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## Rossiya selects Lufthansa Systems' ProfitLine for Revenue Management and Pricing

Further contract bolsters the presence of Lufthansa Systems in the Russian market

Rossiya Russian Airlines and Lufthansa Systems have signed an eight-year contract about the implementation and usage of the IT provider's revenue management solution ProfitLine/Yield and pricing solution ProfitLine/Price.

Rossiya chose ProfitLine due to its comprehensive functionalities and the smooth integration of both systems. "The selected ProfitLine modules enable us to manage all fares and fare information in one system. We will also be able to improve our pricing decisions based on easy to run fare analyses. Thus we gain significant competitive advantages by improving performance and increasing profit," explained Alexander Beley, CIO at Rossiya Airlines, the decision.

This contract with the largest state-owned carrier in Russia significantly strengthens Lufthansa Systems' position in the Russian market. "I am proud that Rossiya has decided to cooperate with us in the fields of revenue management and pricing which are crucial for an airline's success. A number of Russian carriers rely on our in-depth understanding of all airline processes and the extensive technological expertise we have. We are very pleased to add Rossiya to our growing customer base in this region," said Stefan Auerbach, Senior Vice President Sales EMEA/Central at Lufthansa Systems.

Rossiya has opted for a phased introduction of ProfitLine/Yield. Initially, the Russian airline will deploy ProfitLine/Yield Rembrandt which covers the core revenue management tasks from data loading and demand forecasting to optimization and availability upload. The solution can be implemented in a very short time, guaranteeing that the rewards of revenue management materialize quickly. After three years Rossiya will extend its revenue management system to benefit from all functionalities that are necessary for an airline to optimize its network revenues. The extended solution, ProfitLine/Yield O&D analyzes complete passenger itineraries based on O&D (Origin & Destination) data and passenger

name records (PNRs). As a result, airlines gain precise knowledge regarding the development of traffic flows in their entire route network, allowing an optimized management of flight and fare offerings.

Additionally, Rossiya selected ProfitLine/Price which allows the carrier to monitor the worldwide fares of competitors and partners. Designed to support an airline's general pricing strategy, ProfitLine/Price covers all core processes in reactive as well as proactive pricing for published and market fares. In addition to enabling airlines to react faster to changes in the market, the system provides powerful analysis tools for developing effective pricing strategies.

## Note to editors:

**Rossiya Russian Airlines** is Russia's largest state-owned air company, and the leading air carrier in the North-Western Region of the Russian Federation. Rossiya operates from two hubs - Pulkovo (St.Petersburg) and Vnukovo (Moscow) – and carries out commercial flights as well as providing transportation for high-ranking officials of the Russian Federal Government. In 2000 the airline became a full member of the International Air Transport Association (IATA). Since 2001, the company has been a registered effective member of the international community of the Multilateral Interline Traffic Agreement (MITA). In cooperation with partner airlines, Rossiya can take its passengers anywhere in the world. In 2007, Rossiya carried a total of 3,244,585 passengers in its own aircraft fleet. [www.rossiya-airlines.com](http://www.rossiya-airlines.com)

**Lufthansa Systems** is one of the leading IT service providers for the airline and aviation industries worldwide. As a systems integrator, the wholly-owned subsidiary of the Lufthansa Group covers the entire range of IT services, including consulting, development, implementation and operation. Lufthansa Systems provides its infrastructure and consulting services to a variety of industries. Headquartered in Kelsterbach near Frankfurt/Main, Germany, the company has branches in Germany and 17 other countries and employs about 3,320 people worldwide. In business year 2006, Lufthansa Systems recorded sales of EUR 652 million. For more details, see [www.LHsystems.com](http://www.LHsystems.com).

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