In light of the growing importance of digital solutions in the aviation industry – including in the areas of data sharing, analytics and prediction – we founded a company last year called zeroG," said Lufthansa Systems CEO Stefan Auerbach. "zeroG is a consulting firm with the character of a start-up which can respond quickly and flexibly to changes in the market. With their expertise in IT and aviation, our zeroG consultants support digitalization projects inside and outside of the Lufthansa Group."

The attached infographic provides an overview of current digitalization projects and innovative solutions. Excerpts can be provided upon request. An animated version of the infographic for digital use can be found on YouTube. (Copyright: Lufthansa Systems)

More information about Lufthansa Systems' digitalization expertise is available online: www.lhsystems.com or on YouTube: www.youtube.com/user/LHsystems

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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