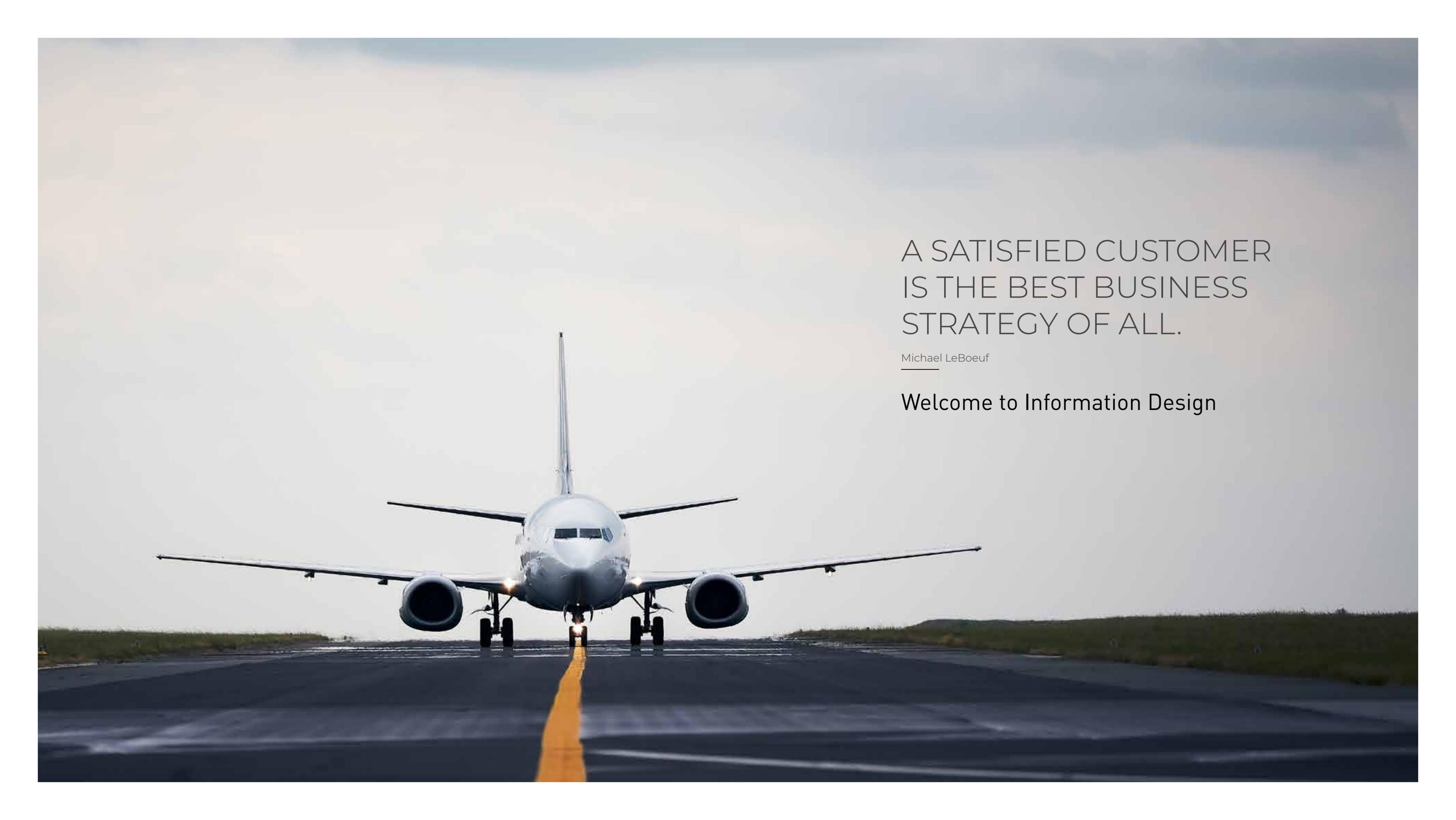




 Information Design

COMPANY PROFILE

HEADQUARTER
Baseler Strasse 10 60329 Frankfurt Germany

A large commercial airplane is positioned on a runway, viewed from a front-on perspective. The aircraft is centered on a yellow centerline that leads towards it. The sky is a mix of soft, pale colors, suggesting either dawn or dusk. The runway surface is dark and appears slightly wet, reflecting the ambient light. The overall mood is calm and professional.

A SATISFIED CUSTOMER
IS THE BEST BUSINESS
STRATEGY OF ALL.

Michael LeBoeuf

Welcome to Information Design

Dear Reader

It's our pleasure to welcome you to our brand-new company presentation. The content of this presentation was designed to provide you with all details you need about our services and products but also our team and values.

Dedicated to the aviation industry

Since the foundation of Information Design back in 1996, we have been dedicated to the aviation industry. Moreover, we have always considered ourselves not only as a service provider but as a vital part of the industry. As a result, we are proud that we have helped some of the world's most renowned airlines, airports, and air traffic providers to boost their operations: Lufthansa, Cathay Pacific, Saudi Arabian Airlines, or Frankfurt Airport are just a few examples.

Utilizing data and information

During the last decades, we have followed a clear vision: Helping our clients to make the most out of their data and turning them into valuable and insightful information. Dedicated to this idea, we have grown constantly to more than 40 employees and developed innovative products without any match in the market.

Tailored business sectors

However, we know that every client has different needs — especially when looking at worldwide operations. Therefore, we structured our business segments to perfectly satisfy our clients' requirements and help them achieve their goals. Our business sector Enterprise Services focuses on software

solutions for large enterprises and offers the complete IT value chain from data integration to warehousing and visualization. On the other side, our business sector products offers standardized technology solutions that allow clients to tackle problems swiftly.

We believe that information is powerful — and exploring the unknown vital

Nevertheless, besides the hard facts, two things drive everyone of our colleagues here at Information Design: We genuinely believe that data and information are the single most important assets a company possesses — and we want to help our clients make the most out of it. How? With the latest technology, extensive experience, and appetite for exploring new ways and innovations.

Enjoy the read

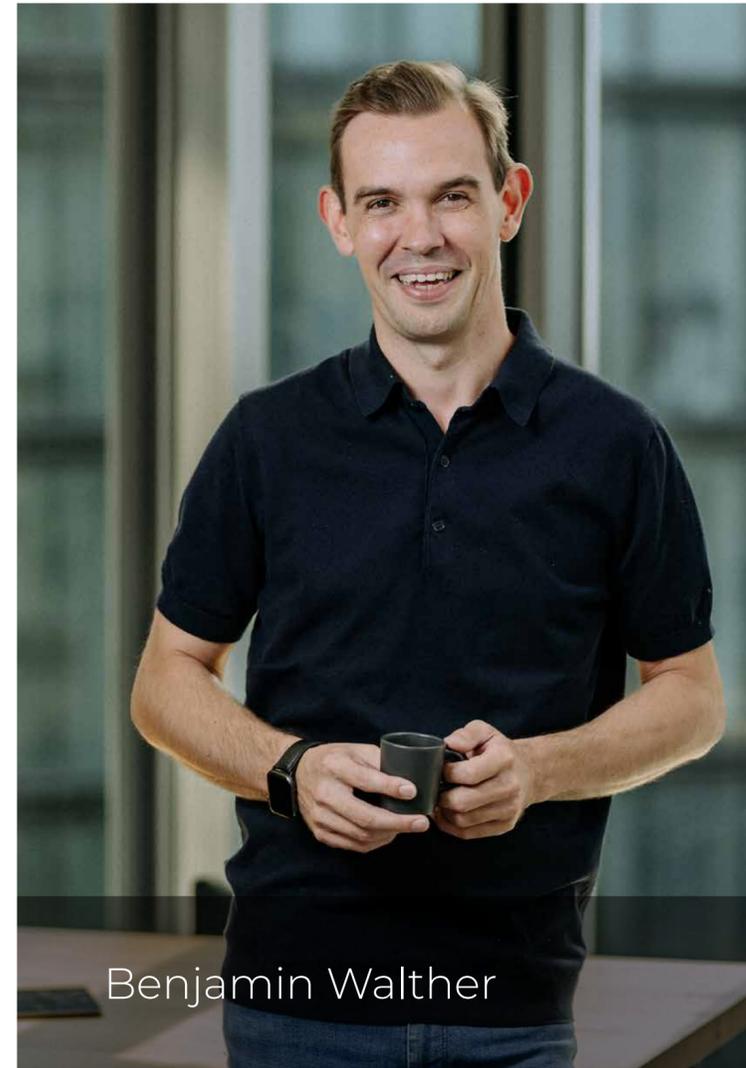
I hope the document at hand provides value and gives you the insights you need about us, our services, and our values. In case of further questions, it's our pleasure to have a talk with you — and we are already looking forward to it.



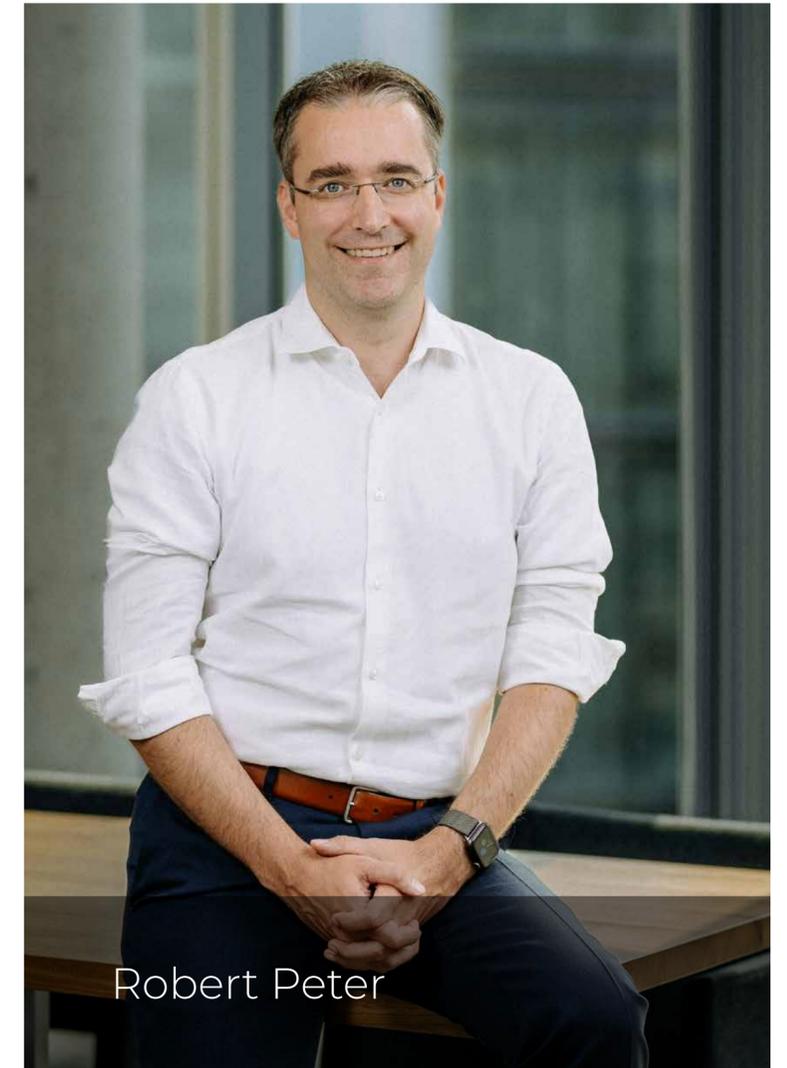
Benjamin Walther



Robert Peters



Benjamin Walther



Robert Peter

We believe that information
is powerful, good design is
essential and exploring the
unknown vital.

