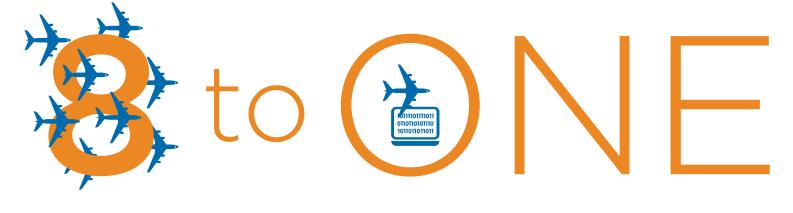
Lufthansa Takes Flight with Operational Excellence

A single data language, streamlined KPIs, and an integrated data warehouse drive operational excellence for Deutsche Lufthansa AG.



Following mergers and acquisitions, disparate data from eight airlines was transformed to one common data language





Maximize Revenue

Minimize Costs



Maintain Customer Satisfaction



Lufthansa can overcome

economic, competitive, and quality challenges.



Decisions



and shapes operating models. The Analytic

Analysis across multiple brands and business units

Ecosystem Enables



Enhanced service

Customer-specific offers



Measuring "fair share" of corporate travelers

performances



Fulfills the sales strategy

across customer levels

to reward loyalty

Captures customer performance



PRICING AIRPLANE MODEL

ROUTE

3. If corporate market share grew 10%, did Lufthansa's corporate group grow 10%?

Lufthansa by the Numbers 119K

106M 2016

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