

# BUSINESS CASE STUDY

## Delivering On-Time Departures: Lufthansa's iOS Ground Ops Transformation

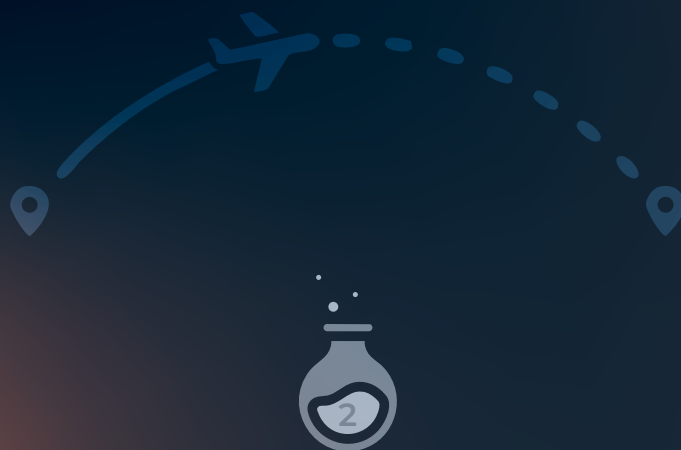
“Our teams were juggling terminals, gates, and stats manually each time. **The risk of delay was always there.**”

– Lufthansa Ground Ops Lead



# 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Agents and flight staff relied on paper logs or outdated systems to track boarding, baggage, and gate changes.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

BM'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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