Information Design

Information Design is a software and technology company based in Frankfurt, Germany. Information Design offers standardized solutions and develops tailored software exclusively for clients in the aviation industry: Airlines, airports, and air traffic control agencies. Information Design has more than 40 employees and generates a high seven-digit annual revenue. The company serves clients all over the world — especially in Europe, the Middle East, and Asia.

INFORMATION DESIGN

Clients

Some of the world's most renowned aviation enterprises rely on our services. Here are some of them:

Airlines

Deutsche Lufthansa, Condor, Swiss International Air Lines, Austrian Airlines, Eurowings, Volotea, Icelandair, Finnair, Saudi Arabian Airlines, Cathay Pacific, Air Dolomiti, Lufthansa Cityline, Lufthansa Cargo, Edelweiss Air

Airports

Frankfurt Airport, Berlin Airport, Seoul Incheon Airport, Kuala Lumpur Airport, Zurich Airport, Cologne Airport

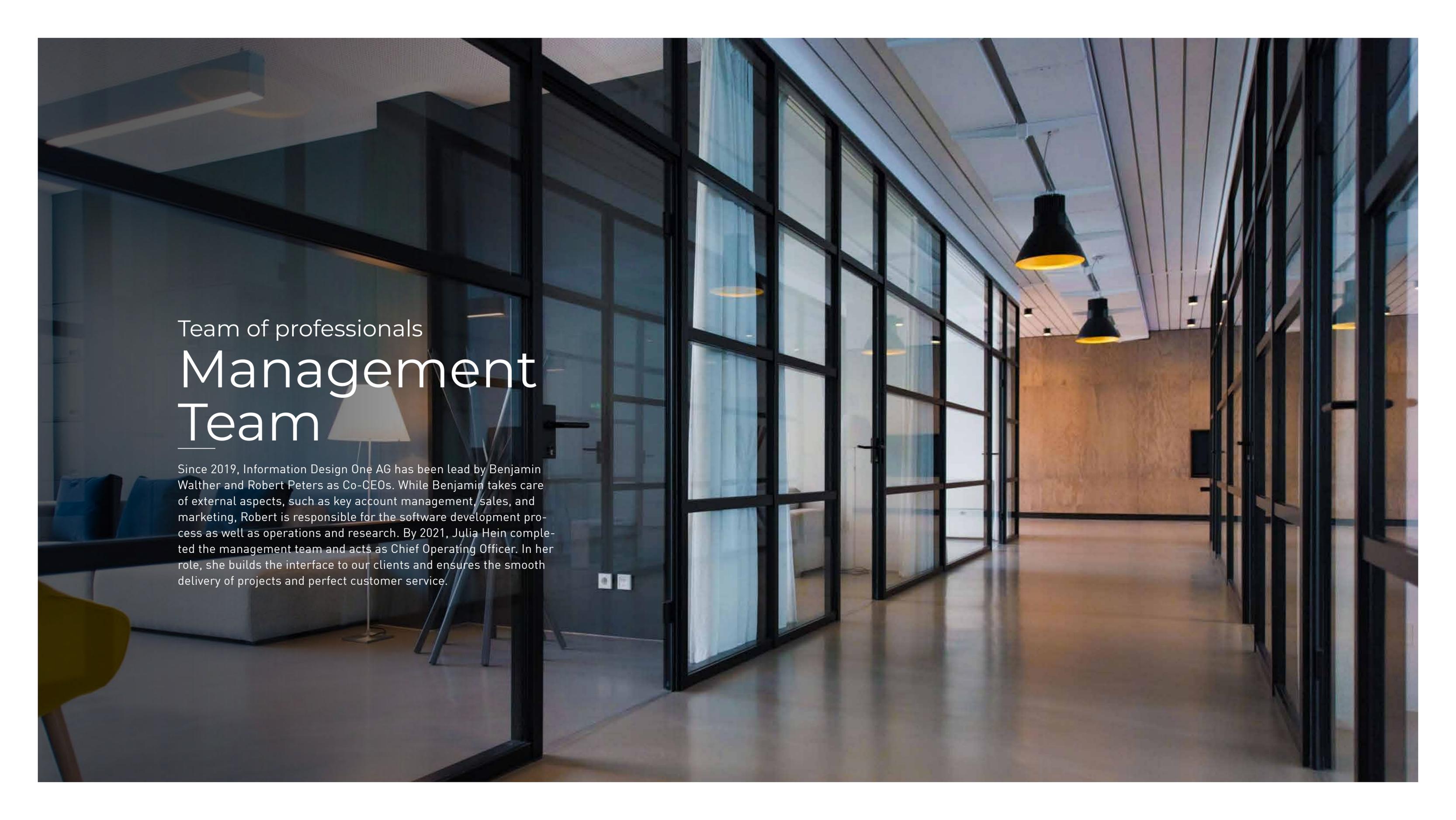
Air Traffic Control

Germany (DFS), France (COHOR), Switzerland (SCS)

Projects

During the last 25 years, we delivered more than 1,000 projects to clients worldwide.

Due to a dedicated and highly specialized project and consulting delivery team, we ensure swift and efficient project delivery regardless of the project's complexity. We are happy to put you in contact with many of our satisfied clients who can provide you with success stories of the recent years.



Team of professionals Management Team

Since 2019, Information Design One AG has been lead by Benjamin Walther and Robert Peters as Co-CEOs. While Benjamin takes care of external aspects, such as key account management, sales, and marketing, Robert is responsible for the software development process as well as operations and research. By 2021, Julia Hein completed the management team and acts as Chief Operating Officer. In her role, she builds the interface to our clients and ensures the smooth delivery of projects and perfect customer service.

30+ Developer

Experts in the area of data integration, data engineering, business intelligence, and mobile / frontend development.

5+ Designer

Dedicated designers for product development and translating client requirements into executable visuals.

5+ Consultants

Project management and subject matter experts responsible for efficient and effective project delivery.





Co-CEO

Benjamin Walther

Benjamin leads Information Design as CEO and is responsible for the areas of product, sales, and key account management.



Co-CEO

Robert Peters

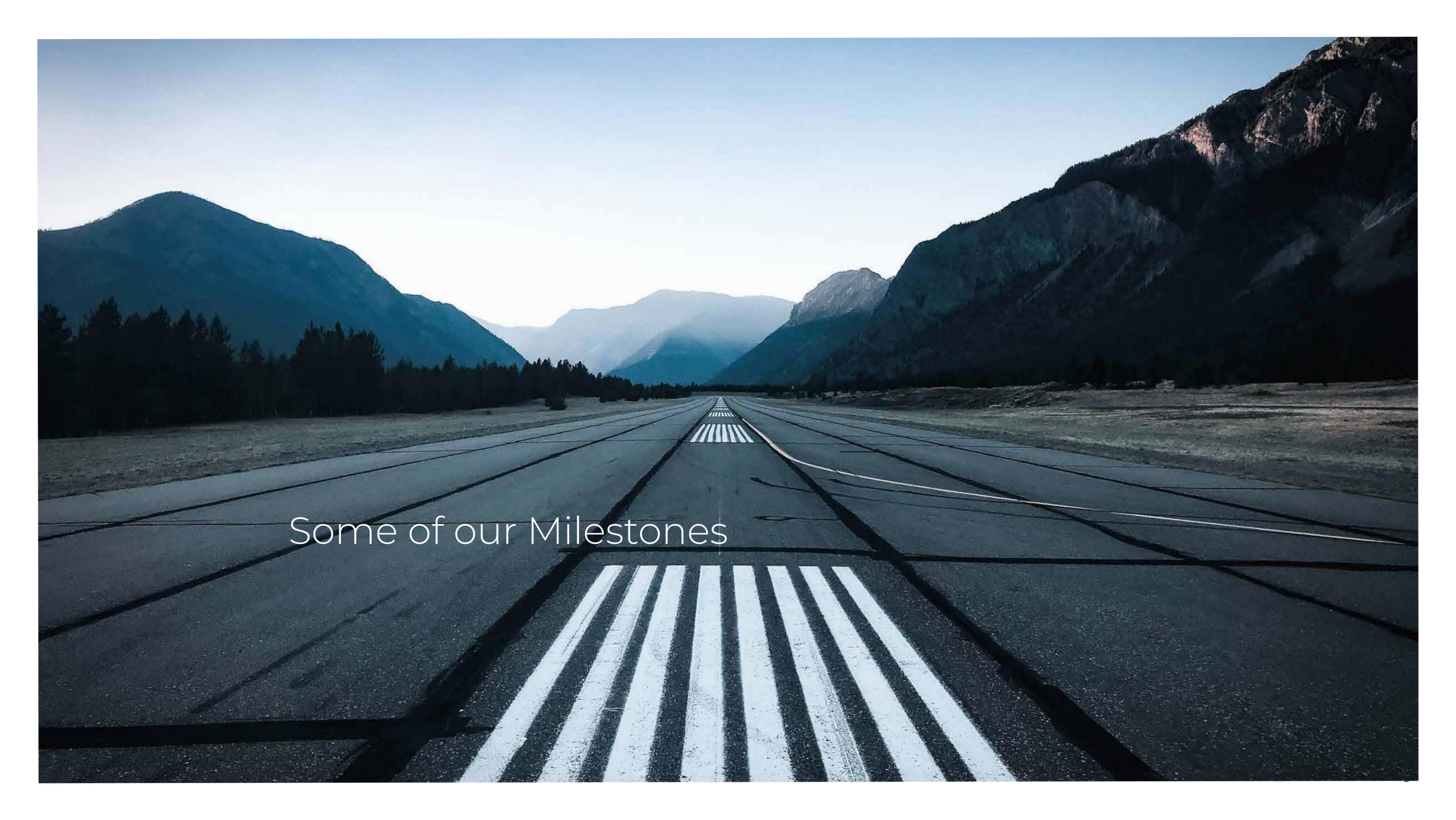
Robert leads Information Design as CEO and is responsible for the areas of software development, operations, and research.



