



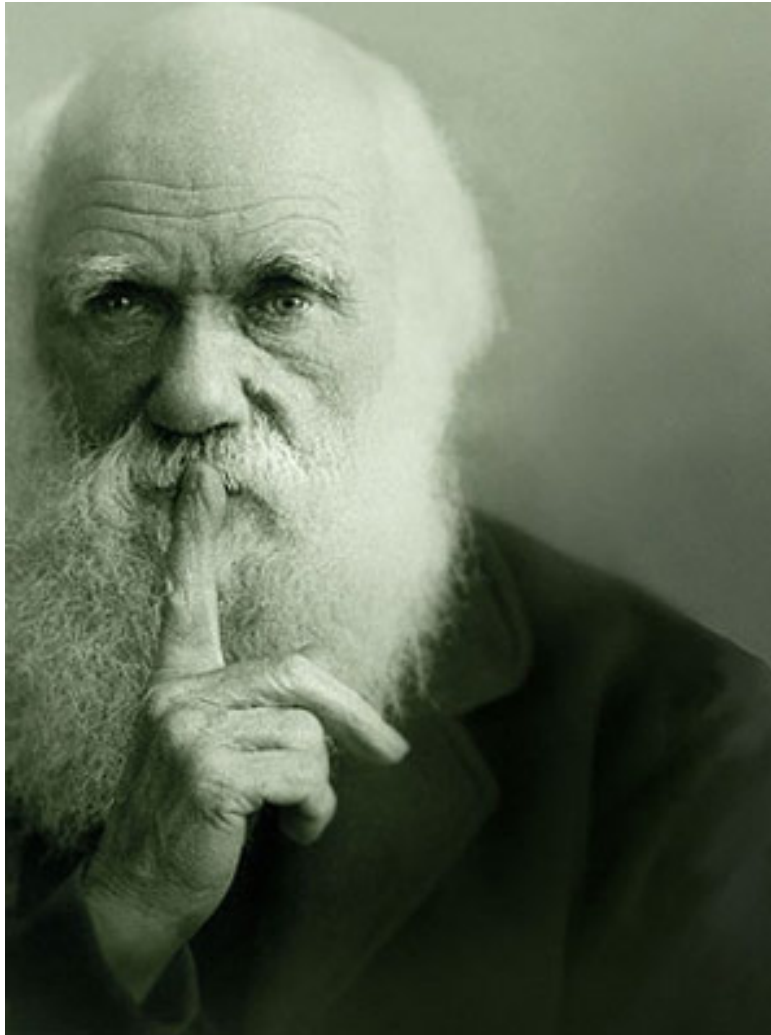
Digital Transformation

Dirk Weigel
IBM Vice President and Managing Director Lufthansa Group

IBM Aviation Industry Services



Why Change?



Digital Darwinism

describes an era where technology and society are evolving faster than businesses can naturally adapt.

WIRED.com



Digitalization Forces Convergence Beyond Industry Borders

Netflix im Flugzeug? Streaming-Anbieter will in WLAN-Technologie investieren

29.09.2017, 15:30 | VON SARAH ADAM



Lufthansa beteiligt sich an Blockchain-basiertem Reisemarkt Winding Tree

12.10.2017 17:17 Uhr - Axel Kannenberg



WELTNEUHEIT AM FLUGHAFEN DÜSSELDORF
Roboter „Ray“ räumt das Parkhaus auf
 Er möchte, dass mehr Autos hineinpassen...



Weather Company Delivers AI-Based Services to Airline Cockpits

20.09.2016
 By Kim S. Nash



Spencer
KLM bereitet Einsatz von Flughafen-Robotern vor

KLM ist mit ihrem neuen Mitarbeiter zufrieden. Der Roboter Spencer hat eine einmonatige Testphase mit Bravour bestanden. Die Airline kann sich vorstellen, ihn regelmäßig einzusetzen.

05.04.16. - 17:51 | Laura Frommberg

13 Kommentare



535M
 reviews and opinions

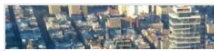
415M
 monthly average unique visitors

7M
 accommodations, restaurants and attractions



These Are the Top 10 Fine-Dining Restaurants in America, According to TripAdvisor

