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Lufthansa Systems cooperates with OpenJaw Technologies to create an end-to-end Offer and Order Process Solution

- the cooperation supports the move towards a single customer order record
- the end-to-end process based on Offer and Order Management covers airline retailing, order management, delivery, order accounting and settlement

Raunheim, 27th April 2023. Lufthansa Systems announced a cooperation with OpenJaw Technologies, which will support the move towards a single customer order record. By combining OpenJaw Technologies' Offer and Order Management Platform t-Retail and Lufthansa Systems' finance solution SIRAX/ONE Order they provide an end-to-end solution based on Offer and Order Management that covers airline retailing, order management, delivery, order accounting and settlement.

With this cooperation Lufthansa Systems enables airlines to sell, account, and track the delivery of new flight- and non-flight-products and services in a seamless way, bringing airlines closer to other retailers. It allows airlines to increase their agility and to be innovative by moving from PNRs, e-tickets and EMDs, towards orders and services.

The goal of the cooperation is to move forward, towards order-based processing and modernized airline retailing, delivery, and accounting by providing lean, highly automated order processes and services based on the latest technology, fully in-line with IATA ONE Order and Settlement with Orders (SwO). The end-to-end Offer and Order Process Solution will increase airlines simplicity and flexibility by providing real-time insights.

"By collaborating with the market leading provider of next generation revenue accounting solutions, we can jointly accelerate the transition to retailing excellence for our airline partners," said Conor McLaughlin, Director of Product Management – Airline at OpenJaw Technologies. "Airlines can leverage this integrated solution to provide their customers with a truly differentiated and seamless omni channel experience spanning offer, order and settlement."

"Through this cooperation, we are able to offer our customers a solution for the whole end-to-end Offer and Order processes", said Sebastian Holfert, Senior Product Manager at Lufthansa Systems. "It helps us to provide airlines with the best possible IT solutions and also gives us the opportunity to present ourselves as a pioneer in the aviation IT business, defining new industry standards."

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About OpenJaw Technologies

At OpenJaw we are committed to supporting our airline partners with their transition to retailing excellence by enabling them to offer a truly differentiated omni-channel experience spanning offer, order, and settlement. A proponent of broad omni-channel retailing techniques, OpenJaw enables airlines to seamlessly sell the full range of travel products. OpenJaw t-Retail delivers unrivalled capabilities in Dynamic Offer and Order Management with seamless delivery of rich content and differentiated Offers. Using t-Retail, airlines can effectively control and optimise their product offers, drive additional revenue, and reduce distribution costs. OpenJaw t-Retail operates at scale with large tier 1 global airlines and generates more than US\$8.0 billion in gross transaction value per year. Customers include British Airways, Cathay Pacific, ANA, Iberia, and Hainan among others. With a 100% track record of delivering multi-vendor, multi-year solutions to clients, OpenJaw is a proven delivery partner for large scale Retailing and NDC solutions. OpenJaw currently employs over 270 talented staff across three offices, all with deep domain expertise in travel technologies including distribution systems, ancillary revenues, dynamic packaging, NDC and e-commerce. Headquartered in Dublin (Ireland), OpenJaw also services its global customer-base from regional offices in Galway (Ireland), and Dalian (China).

About Lufthansa Systems

Lufthansa Systems GmbH & Co. KG is a leading airline IT provider determined to shape the future of digital aviation. It draws its unique strengths from its ability to combine profound industry know-how with forward-looking technological expertise and has lived by its slogan “We’re into IT” for more than 25 years. A wholly-owned subsidiary of the Lufthansa Group, the company offers its more than 350 customers an extensive range of successful IT products and services for the aviation industry, many of which are market leaders. Lufthansa Systems’ pioneering portfolio covers all of an airline’s business processes – in the flight deck, in the cabin and on the ground. As a tech company and airline IT provider, Lufthansa Systems is committed to identifying its own environmental footprint and improving that of its airline customers across the globe. Headquartered in Raunheim near Frankfurt/Main, Germany, Lufthansa Systems employs around 2,400 people at its locations in 16 countries.

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