COO

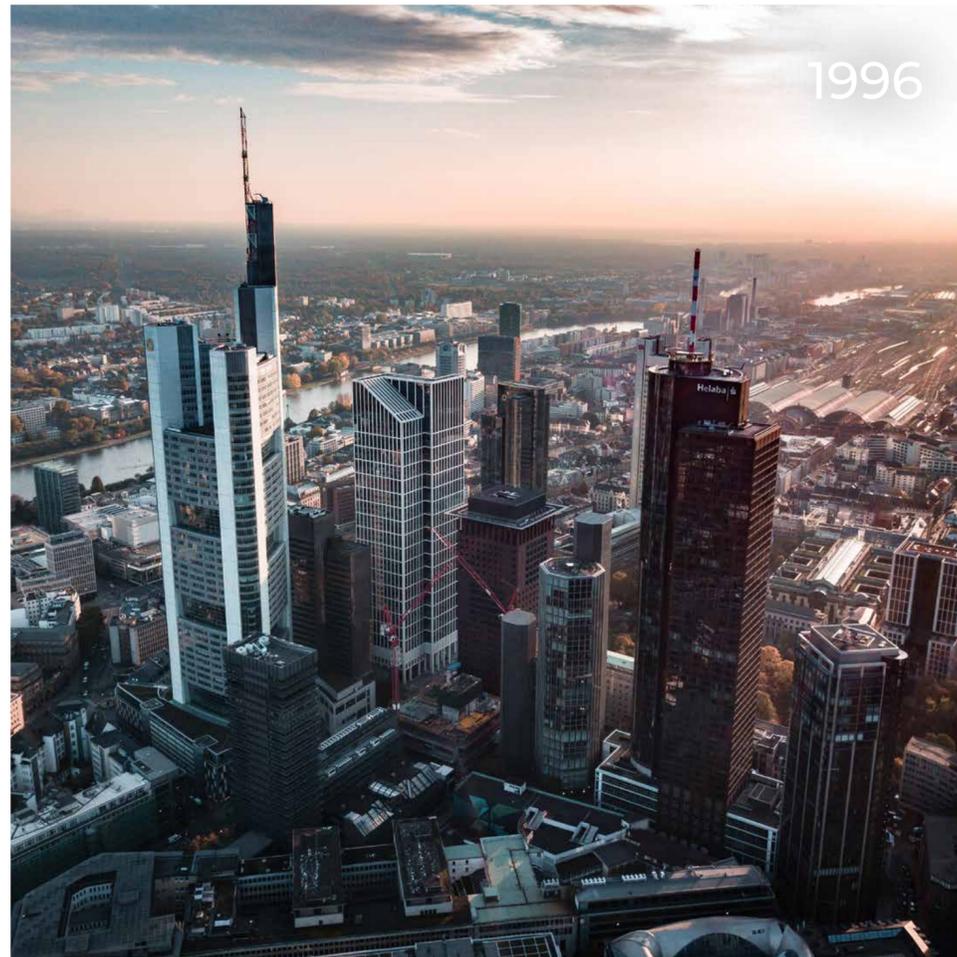
Julia Hein

Julia acts as Chief Operating Officer and is responsible for the areas of project delivery, customer service, and quality.

A wide-angle, low-perspective shot of a long, straight asphalt road stretching into the distance. The road has white dashed lines in the center and solid lines on the sides. The road is flanked by a dense forest of evergreen trees on the left and a grassy field on the right. In the background, there are several mountain peaks under a clear blue sky. The text "Some of our Milestones" is overlaid in the center of the road in a white, sans-serif font.

Some of our Milestones

Our Milestones



Foundation

The company is founded as Informationsdesign GmbH in Frankfurt. The company changed its name and legal entity to Information Design One AG in 2001.



Data Hub

Information Design wins Lufthansa to become the launching customer of its revolutionary data hub — a cutting-edge aviation data integration platform.

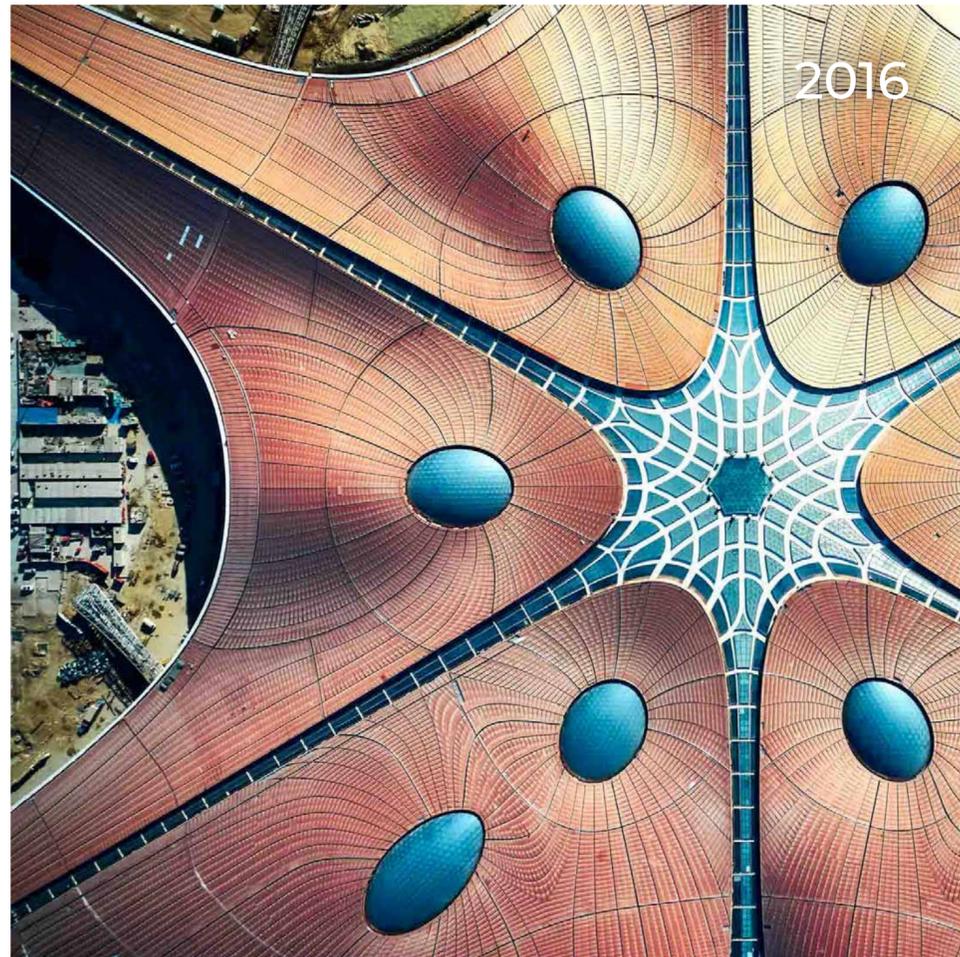


Data Warehouse

Based on previous success stories, Lufthansa becomes the launching customer for Information Design's data warehouse solution.

An exciting history.

After more than 25 years, Information Design looks back on an exciting development from the foundation of two students to a global aviation technology company. Here are some of the most essential milestones of our exciting history. And there's definitely more to come!



100 Airports

With Athens (ATH) and Hong Kong (HKG), Information Design's digital fuel solution, aFuel, is available on more than 100 airports worldwide — including North America, Europe, and Asia.



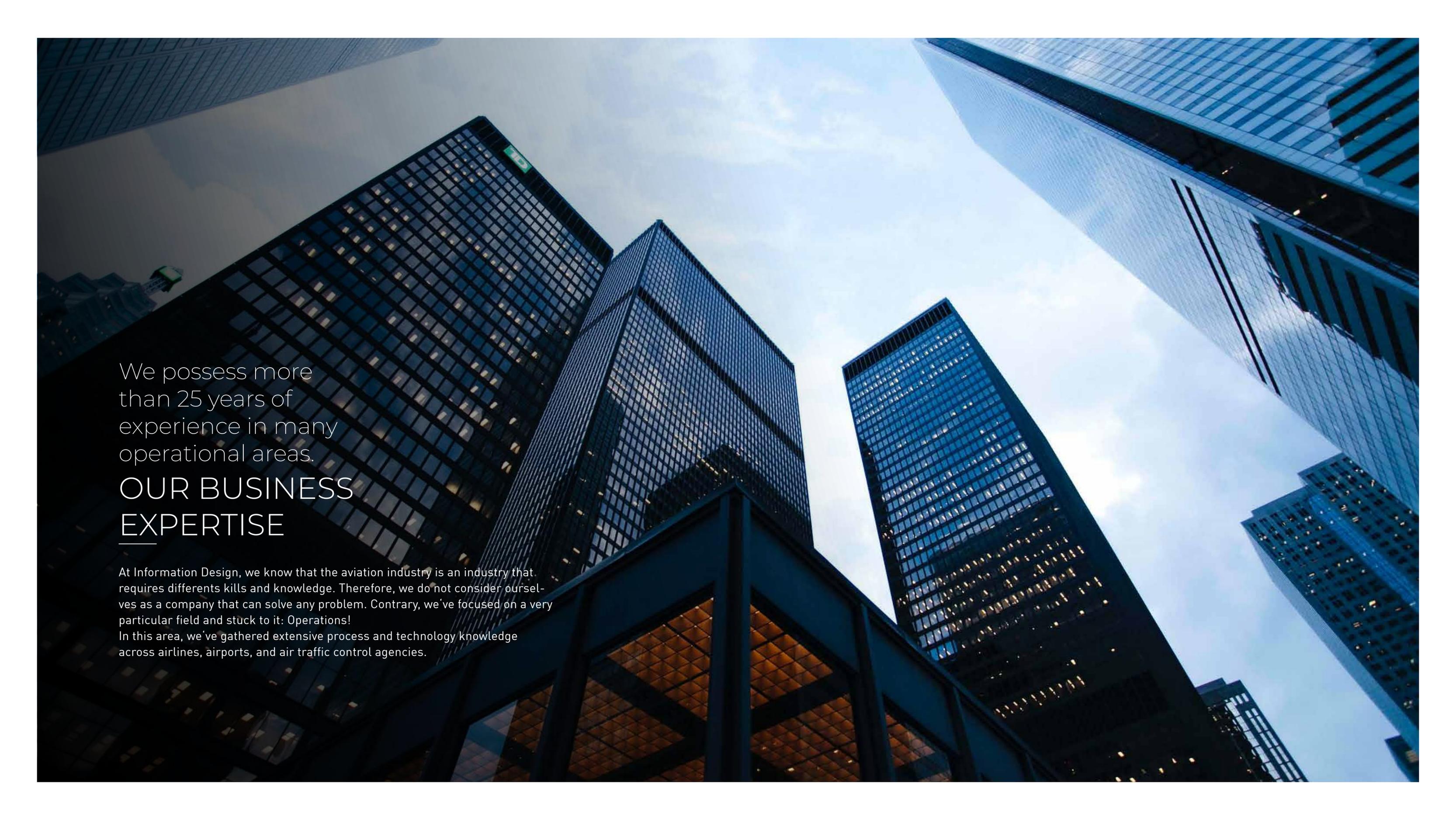
Growing in Asia

Cathay Pacific becomes Information Design's first Asian airline client and marks the kick-off for the company's expansion in Asia.



