

Deutsche Lufthansa AG – Delivers an exceptional online experience with an IBM web portal and hybrid cloud hosting solution

Enhances online delivery

by providing a high-performance, personalized user experience to 94 countries in 12 languages

Boosts profitability

and increases flight booking with better online service functionality at a reduced cost

Improves scalability

with a hybrid cloud solution offering an agile yet highly dependable hosting infrastructure



Solution components

- IBM® WebSphere®
- IBM System p®
- IBM Global Business Services®
- IBM Cloud Managed Services



Business challenge: To improve its online customer experience, Deutsche Lufthansa AG wanted to launch a web reengineering initiative. In addition, to support a new content management system with enhanced functionality, the airline needed to extend its hosting infrastructure with a platform running a Linux operating system.

Solution: IBM designed a comprehensive web portal solution that includes managed services for Lufthansa.com, application maintenance, and support delivered by local and global IBM teams. The solution contract establishes highly competitive service level agreements (SLAs) for capacity, availability and response times. In 2013, IBM upgraded the airline's infrastructure, deploying an IBM Cloud Managed Services environment to create an integrated hybrid cloud hosting platform for the airline's web workloads and new content management system.