



Distribution Consulting

We are Aviation Experts and guide you on your way to finding the answers to your distribution challenges

Do you know your customers and are you able to identify them at time of shopping?

Have you ever wondered why it is so crucial for e-commerce to identify and understand individual buying patterns?

It takes less than 5 minutes to setup an Amazon store but it takes substantially longer to integrate additional (ancillary) services into your distribution channels - don't you wonder why? Do you want to change this?

Do you issue tickets and other documents because you think this is the one and only approach of doing your business - or is it merely because no one has shown you an alternative that works?

Do you want to define your own processes in your Passenger Service System - or are you happy with the way your PSS provider thinks you should be doing your business?

We address your distribution challenges and questions with our proven 4 dimensions approach



Strategy

Implement a specific roadmap to achieve and support your objectives



Technology

Know your systems and limitations to be able to adjust if necessary



Know-How/Organization

Seek for suitable resources with expert knowledge to support your vision



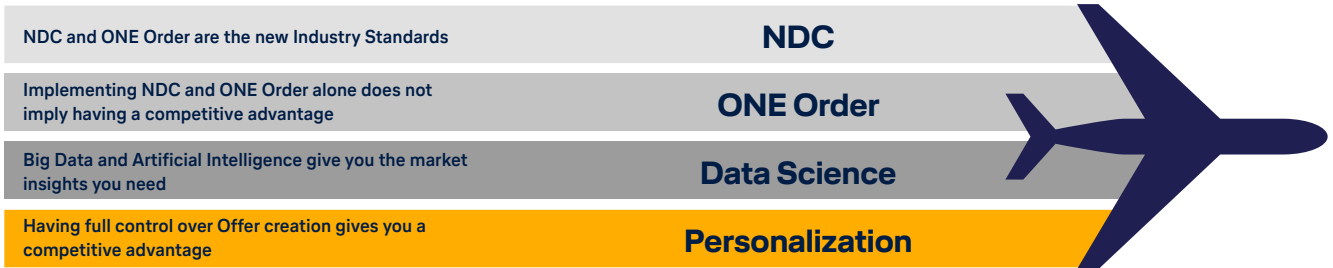
Business Model/Mindset

Always evaluate the fit of your utilized assets with your business plan and human capabilities

→ The biggest challenge is how to transition to the new distribution model, yet still live in the old world. How can one manage living in both worlds for the transitional period?

(Dr. Karl Isler)

We believe that future airline distribution will be shaped by the following four main drivers



This is how we address your questions

Our 4 dimensions approach and how we apply it to your needs – with the following example:
How to transition to the new technological environment, managing living in both worlds for the transitional period?

We would begin our journey by looking at the following 4 dimensions:



By articulating hypothesis for each of the corresponding dimensions we proceed with our analysis. Recommendations based on our holistic view on the end-to-end process will be derived from theoretical considerations (e.g. regarding change management and definition of future processes), simulations and eventually proof of concept or prototype.

We gained experience in various Lufthansa Group and external customer projects along the customer journey, e.g. in below reference projects

- 2020: Continuous Pricing & Pay as you fly
- 2019: Lufthansa is first ONE Order certified airline in the world
- 2018: Lufthansa Systems implements first ONE Order end-to-end pilot, including Shopping, Order Management, Payment and Delivery
- 2017: RM Forecast and Optimization w/o booking classes
- 2016: Revenue Management Cockpit, i.e. single frontend for all RM Systems
- 2014: R&D for next generation of RM solutions w/o booking classes
- 2010: O&D Revenue Management for dependent demand (i.e. buy-down)
- 2007: Dynamic Pricing Engine (DPE)



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