Hello Middle East

Information Design is honoured to welcome Saudi Arabia's flag-carrier, Saudi Arabian Airlines, as its first client in the Middle East.



We possess more than 25 years of experience in many operational areas.

OUR BUSINESS EXPERTISE

At Information Design, we know that the aviation industry is an industry that requires different skills and knowledge. Therefore, we do not consider ourselves as a company that can solve any problem. Contrary, we've focused on a very particular field and stuck to it: Operations! In this area, we've gathered extensive process and technology knowledge across airlines, airports, and air traffic control agencies.

Turn-Around Management

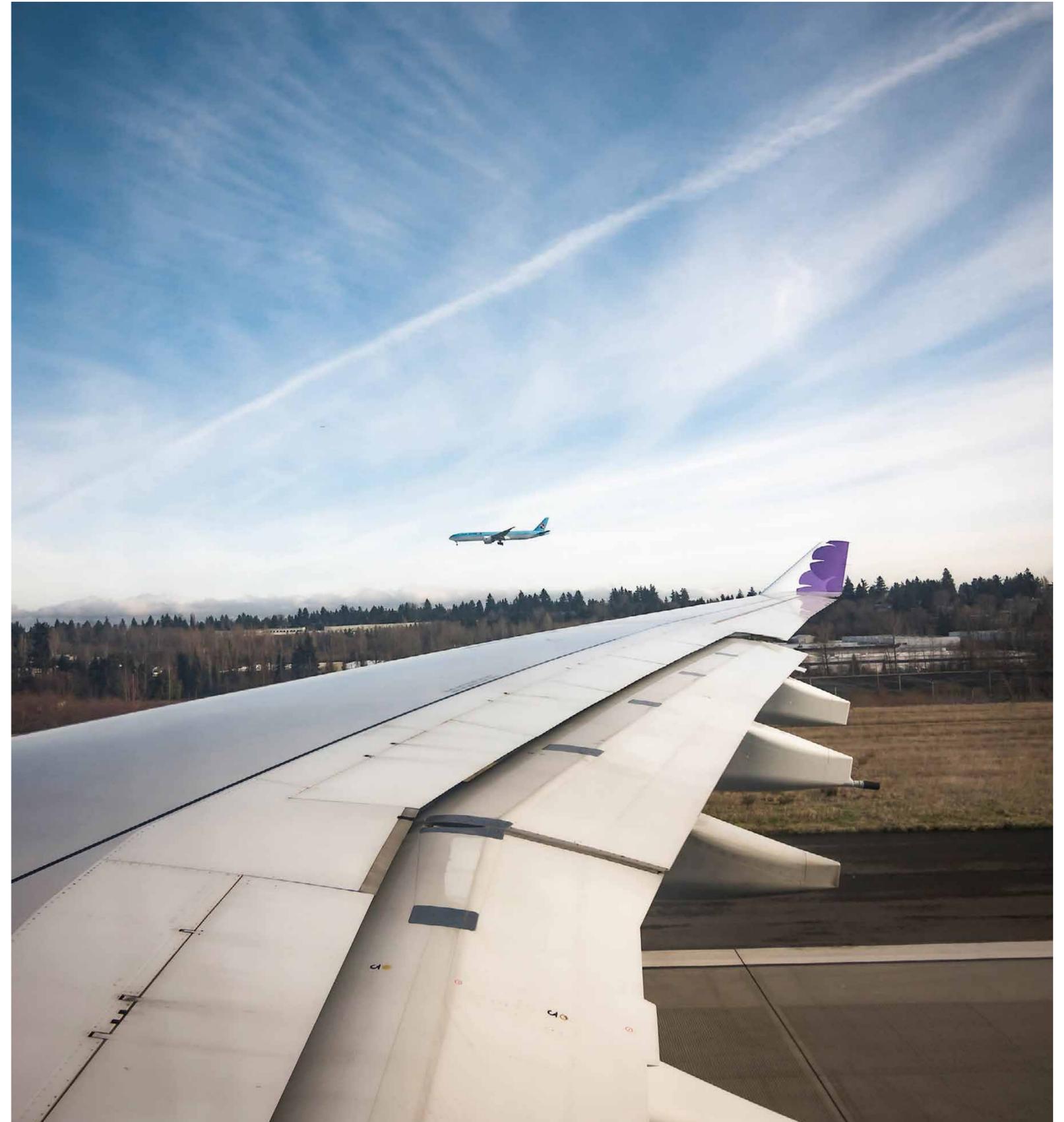
Efficient turn-around management is key to an airline's success. Moreover, we believe that efficiency is mainly driven by data and information. Therefore, many of our products — data hubs, data warehouses, reporting, and mobile solutions — are used to improve turn-around management.

Flight Operations

With aFuel, we've developed a product that revolutionized flight operations. On top of that, we consider aFuel one of the most essential digitalization approaches an airline's flight operations area should focus on right now.

Operations Control

Operations Control marks the starting point of Information Design — and an area we're still obsessed with. With the aWall, we build a product that visualizes the core information of this area perfectly. Moreover, airlines and airports use our solutions to improve and elevate their operations control areas.





ATC Management

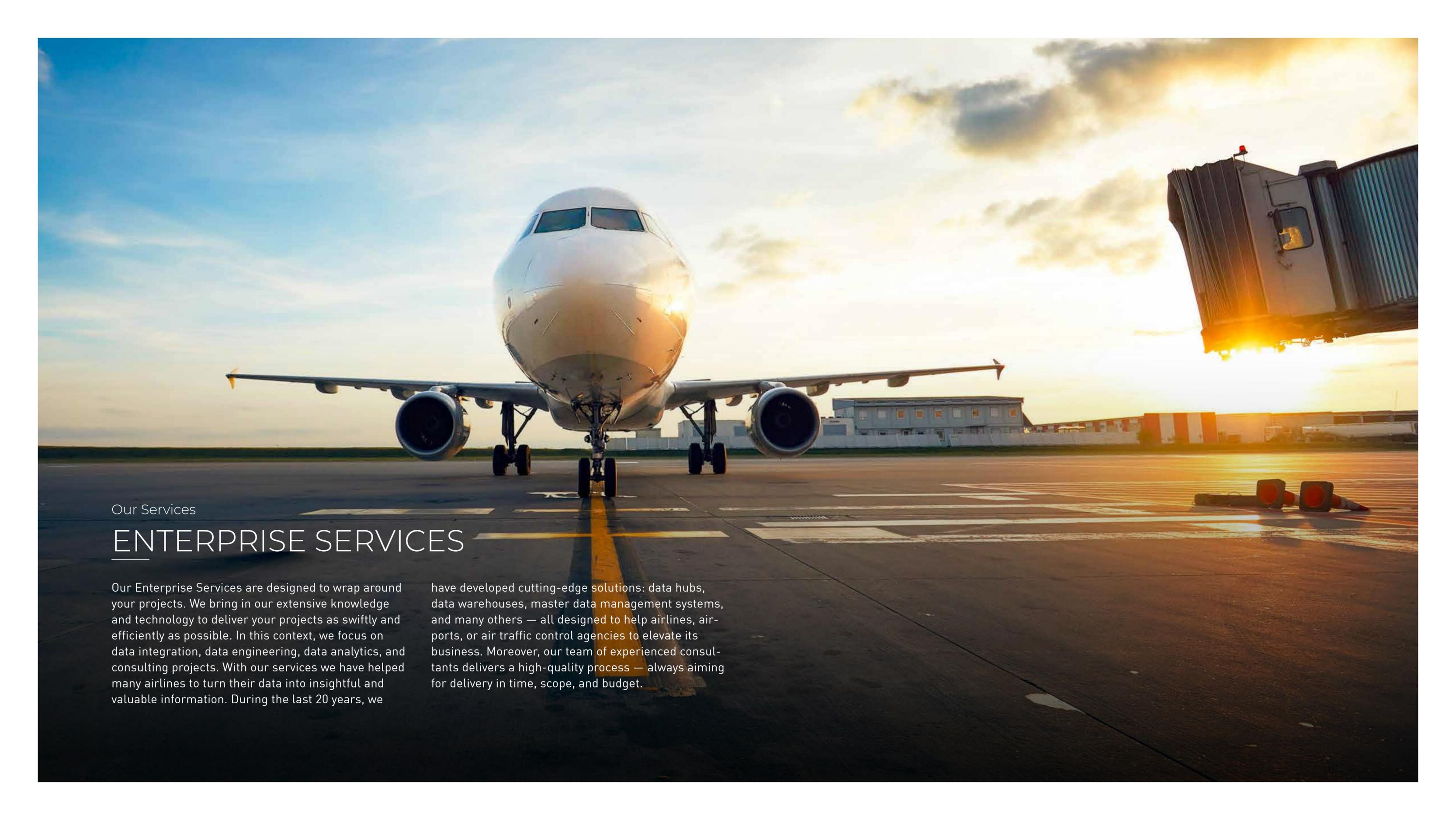
Air Traffic Control reflects an area with special requirements — different from airports and airlines. That's why we tailored many of our solutions — data hubs, data warehouses, aWall — to cope with an ATC's needs.

