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SunExpress to manage commercial inventory with Revenue Integrity

- Revenue Integrity is the commercial solution from Lufthansa Systems to protect airlines' inventory
- SunExpress implemented real-time, fully automated solution to manage strongly growing inventory
- Decision supported by positive experience of current Revenue Integrity customers

Raunheim, 25th February 2025. SunExpress, a joint venture between Lufthansa and Turkish Airlines, has implemented Revenue Integrity, the commercial solution from Lufthansa Systems, to manage its commercial inventory.

With the doubling of its fleet within the next ten years and a continuous expansion of services to new markets and routes, SunExpress is currently growing significantly. Thus, keeping control of its inventory is becoming increasingly important for the value carrier, that has again been awarded “Best Leisure Airline in Europe” by Skytrax.

Revenue Integrity offers a real-time, fully automated solution that keeps the inventory free of duplicates and fictitious names, prevents churning and includes the handling of unticketed bookings. With Revenue Integrity, SunExpress will gain additional revenue from seats being returned to the sales cycle, save costs from canceled bookings, and be able to clean inventory figures, making them more accurate. Additionally, Revenue Integrity extends its interface compatibility by implementing an entirely new interface to the existing Passenger Service System (PSS) from SunExpress.

“We are pleased to strengthen our partnership with SunExpress. It makes us very proud that, besides our Revenue Integrity functionalities, this decision was supported by the positive experience our current customers have with this solution,” added Marco Cesa, Senior Vice President Regional Management EMEA at Lufthansa Systems.

SunExpress already uses a wide range of solutions from Lufthansa Systems, including the Lido solutions for flight operations and the NetLine solutions for ground operations.

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About SunExpress

Established in 1989 as a joint venture of Turkish Airlines and Lufthansa, SunExpress acts as a tourism ambassador between Türkiye and Europe with 35 years of experience and leisure airline expertise. SunExpress flies on 200 routes to 35 countries and carries more than 12 million passengers every year. With its headquarters in Antalya and Frankfurt and bases in Izmir and Ankara, SunExpress has around 4000 employees. SunExpress was named the 'Best Leisure Airline in Europe' in the latest global survey by Skytrax. You may find detailed information about SunExpress at www.SunExpress.com.

About Lufthansa Systems

Lufthansa Systems GmbH 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 2,800 people at its locations in 16 countries.

www.lhsystems.com

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