



Trapped in the NDC-jungle?

Stay calm and relax. Our retailing experts can tame any wild challenge!

Lufthansa Systems Airline Consulting is positioned as a subject matter expert in leading new ways of distribution or technology changes and developing new products and services together with their airline customers. With the expertise, we gained from developing our own solutions supporting both the NDC and ONE Order standard, together with our Airline Consulting knowledge we will provide unbiased support for any scenario and accompany the distribution journeys for all touchpoints. This allows us to tailor our offer to customers' needs very flexible.

Assessment

- NDC Business Case
- Assess commercial advantages and opportunities
- ONE Order readiness

Airline products & services

- Ancillaries
- Personalization
- Pricing
- Payment
- Big Data
- Fares

Technology

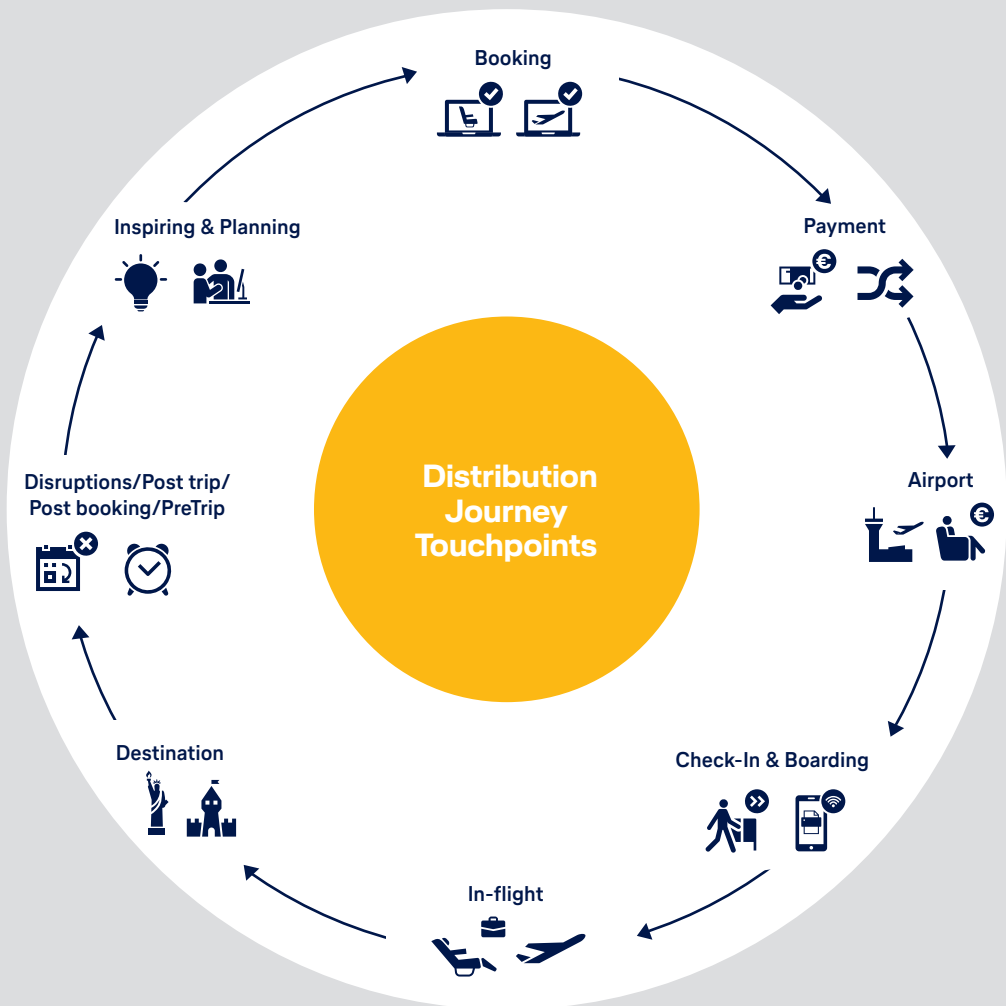
- Develop and execute a RFP
- Evaluate vendors and suppliers
- Align & check IT environments
- Negotiate contracts
- Provider Management

People

- Understand our customer
- Change management
- Process alignment

← **Our four Airline Consulting puzzle components:**

In which area do you need our expert advice?



Airline advantages and opportunities for new distribution strategies



Faster time to market



Additional sales channels



Reduction of GDS costs



Customer centricity



Ancillary sales

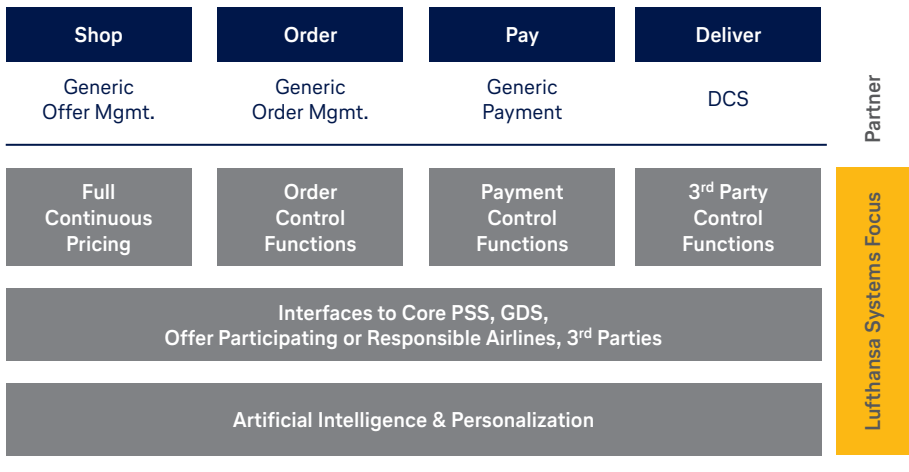


Revenue increase

Lufthansa Systems RetailLine

We offer a comprehensive retailing and merchandising solution with integrated expert consulting. It is fully compliant with NDC and ONE Order standards and offers state-of-the-art Dynamic Pricing and integration of Payment Services as well as Revenue Accounting.

Our platform will put the passenger first. NDC offers can be priced optimally in real-time – no matter if personalized or anonymous. Distribution is no longer restricted by booking classes or fare filing. We offer you a smooth and safe way on your journey to customer-centric merchandising and distribution.



Key benefits

- Reduced dependence on cost-intensive Global Distribution Systems (GDS)
- Implementation of additional direct or indirect sales channels
- Implementation of new concepts for personalized offers and marketing activities as well as rich content for product differentiation
- Increase revenue through better and more personalized offerings based on Dynamic Pricing
- Quick reaction to market changes with an offer that sets you apart from your competitors



**For more information please contact
marketing@LHsystems.com**

Lufthansa Systems GmbH & Co. KG
Am Messeplatz 1
D-65479 Raunheim
Germany

Phone +49(0)69-696 90000
marketing@LHsystems.com
[LHsystems.com](https://www.lhsystems.com)

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