Baggage Management

Baggage Management represents a particular area we built enormous knowledge on during the last years. Together with some of the world's biggest airlines, we set up data and information solutions focusing on baggage irregularity reports or baggage tracing.

Connex Management

Connex Management is probably one of the most complex processes at an airline. We help airlines in this field by providing comprehensive data, relevant information, and cutting-edge visualizations.

A large commercial airplane is positioned on a tarmac, viewed from a low angle looking up the runway. The sun is low on the horizon, creating a strong lens flare effect on the aircraft's nose and illuminating the scene with a warm, golden light. To the right, a ground support vehicle is partially visible. The sky is filled with soft, wispy clouds.

Our Services

ENTERPRISE SERVICES

Our Enterprise Services are designed to wrap around your projects. We bring in our extensive knowledge and technology to deliver your projects as swiftly and efficiently as possible. In this context, we focus on data integration, data engineering, data analytics, and consulting projects. With our services we have helped many airlines to turn their data into insightful and valuable information. During the last 20 years, we

have developed cutting-edge solutions: data hubs, data warehouses, master data management systems, and many others — all designed to help airlines, airports, or air traffic control agencies to elevate its business. Moreover, our team of experienced consultants delivers a high-quality process — always aiming for delivery in time, scope, and budget.



Delivering complex technology projects is our daily business—and we are passionate about it.

Data Integration

For more than 20 years, we have been specialized in aviation data integration. In that context, we have developed tailored data hubs and middlewares that handle a huge variety of aviation data formats, sources, and syntax.

Consulting

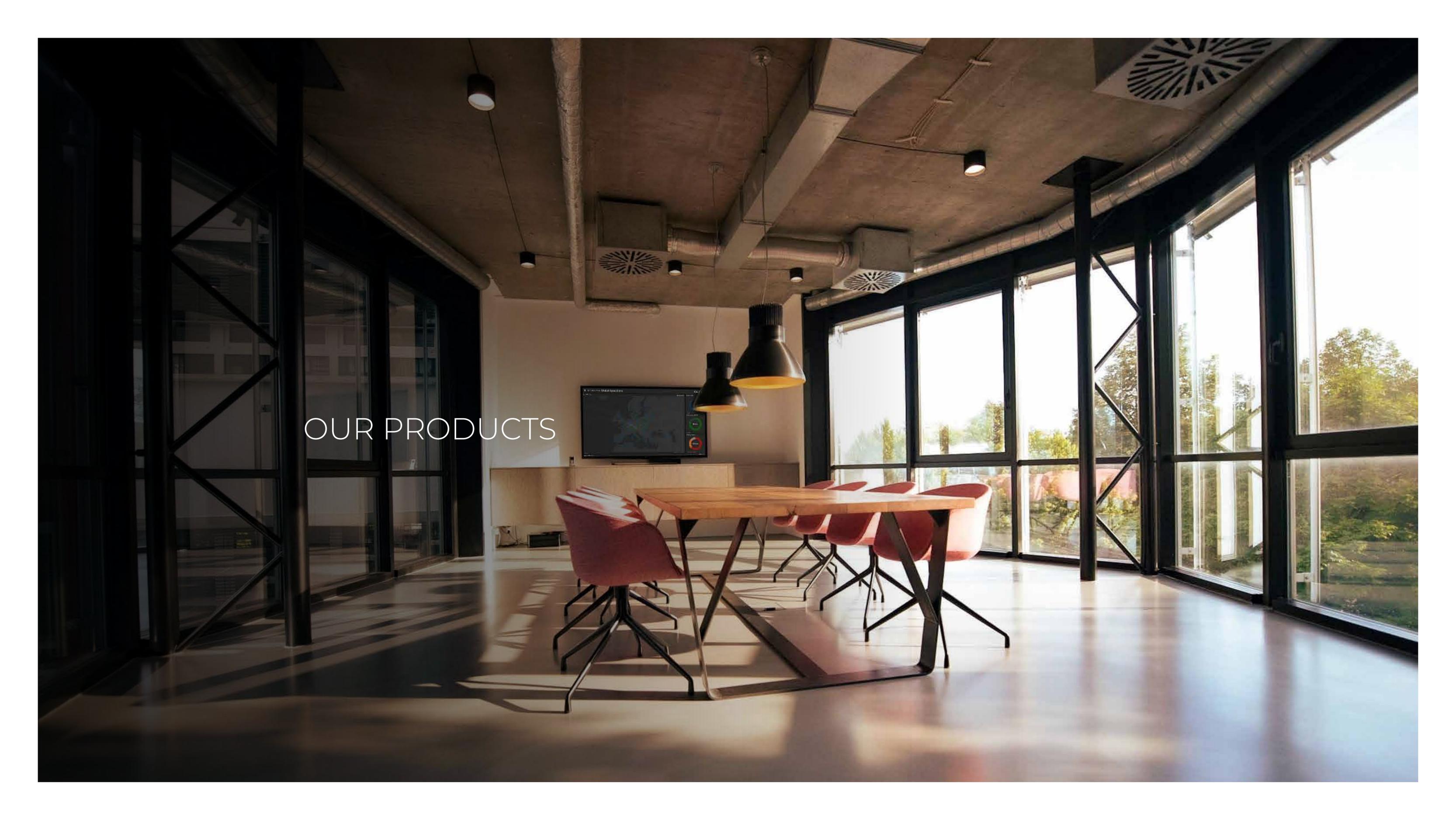
Sometimes clients don't need software solutions but expert help. We bring in extensive technology and operational knowledge gathered in projects with some of the most successful airlines.

Analytics

We help our clients to get the most out of their data. Therefore, we are experts in providing a solid analytics fundament based on the latest data warehouse and analytical approaches.

Data Engineering / Business Intelligence

Translating data into information is one of our core services. We develop key performance indicators (KPI) and focus on (real-time) reports for operational aspects and the management. In this context, we utilize highly customized data warehouse solutions.



OUR PRODUCTS

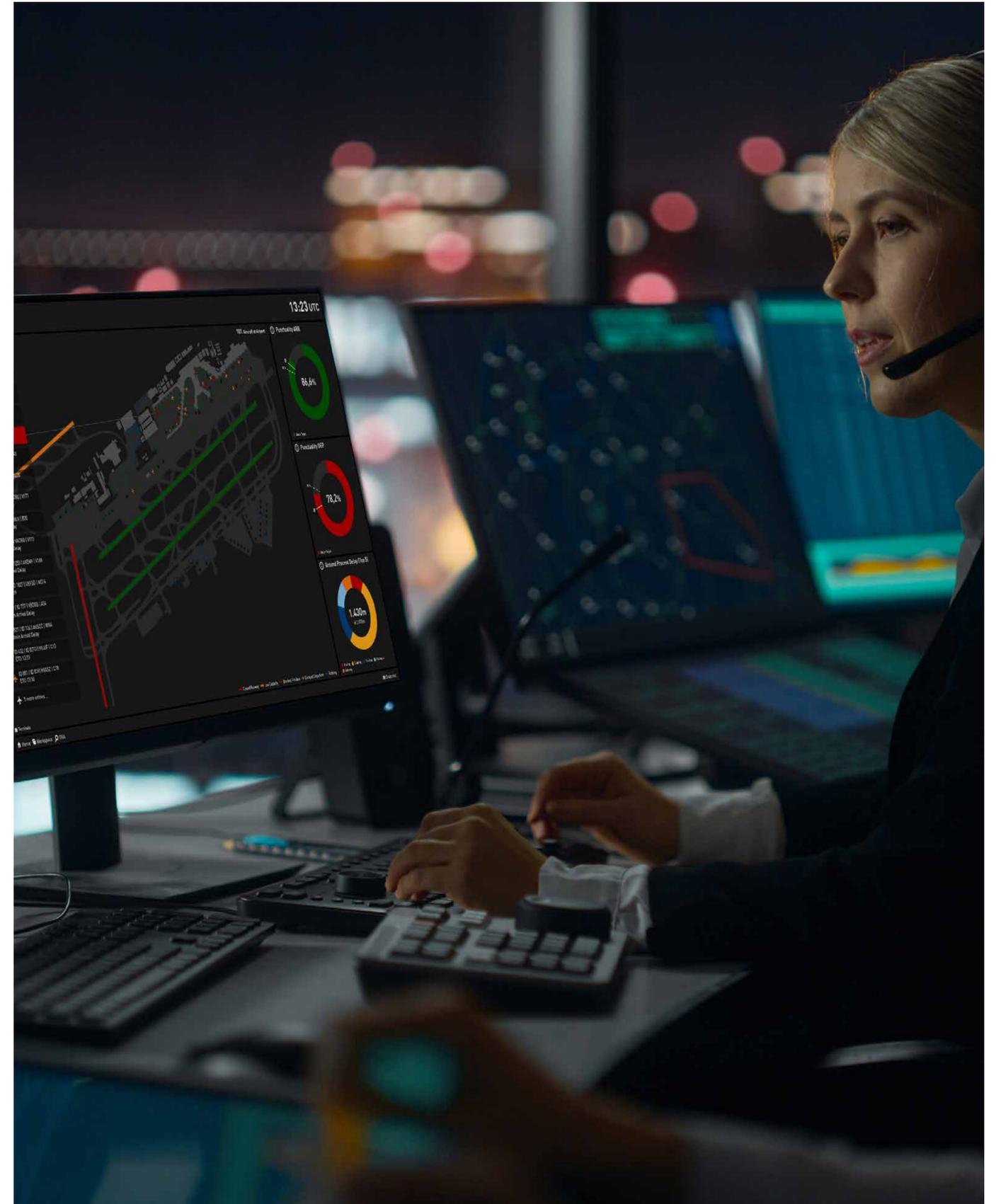
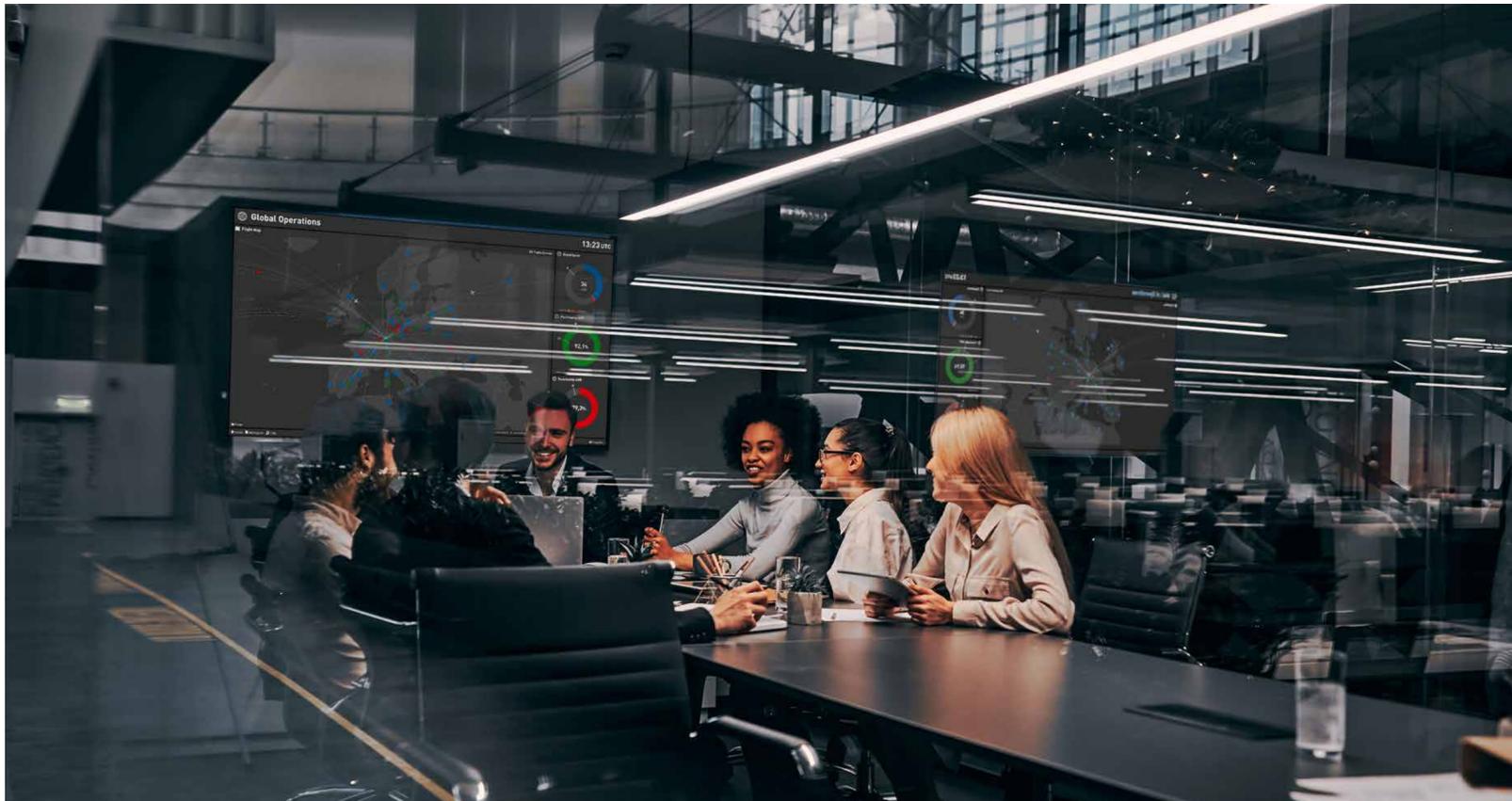
aWall

