



PRESS RELEASE

Frankfurt, 28. September 2020

Lufthansa Group airlines and Siemens announce NDC partnership

– Siemens: Future flight bookings via Lufthansa Group airlines' NDC technology

Siemens is to use the NDC technology of the Lufthansa Group airlines for its future flight bookings. From the fourth quarter of this year onwards, corporate travelers of the Siemens Group will thus have access to the best possible booking offers from Austrian Airlines, Lufthansa and SWISS.

Starting in October, Siemens travelers in France and Belgium will be able to book their business trips via the SAP Concur platform in the Lufthansa Group airlines' NDC channel. In a next step, Siemens will also switch its booking processes in Germany and Switzerland to the Lufthansa Group airlines' NDC.

SAP Concur obtains the Lufthansa Group airlines' NDC offerings through the Travel Technology Partner Travelfusion interface. BCD Travel, Siemens AG's global TMC partner, provides a full range of travel management services via an NDC aggregation interface to Lufthansa Group airlines. In addition to servicing Siemens AG travel bookings, BCD Travel also supports payment processes via I-BTA cards and individual corporate credit cards. Siemens corporate travelers thus not only benefit from lower ticket prices, but can plan their trips more flexibly, too. They also have access to exclusive NDC Smart Offers such as Continuous Pricing.

“We work hard every day to further improve our clients' shopping experience,” says Heike Birlenbach, Senior Vice President Sales Lufthansa Hub Airlines. “And we are convinced that this collaboration with Siemens will take us further down the path to modern airline retailing, promote a unique customer experience and enhance the impact of our product innovations for all the partners in the value chain. This successful interaction of globally operating partners also proves that the NDC model is an end-to-end success in the business travel sector.”

“After the successful start of our direct connection to the Lufthansa Group airlines in 2016, we are now embarking on the next stage in our technology partnership,” adds Thorsten Eicke, Vice President for Global Category Mobility at Siemens AG. “Our business travelers are already benefiting from Siemens-specific offerings. And we will now also have direct access to the best offers of the Lufthansa Group airlines, the NDC Smart Offer. SAP Concur, Travelfusion and BCD Travel are the ideal partners for us. Our complex end-to-end processes are fully mapped, and our Siemens travelers receive optimal support with full market transparency.”

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“We are delighted to be collaborating with all parties to help drive Siemens AG’s travel program goals in support of their broader corporate strategy,” says Lutz Nauert, BCD’s Senior Vice President for global clients in Europe.

Media Relations

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