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AIRLINE  
CONSULTING

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**Find the right partner.**

We offer unbiased consulting.

**The global airline scene.  
Becoming ever more complex.  
Changing. Rapidly. A race to catch  
up. Difficult to win. For others.**

**But you tackle the challenges of  
tomorrow. Today already. Relaxed.  
Confident. With the right partner.**

**Airline Consulting.  
Always at your side.**

#findtherightpartner



## What keeps you awake at night?

Solutions elaborated today are already addressing the problems of yesterday. Digitalization is chasing the airlines – throughout the world. To secure your airline's future in this turbulently progressive and challenging market, you must be able to provide answers to the challenges of tomorrow.

**Alliances**

**Time to market**

**Cyber risk**

**Digitalization**

**Shifting business models**

**Data security**

**Passenger experience**

**Ancillary revenues**

**Market consolidation**

**Yield decline**

**UNBIASED**

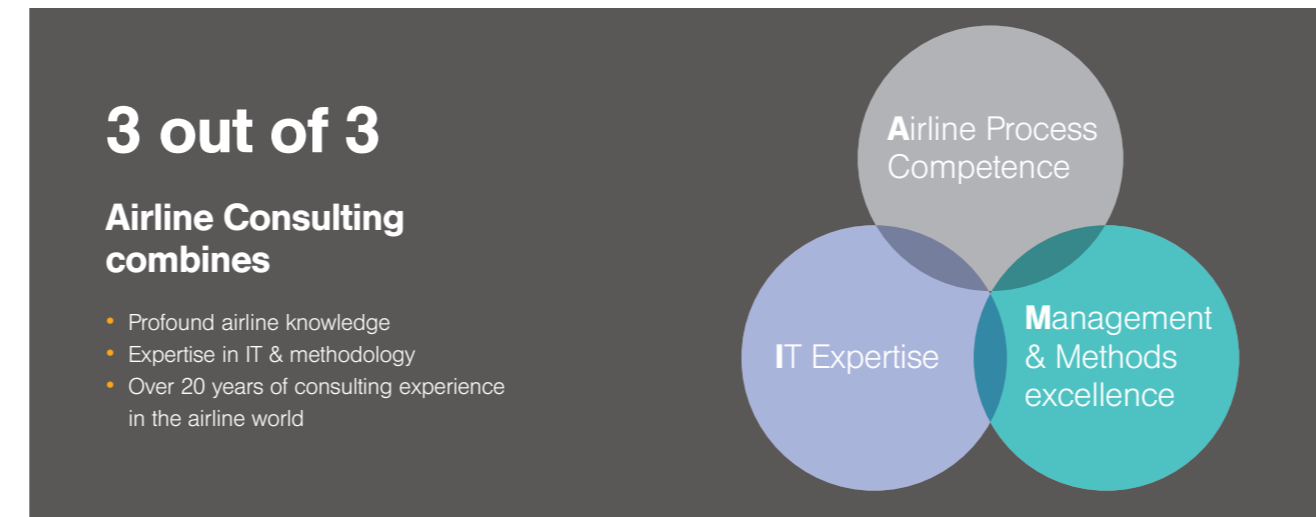
**We offer  
unbiased consulting.**

Wherever you buy your IT  
Whatever direction you take  
For any project you need



**Lufthansa Systems Airline Consulting is familiar with your business. Only we can draw 3 out of 3 resources and provide unbiased support for any make or buy scenario.**