Keep control of your operations — in real-time.

aWall

aWall is the only real-time dashboard, which unites field-proven live metrics and clear data visualization on top of a scalable and cloud-based business intelligence platform. Thus, it is the ideal sidekick for CEOs, operations control managers, and professionals who are

keen to have their business KPIs at hand: Anytime, anywhere, and in real-time. And: The aWall provides the possibility to monitor your competitors too. Relying on industry-leading data providers, the aWall comes with live data from more than 200 airlines.



Real-time

The aWall provides the perfect situational awareness based on real-time information and real-time performance indicators.

Ready-to-use KPIs

The aWall comes with a set of more than 100 ready-to-use operations key performance indicators for airlines, airports, and ATCs.

Competitor data

Get insights on your competitors' performance and track their most relevant performance indicators in real-time.

Our Clients

Lufthansa
Cathay Pacific
Swiss International Air Lines
Austrian Airlines
Air Dolomiti
Edelweiss Air
Eurowings
Finnair

Aviation-Only

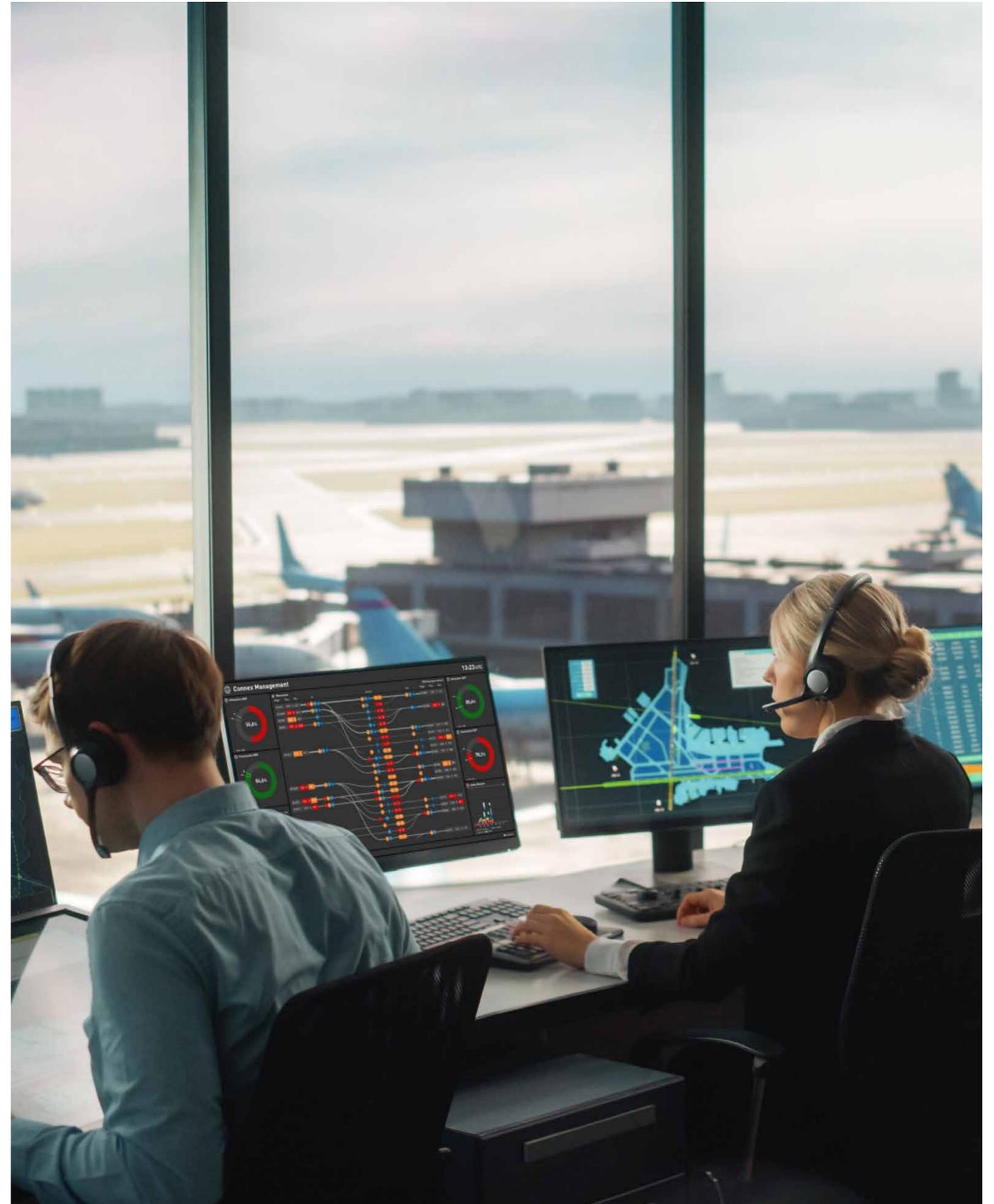
The aWall was designed and developed for aviation only — therefore, you can enjoy specific visualizations and information.

All devices

Use the aWall on the device of your choice: From large TV screens to tablets, mobile phone, and even smartwatches.

Active alerting

Use the aWall on the device of your choice: From large TV screens to tablets, mobile phone, and even smartwatches.





The world's largest digital fueling network.

aFuel

About the product

aFuel is a data exchange platform that connects airlines and fuel providers/ into-plane agents, enabling a truly digital operational fueling process. From fuel orders to process milestones and final fuel slips, aFuel eliminates manual and verbal processes entirely.

As a result, airlines can accelerate their fueling process massively and achieve shorter ground times and reduced fuel-related delays.

7-digit annual savings

Depeding on an airline's fleet size and business model, aFuel can generate 7-digit savings annually.

Fighting Covid-19

National and international authorities support digital measures, such as digital fueling, to reduce personal contacts and the related potential risk of Covid-19 infections.

aFuel's USP

During the last 15 years, we have connected dozens of fuel providers. Therefore, we are proud to offer aFuel at more than 100 airports worldwide. Consequently, an airline benefits from this huge network right from the start. Here are some of the providers we've already integrated: Shell, BP, Skytanking, Levorato, World Fuel Services, Minova, Skybits, JetFuel, Skytanking, and ASIG.