October 11, 2017
 Food & Wine



TripAdvisor wants tougher law protecting online reviewers from suits

September 28, 2017
 Boston Globe



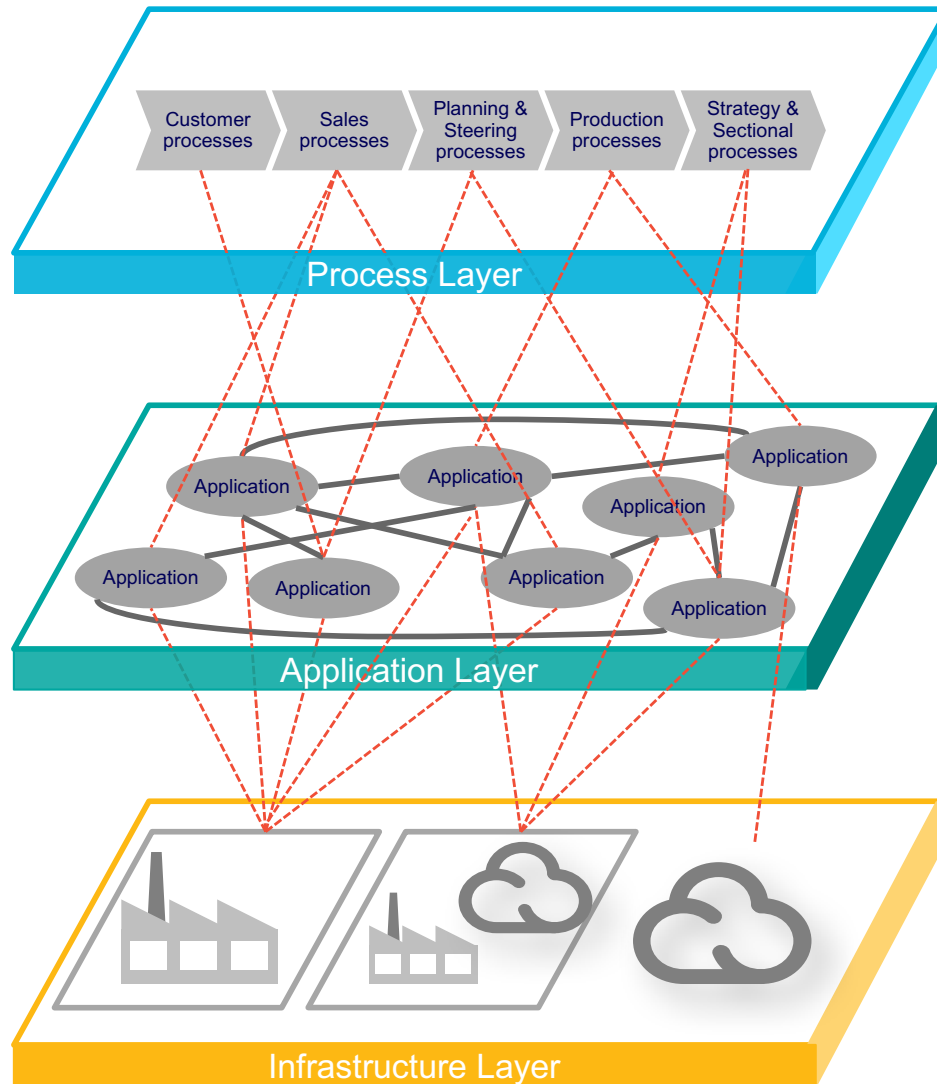
The 10 Museums Every Traveler Should Visit in the U.S.

September 20, 2017
 Travel+Leisure.com

See All News



Complex and Historically Grown Process- and IT Layers Make Change Slow (risky) and Keep Cost High



- Company Business Models & Processes
- New front end applications
- Complex changes in organization

- No defined set of standards
- High variety of development tools/methods
- High amount of historical grown interfaces

- Complex network management
- Complex disaster recovery
- Dedicated HW requirements



Open Cloud Based Ecosystem to Accelerate Change



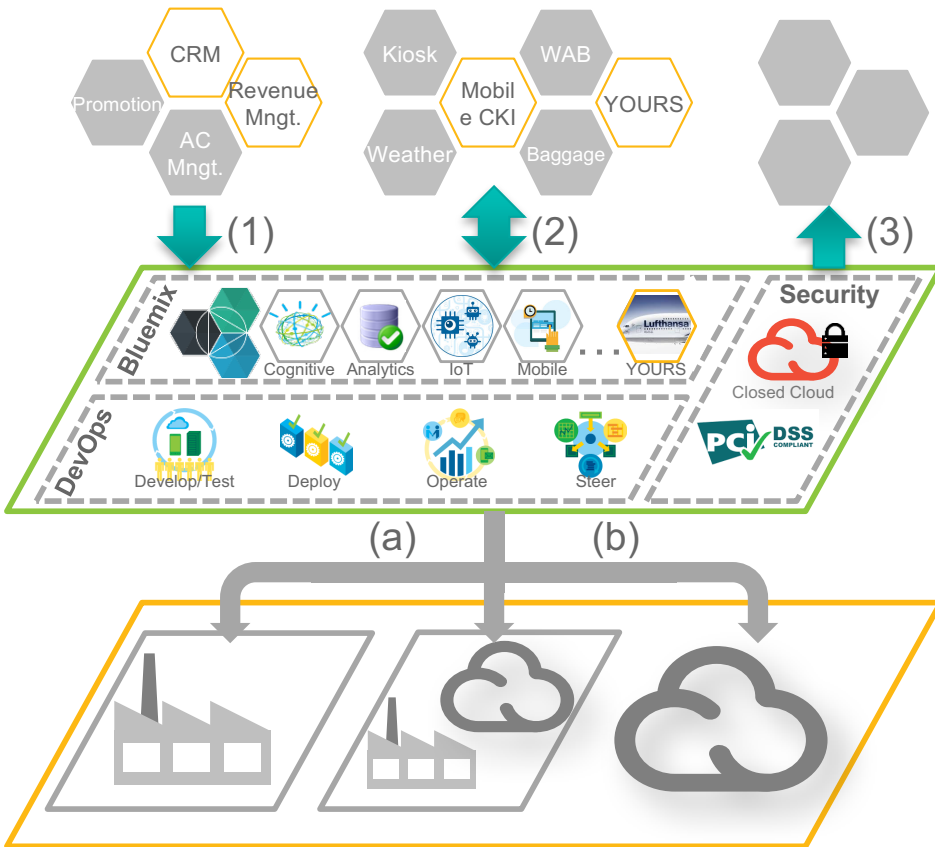
Core



Innovative



Disruptive



- **Business Models**

- **Applications open marketplace**

- Proprietary (1)
- Shared (2)
- New (3)

- **Shared Platform Services (PaaS)**

- Open
- Agile
- Secure

- **Infrastructure as a Service (IaaS)**

- Scalable
- Resilient
- On premise (a) or global on cloud (b)