**“AIM” for excellence**



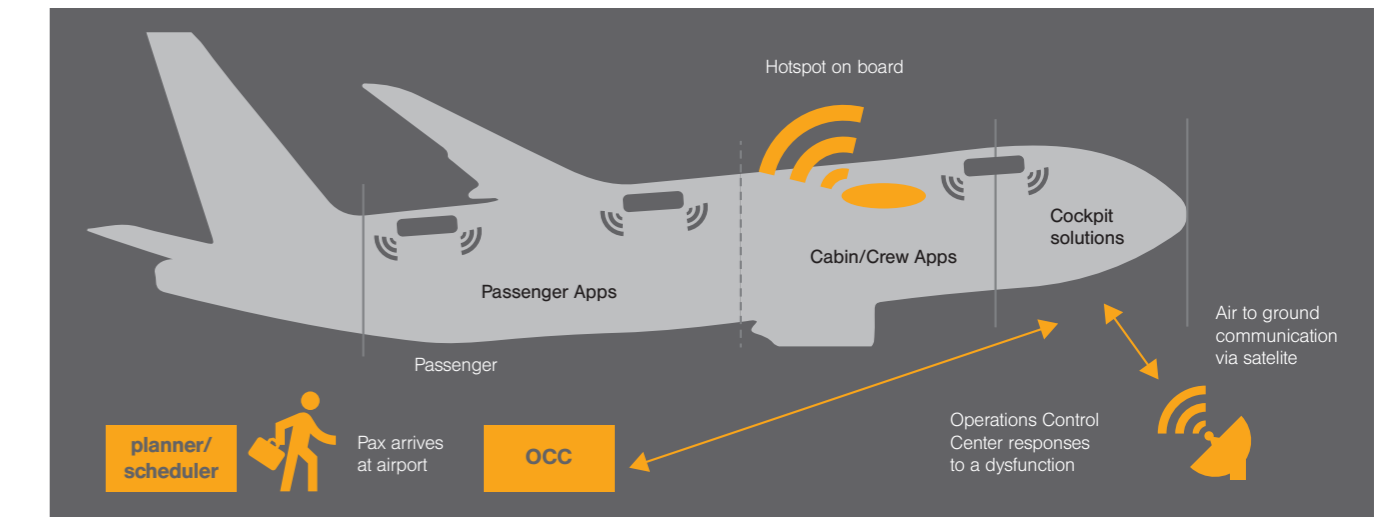
**Airline Consulting offering full business scope and coverage**

- Airline processes included
- Full support for project lifecycle
- One partner, from strategy planning to decommissioning

**Our values: Expertise, commitment, and determination**

- Senior domain and method experts guide and implement your projects
- Based on a foundation of extraordinary experience and excellent education
- Business ethics geared towards long-term partnerships among equals

**Airline IT expertise by Lufthansa Systems**



Innovation will be the number one airline differentiator of the future. The “always connected passenger” is forcing the airline industry to innovate at an ever greater pace.



**Airline IT.  
Extensive consulting experience.  
A strong methodological focus.  
3 out of 3. Perfect match.**

**Covering the whole range of  
consulting services for airlines.  
With just one focus. You.**



**Airline Consulting.  
Because your industry is our industry.**



#findtherightpartner

**Turning occasional buyers into  
regular customers. Staying profitable.  
A simple task. With expert's  
know-how.**

**Razor-sharp precision instead of  
“one size fits all”. For every process.  
For every project. Perfectly tailored  
to your needs.**

**Airline Consulting.  
As unique as your business.**

# How can we assist you?



## Program and project management

We offer best fit methodologies that are ideally tailored to your problems. We achieve this with the agile management of projects and solid methodology that always takes human aspects into consideration.



## Application lifecycle

From the initial idea through to operation: We guide you through the complete lifecycle of application management. Our business analysts and solution architects give your application a stable basis, while our business consultants support you in selecting the appropriate application management strategies.



## Airline processes

We support airlines' process optimization with industry-specific process know-how in the fields of, e.g.

- operational flight management
- passenger service
- crew planning
- revenue management

We can already prepare your airline today for issues that will affect your business processes in the future, in accordance with the continuously changing industry trends.



## Airline IT governance

We provide management consulting on specific areas of the airline industry such as strategy, product portfolio planning, determining the proper organization, driving change – from innovation through to make-or-buy-decisions, provider management and business development.



## Professional services

Services beyond classic consulting: how to staff your projects with a highly-qualified, experienced, and flexible workforce. Our colleagues have wide experience in airline-business-related projects and products. They are not just IT-specialists, but also understand airline processes and talk the airline language.



## Airline digitalization

Digitalization has not passed the airline industry by. From navigation solutions on mobile devices, to crew-planning forecasts based on data analyses, mobility and Big Data are important, forward-oriented issues for airlines. We help you transform data into information, e.g. in the areas of:

- **Mobility:** Stay in touch with passengers throughout the journey and beyond
- **Business intelligence, Big Data:** How greater benefits and profits can be gained by managing digital information
- **Inflight entertainment:** We advise on IFE strategies that will delight your passengers
- **Cyber risk management:** Experience the demanding requirements of next-generation security and mobile touchpoints along the passenger journey