Clients

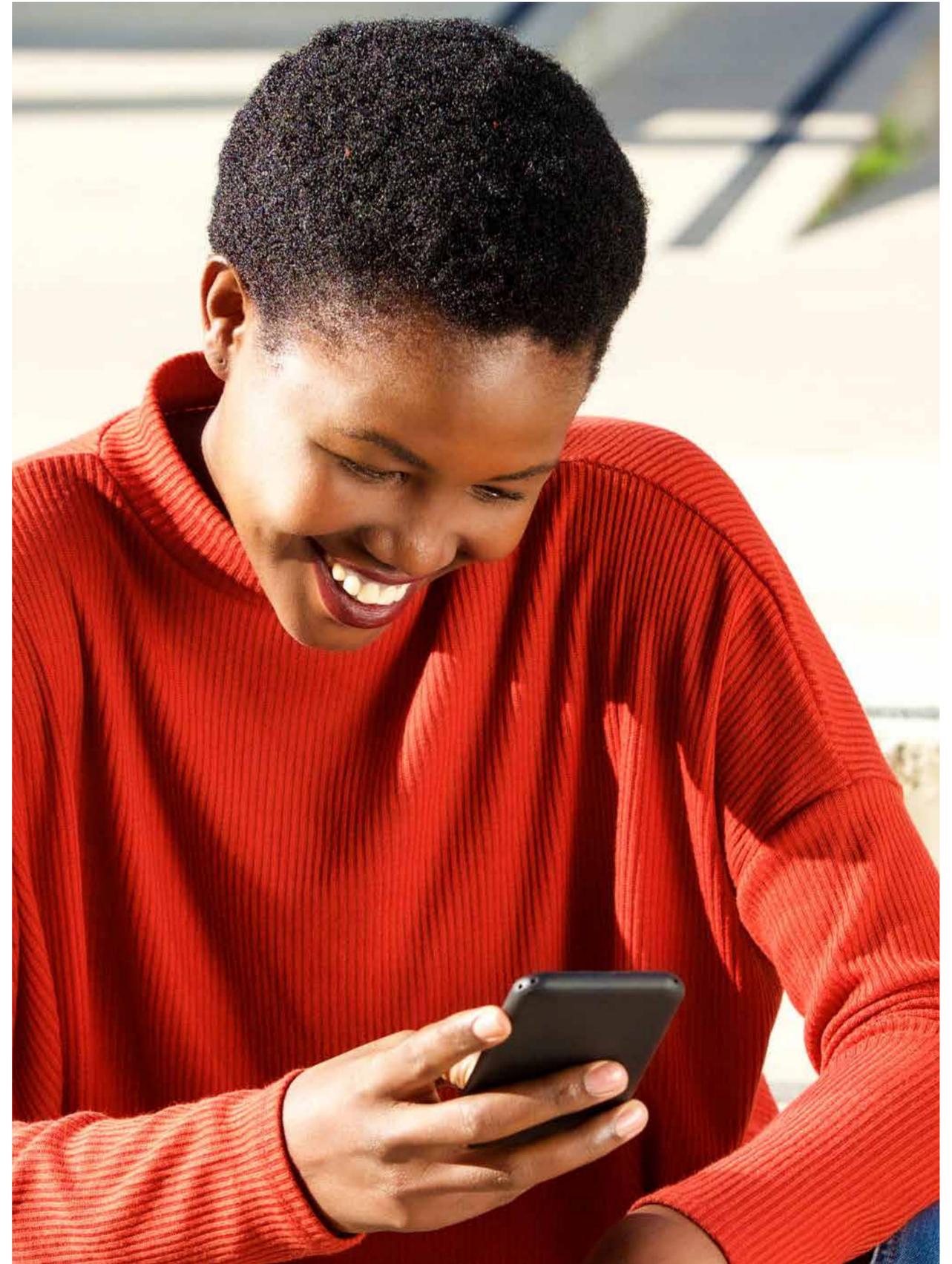
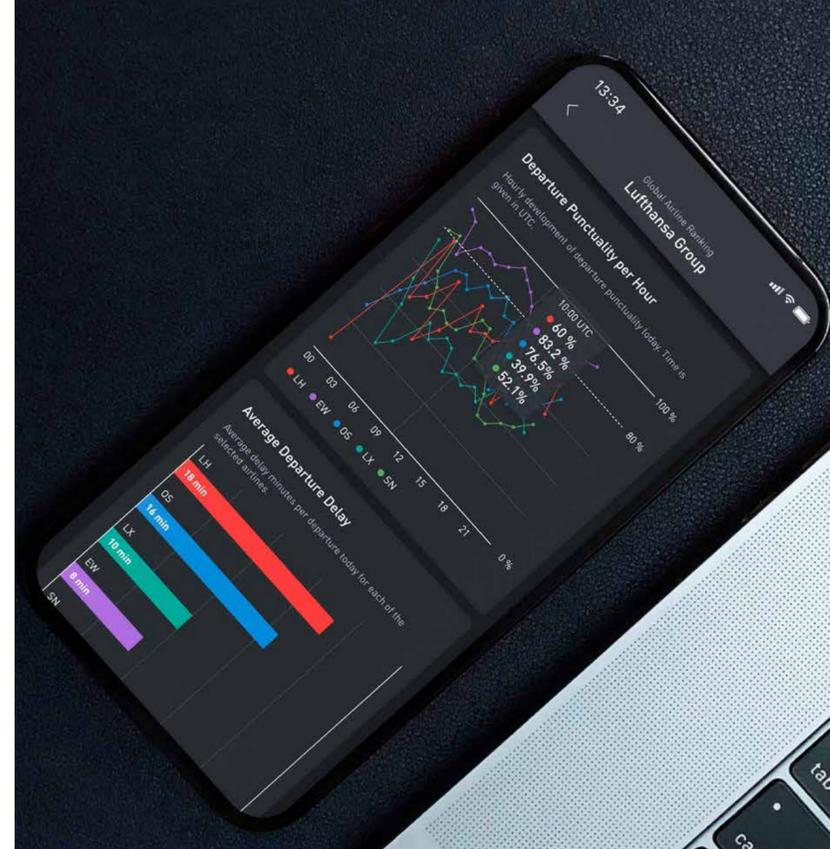
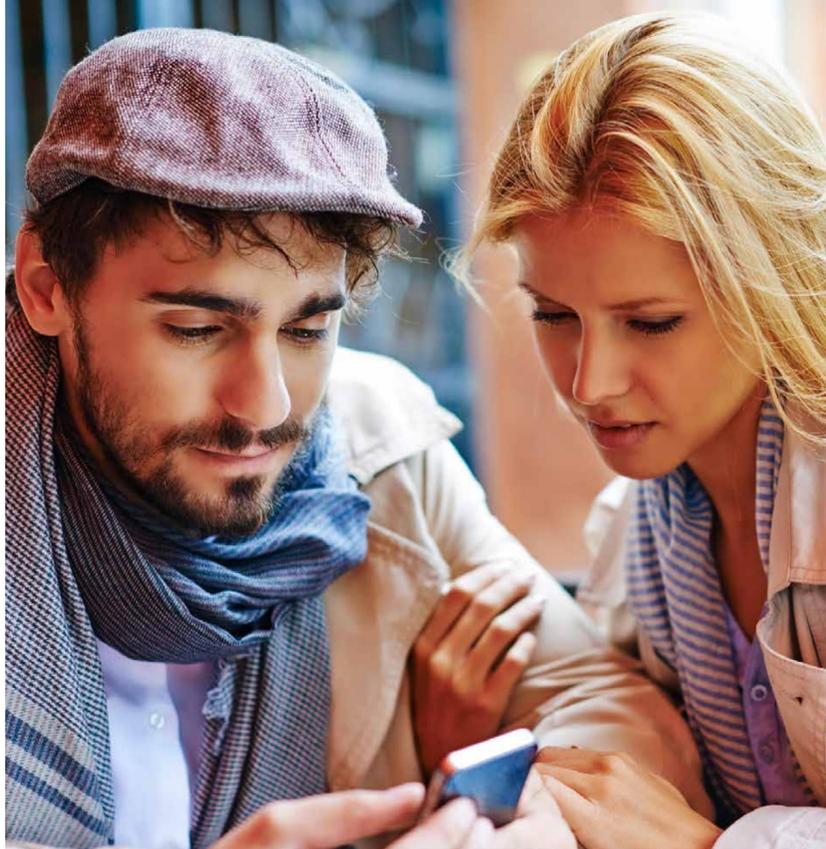
Lufthansa
Cathay Pacific
Swiss International Air Lines
Austrian Airlines
Air Dolomiti
Edelweiss Air
Eurowings
Finnair

