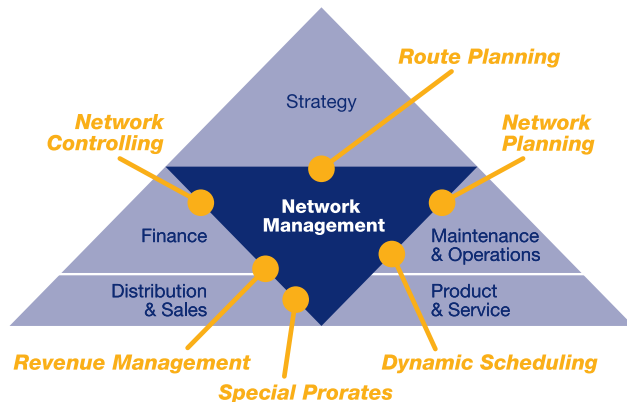


Our Approach – Your Benefits

Lufthansa Consulting provides sound solutions to transform carriers into market-driven airlines by optimizing network structures for improved overall business performance. Using state-of-the-art tools, we can readily determine the profitability of specific O&D markets.

All solutions are developed exclusively for and in full cooperation with our clients, from assessment to the implementation of an IATA draft schedule that maximizes revenue and minimizes costs.

Our services cover the whole network management process including network strategies, route and network planning, revenue management, schedule planning and short-term schedule optimization.



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Network Controlling · Revenue Management · Special Prorates · Route Planning · Rotation and Seasonal Optimization · Fleet Dynamic Scheduling · Network Planning · Overbooking Policies · State of the Art IT-Tools · IATA Draft Schedule · Optimization Market · Network Management Pricing Strategies · Frequency Development

Are you happy with your load factor?

Improve your load factor with:

- Network Planning
Accurate passenger demand forecasting and modelling helps you to improve long term and mid-term capacity planning pin-pointing the load factors.

Connectivity improvement is achieved by proper and detailed analysis of your origin destination markets.

Optimal timings are allocated to your flights by assessing the passenger structure and the market environment.
- Network Controlling
Transparent and reliable information about the route performance enables you to actively manage and steer your network.
- Revenue Management
The right price on the right market at the right time allows you to maximise the number of passengers on your flights.
- Dynamic Scheduling
The right timing and methods are crucial in matching your capacity to demand. Excelling here guarantees higher load factors.

You think your revenue is high enough?

Boost your revenues with:

- Network Planning
Only by analysing the surrounding markets can a more market focused and attractive schedule be created to increase revenues.
- Special Prorate Agreements
Smart SPAs allow you to utilize your interline traffic more efficiently.
- Route Planning
Identifying new revenue potentials is crucial for stable growth. Proper analysis and planning make the access into the new markets less risky.
- Revenue Management
Active and continuous capacity allocation maximises the revenues. Correct strategies and measures help to increase the number of high yield passengers.



Do you think your costs are too high?

Reduce your costs with:

- Network Planning
Proper capacity planning helps you get more out of your fleet. Sound optimization techniques will ensure the optimal mix of capacity and frequencies on your markets.
- Network Controlling
Transparency in costs is a key to managing your schedule. More accurate data collection and a more precise decision making process helps you to ensure the validity of your decisions.
- Route Planning
Opening a route can be costly. Detailed analysis of the catchment areas, competition and passenger segments help you to avoid losses caused by wrong decisions.
- Dynamic Scheduling
Matching the capacity with the demand helps you avoid flying with unnecessary capacity and reduces costs.