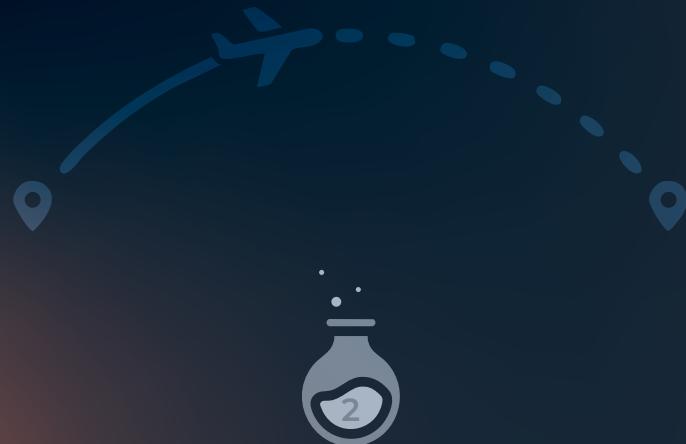


Introduction

Lufthansa Ground Operations, one of the world's largest airline operators, faced critical inefficiencies in flight turnaround. They partnered with Apple and IBM to equip staff with customised iOS apps—integrated with real-time data and enterprise mobility tools. The True Story Lab highlights how Apple's secure enterprise platform helped Lufthansa improve efficiency, reduce delays, and enhance on-time performance through user-friendly mobile solutions.



The Story of Lufthansa Ground Operations

Founded in 1953, **Lufthansa** is Germany's flagship airline, supporting millions of passengers annually. Its ground operations team—including ramp agents and flight managers—touch every flight turnaround. Despite global reach and scale, complexity in coordinating gates, baggage, and schedules led to costly delays.

Lufthansa sought to modernise this process using enterprise mobility—but needed a solution that combined security, seamless data access, and usability. The Apple-IBM MobileFirst for iOS partnership offered exactly that: tailored apps distributed securely via enterprise tools. Lufthansa partnered with Apple and IBM to deploy real-time iOS solutions to frontline users.



The Challenge: Slow Turnaround Times & Coordination Hurdles

Agents and flight staff relied on paper logs or outdated systems to track boarding, baggage, and gate changes. This led to communication delays, lack of data clarity, and frequent flight dispatch delays.

“

Our teams were juggling terminals, gates, and stats manually each time. **The risk of delay was always there.**

”

– Lufthansa Ground Ops Lead

Previous digital efforts with web portals or shared spreadsheets lacked:



MOBILITY



REAL-TIME
UPDATES



SECURITY



Why Lufthansa Chose Apple + IBM iOS Enterprise

Lufthansa selected the iOS/IBM solution for three reasons:



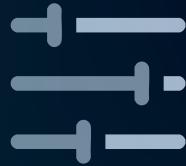
Usability

Intuitive iOS interface
reduced training time



Security

Apple's MDM and enterprise
framework ensured data protection



Customisation

IBM's MobileFirst tools allowed
industry-specific app development



How Lufthansa Used The Service



Deployment

Lufthansa rolled out iPads equipped with apps like GroundOps and Turnaround Tracker to key staff



Onboarding

Training was conducted onsite and through guided app walkthroughs



Integration

Apps connected to flight data systems, baggage status, gate assignments



Ongoing Updates

Apple and IBM gathered user feedback regularly and updated features like boarding alerts and flight tracking.



The app put everything in our hands. Real-time gate info, boarding stats. **It changed how we work.**



– Lufthansa Ramp Supervisor



The Results

20%

Faster onboarding
time



Measurable reduction
in flight delays



Ground staff reported
**higher productivity
and confidence**



MDM and iOS
enterprise setup
improved **data security
and efficiency**

Staff onboarded quicker, issues were addressed faster, and passengers experienced fewer delays, **boosting overall airline performance.**





Working with Apple and IBM, Lufthansa transformed its ground operations from fragmented to streamlined, improving both staff efficiency and passenger experience. They've shown that purpose-built enterprise apps are essential to modern operations.

“

The iOS apps transformed our process. Real-time updates mean **we stay on top of every flight.**

”

– Lufthansa Operations Project Lead

“

Working with Apple and IBM gave us the tools to **finally digitalise our ground operations.**

”

– Strategic Lead, Lufthansa





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