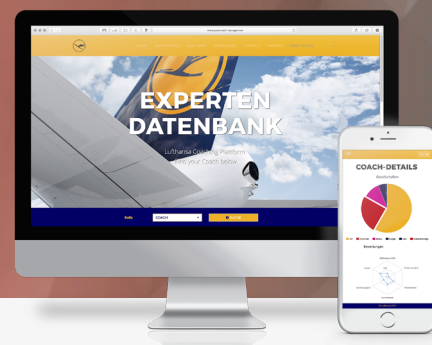# BROWSERWERK

LUFTHANSA AG

MANAGEMENT TOOL ON TYPO3 BASIS

CMS TYPO3 01

Independent administration of website, coaches and services by the employees of the Lufthansa Group.

EXTENSION 02

Development of an independent extension to manage and filter coaches and their performances

RUN TIME 03

In less than a quarter of a year the coaching platform for the Lufthansa Group was designed and realized

Initial Situation

Grown structures within companies are often uneconomical and slow down many processes. Particularly in view of the rapidly advancing digitization. Excel spreadsheets and non-automated data handling no longer meet today's demands of growing companies. Future-oriented, the Lufthansa Group offers its executives a broad spectrum of coaching services. Browserwerk was tasked to develop a future-proof and efficient management tool.

Challenge

Time-consuming communication via paper should be replaced by a central database of coaches. A simple online selection option of offers with intranet character was the wish here. Structurally digitizing the database and booking processes of couching management was the cornerstone of a modern tool and structured processes.

Lufthansa Group

The Lufthansa Group is a global aviation group with a total of 540 subsidiaries and affiliated companies. In 2015, these were organized in the business segments: Passenger airline group, logistics, technical equipment, catering and other. All business units play a leading role in their respective industries. The leading global service companies strengthen the Lufthansa Group by actively leveraging growth opportunities in the cargo, engineering, catering and financial services sectors.
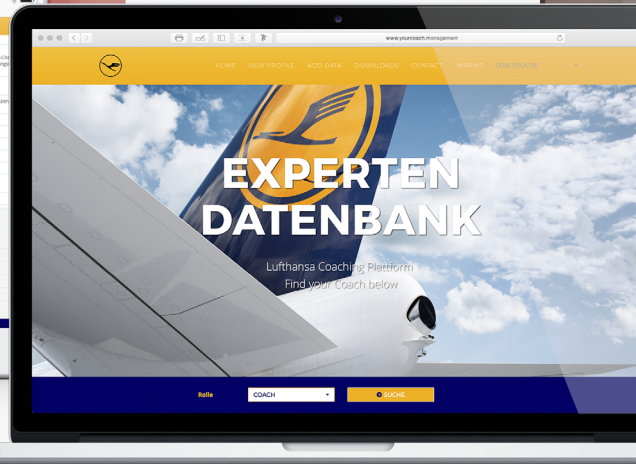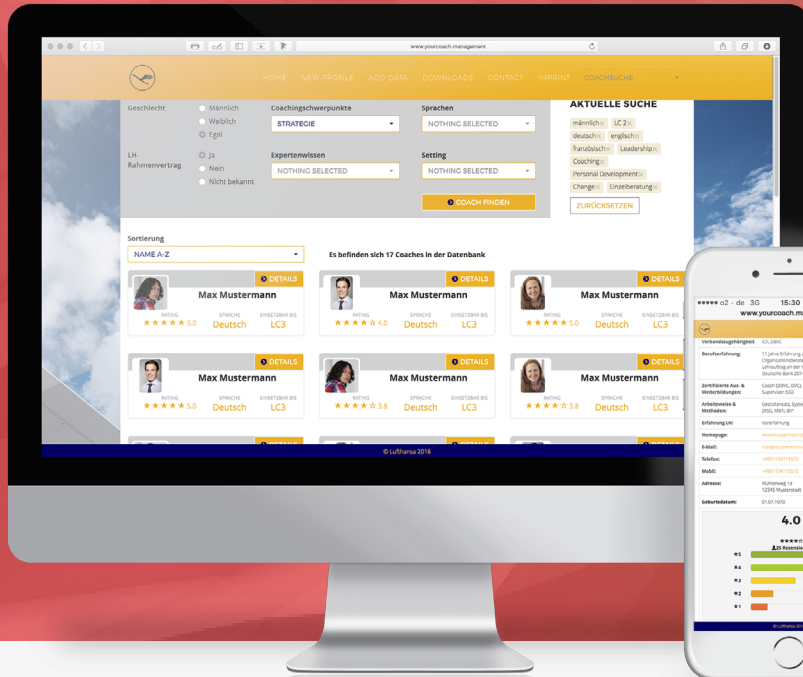
Sales 2016 ‖ 31,7 Billion
Subsidiary Companies ‖ 550
Employees ‖ 123.287

Deutsche Lufthansa Aktiengesellschaft
Von-Gablenz-Strasse 2-6
50679 Köln
Germany

www.lufthansagroup.com

> We were convinced by the remarkably service-rich and agile approach of the provided team of Browserwerk - including fast implementation in just a few weeks with short communication channels. WWe look forward to the further cooperation and thank you for the tailor-made result and the improvements made by the *YourCoach-Plattform*. **Markus Eichel | Speaker Lufthansa, Expert in Organizational Development & Digital Solutions**

Used Technologies

Solution

After defining the goals and deriving the strategy Browserwerk decided to replace the grown structures, so far consisting of the data acquisition of coaches in Excel spreadsheets as well as coach selection and appointments via e-mail and telephone, with an online platform that is only accessible to executives.

The platform YourCoach uses the enterprise content management system TYPO3. This CMS has the advantage of an open source code and various expansion options, ensuring future-proof and flexible working tailor-made structures. The comfortable TYPO3 backend, including a data management extension specially developed for the Lufthansa Group, is controlled by the customer himself.

Special attention was given to the expert search function. An intuitive and flexible filter environment allows the user to quickly narrow down and select suitable coaching offers, which are transmitted directly to the coaching management.

Conclusion

Through a targeted problem analysis of existing structures, a tailored online solution could be implemented in less than 3 months. The centralized administration of all coaching offers and orders meets all the requirements of modern processing processes within a growing company. Freed-up capacities can again be used meaningfully and economically.

About Browserwerk

Browserwerk develops individual enterprise open source projects. Conception, consultation and implementation of tailor-made online and intranet solutions are part of the agency's core business. Short project times and fast release cycles play a decisive role here. The agency supports medium-sized and globally operating companies throughout Europe in the digitization of business processes. Agile working methods and proven methods play a key role here. By sharing issues from different angles, customers become long-term partners.

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BROWSERWERK

TYPO3 Content Management | WordPress | E-Commerce & Onlineshops | Search Engine Optimization (SEO) | Search Engine Advertising (SEA) | Web Design and Web Development | Landingpage-Creation & Optimization| Website Management

Case Study || Deutsche Lufthansa AG || Management Tool on TYPO3 Basis