

SAP Customer Success Profile Aerospace – Travel and Transportation



LUFTHANSA



Deutsche Lufthansa AG is a globally operating aviation group. While the SAP NetWeaver® Portal component provides the key component of eBase, Lufthansa's central platform for communication and collaboration and the digitization of business processes, the SAP® MaxAttention™ support option enhances operation of the portal and improves risk management for technical issues.

AT A GLANCE

Company

- Name: Deutsche Lufthansa AG
- Location: Frankfurt am Main, Germany
- Industry: Aerospace
- Products and services: Travel and transportation
- Revenue: €18.1 billion
- Employees: 92,303 in 2005
- Web site: www.lufthansa.com
- Partner: SAP® Active Global Support organization

Challenges and Opportunities

- Consolidate and migrate existing solutions and content
- Provide worldwide usage partly with very low bandwidth

Objectives

- Implement a groupwide platform for communication, collaboration, and the digitization of business processes
- Increase efficiency and speed of business processes
- Standardize management of Web applications
- Realize synergies and economies of scale

SAP Solution and Services

SAP MaxAttention™ support option

Implementation Highlights

- On-site support from a technical quality manager
- Continuous system optimization
- Fast reaction in case of operational issues
- Uninterrupted information exchange on an operational and a management level
- Constant knowledge exchange between SAP experts and customer operations team

Why SAP

- Comprise on-demand, extensive knowledge and expertise
- Offer direct access to SAP experts
- Supply knowledge transfer from experts to the customer via meetings

Benefits

- Improved alignment with corporate objectives
- Enhanced operation of portal and decreased issue resolution time
- Streamlined approach of tracking and measuring
- Strengthened risk management for technical issues

Existing Environment

SAP NetWeaver® Portal component

“SAP MaxAttention improves information exchange and risk management. The ongoing optimization of the system landscape allows us to reduce total cost of ownership and to adjust to changing business requirements.”

Ralf Bosch, Director Enterprise Portal,
Deutsche Lufthansa AG

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