

## Deutsche Lufthansa AG improves customer service and lowers costs with a flexible, scalable platform.

### Overview

#### Business challenge

“Even faster, even easier and even more customer-friendly” is the motto of Lufthansa.com, Deutsche Lufthansa’s online customer portal. With the rise in demand for customer self-service and the need to differentiate itself from the competition, Lufthansa needed to find a way to provide improved online service through its Lufthansa.com portal while reducing costs.

#### Solution

IBM worked together with Deutsche Lufthansa and Amadeus to redesign the Lufthansa.com portal – including functionality, architecture, processes and infrastructure. The solution is flexible and scalable, allowing Deutsche Lufthansa to respond to the peaks and ebbs of travel demand quickly and seamlessly.

#### Benefits

- Reduction in maintenance costs and operational responsibility
- Improved site usability and functionality
- Increase in volume flexibility and scalability

#### Industry

- Travel & Transportation



**Deutsche Lufthansa AG ranks as a leader among the world’s leading airlines. As an aviation group, Lufthansa adheres firmly to economic and strategic criteria, focusing on the core competencies of its six business areas: passenger traffic, logistics, MRO, catering, leisure travel, and IT services. The airline serves 177 destinations in 73 countries with a fleet of about 230 aircraft and a staff of more than 34,000 employees.**

#### Challenge

“Even faster, even easier and even more customer-friendly” is the motto of Lufthansa.com, Deutsche Lufthansa’s online customer portal. With the rise in demand for customer self-service, and the need to differentiate itself from the competition, Lufthansa sought to improve Lufthansa.com in order to:

- Attract more customers to use its self-service channel for ticket sales and frequent traveler services
- Personalize the experience for millions of customers in more than 80 countries and 12 languages
- Deliver unmatched performance levels with an “on demand” business model with scalability options and billing based mainly on the volume of bookings
- Increase the overall growth of Lufthansa’s online business
- Ensure maximum flexibility for Lufthansa’s business model

Lufthansa faced several challenges to improving Lufthansa.com and its online service to customers in general. Over time, different functional components had been added to the Lufthansa.com environment, making it heterogenous and difficult to upgrade and improve as a whole. Backend integration had previously been implemented point-to-point and was based on partially outdated interface technologies, again presenting a challenge to a global system update. The heterogeneous environment also meant that platform scalability was limited requiring long leadtimes for volume increases, and involved some physical bottlenecks that no longer allowed for comprehensive economic scaling. The platform was not fully integrated with the Lufthansa CRM systems, producing duplicate data and confusion, to the detriment of customer service. All of these challenges meant that the overall platform cost was high. However, implementing a new system might also be cost-prohibitive. Lufthansa



needed to find a way to provide improved online service through its Lufthansa.com portal while reducing costs. The company felt that it could succeed by using new technologies that it could upgrade easily, and it sought a variable fee service delivery model to manage the costs of scaling up and down to meet the peaks and ebbs of travel service demand.

## Solution

Deutsche Lufthansa called on IBM, which brought together a team of experts from several lines of business, to recreate Lufthansa.com with the customer in mind. IBM, worked together with Deutsche Lufthansa and Amadeus—the global leader in online travel technology—to re-design the Lufthansa.com portal. Lufthansa.com was recreated from end-to-end—from functionality, architecture, processes and infrastructure. Lufthansa.com now has a flexible, standard Internet Booking Engine, whose functionality and hosting is independent of the rest of the platform, but which is still fully integrated into the portal. The portal offers easy, flexible and extensible mechanisms for integration of Lufthansa backend systems, legacy components and external applications. By integrating the most important Lufthansa backend systems providing direct access to Lufthansa's central customer repository, flight repository and other directory systems, Deutsche Lufthansa has finally ended data redundancy problems and has reduced the need for manual error tracking and transactions concerning customer data. The new Lufthansa.com portal platform is based on a whole range of IBM products, run on IBM hardware and operated by IBM eBusiness Hosting. The Internet Booking Engine is fully provided by Amadeus on the basis of their specialized airline product planitGo, and hosted in Amadeus' own hosting facilities. IBM also provided the client with dedicated consultants and developers as part of a 5-year maintenance contract.

## Benefits

- Reduction in maintenance costs
- Improved site usability and functionality
- More flexible booking process
- Improved Portal Administration
- Increase in volume flexibility and scalability

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