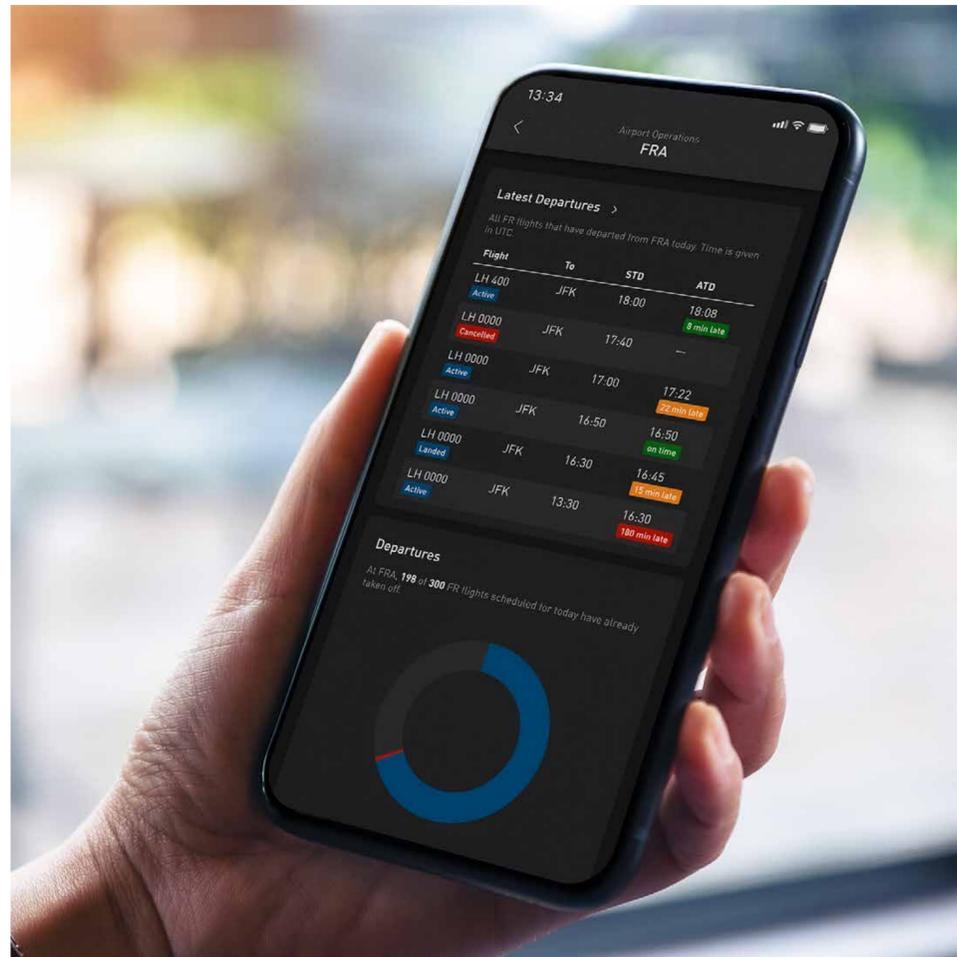
FlightFacts

Developed for aviation professionals

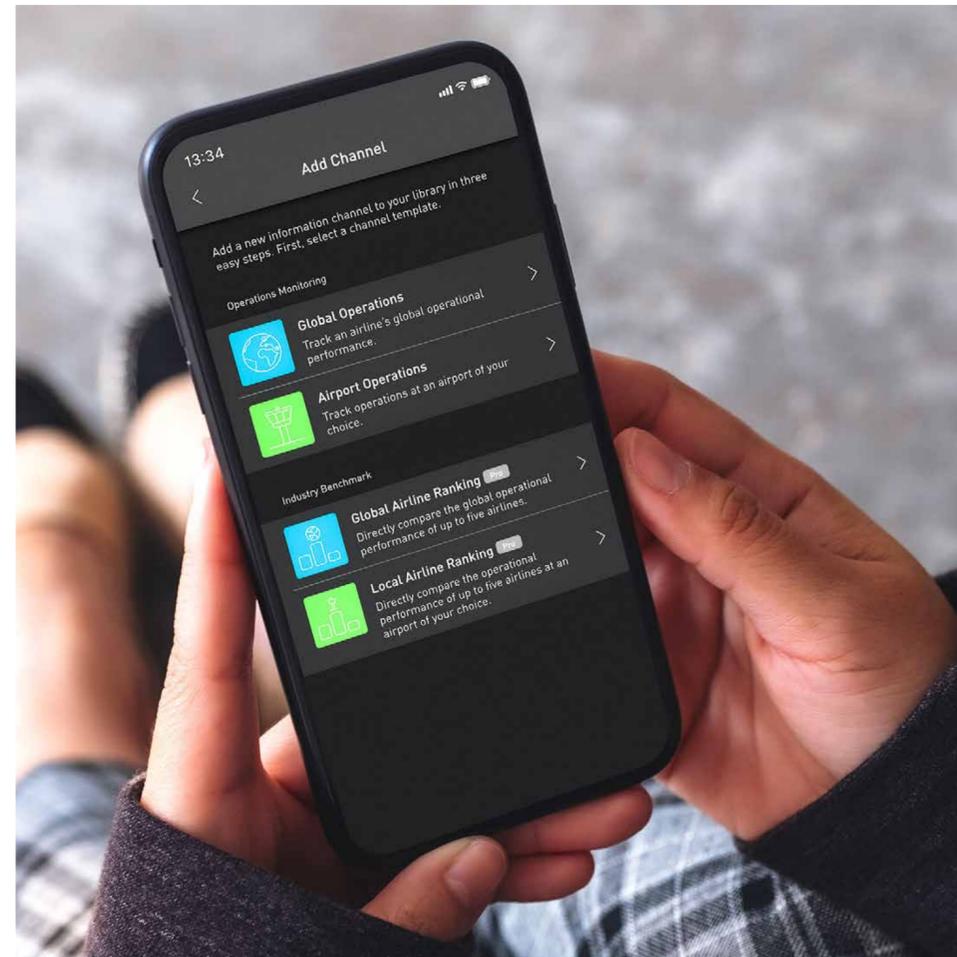
FlightFacts

With FlightFacts we introduced a unique and powerful aviation app. FlightFacts was developed for all aviation enthusiasts who want to discover groundbreaking performance facts and flight information about airlines and airports — in real-time.

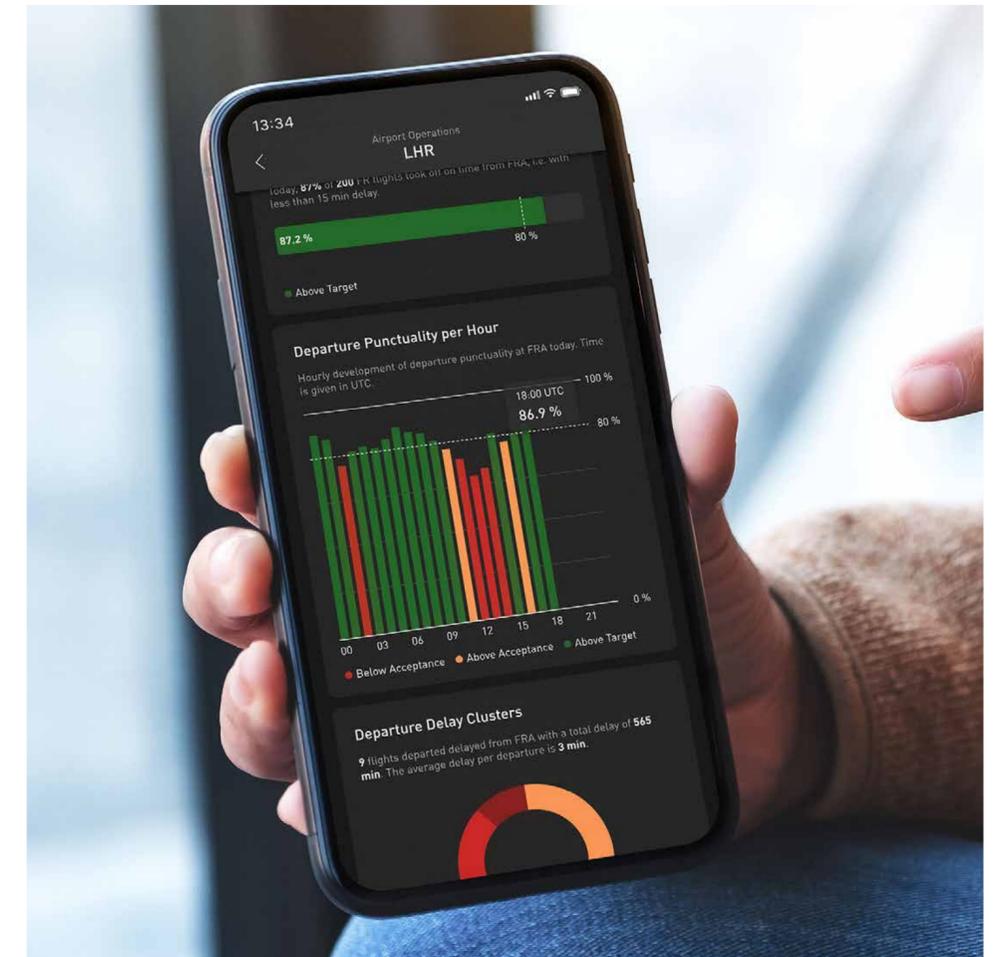




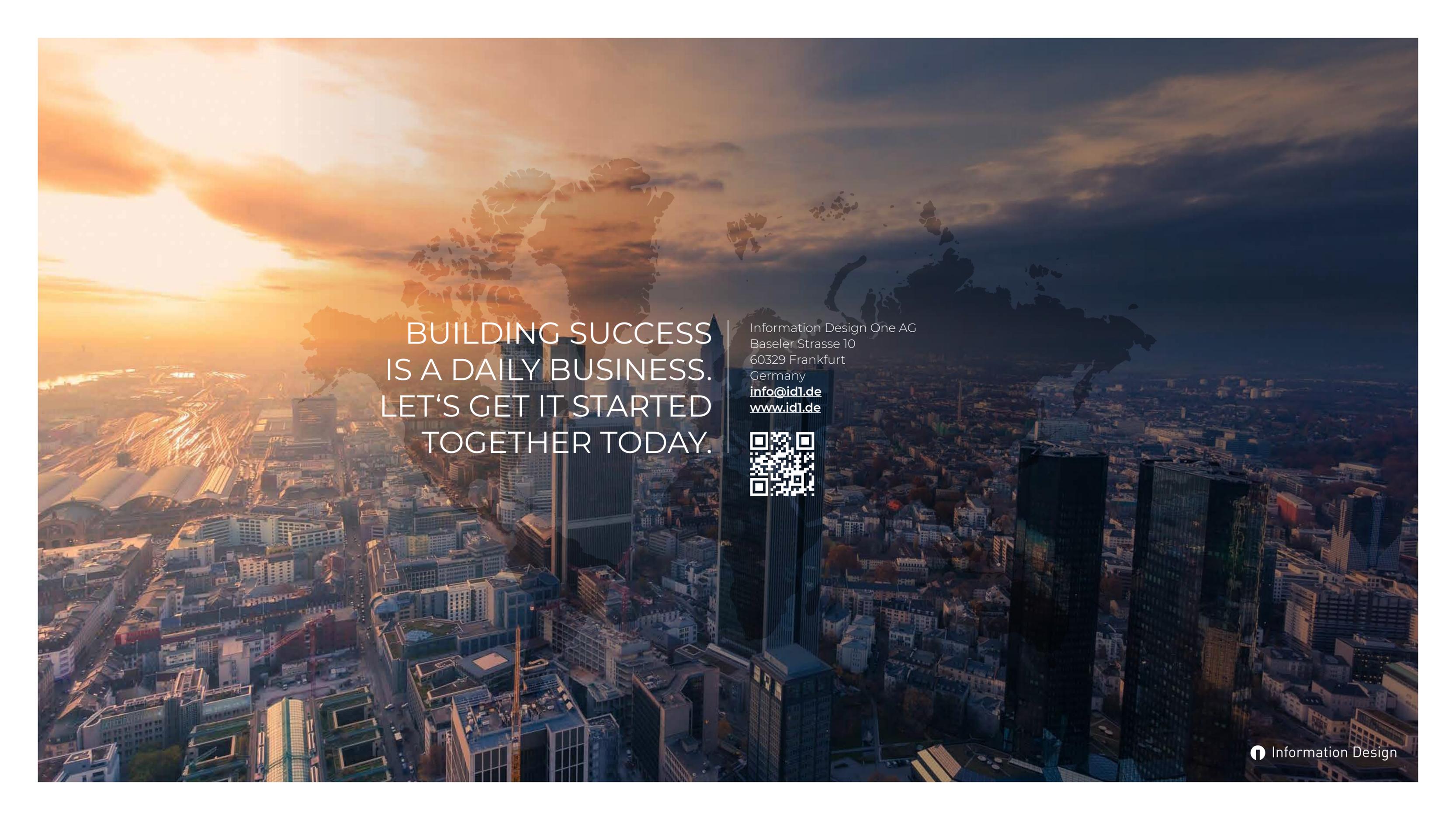
Drilldown into details



Personalize your information channels



Monitor industry trends in real-time

An aerial photograph of a city at sunset, with a semi-transparent world map overlaid on the sky. The sun is low on the horizon, casting a warm orange glow over the city. The map highlights various continents, with a focus on Europe and Africa.

BUILDING SUCCESS
IS A DAILY BUSINESS.
LET'S GET IT STARTED
TOGETHER TODAY.

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