QUARK ENTERPRISE SOLUTIONS

LUFTHANSA CARGO ENABLES SALES AND STAFF WITH CORPORATE TABLET AND SMARTPHONE APP

Fleet & Network 02

We use the capacity of 350 passenger jets

App Studio impresses the Hamburg PRH advertising agency with cloud-enabled features and functionality.

Professional publishing in the hands of a professional agency

The PR agency PRH Hamburg has worked with Lufthansa Cargo since 1991 and in recent years has been responsible for creating high-visibility digital apps for the company. When PRH was established, Quark solutions quickly became an integral part of their publishing workflow for producing print media. Now the agency finds Quark solutions cater optimally to the online and digital world as well. PRH has never had any reason to switch to a competitor product. "Why use an Adobe product when the team already works so well with QuarkXPress?," said Stefan Heinzel, a lead project manager at PRH.

Lufthansa Cargo is a global player in the field of air cargo, with 1.7 million tons of freight transported (in 2013) and a cargo load factor of approximately 70 percent. Approximately 4,600 staff members ensure the cargo entrusted to them arrives on time at more than 300destinations in nearly 100 countries. For the company, with an annual turnover of approximately 2.5 billion euros, innovation is not just "nice to have" but is a "must have" – especially with regard to brand recognition, sales enablement and the customer experience.

In April 2014 Lufthansa Cargo broke new ground with PRH by going digital with a brand new corporate app for tablet devices. While Lufthansa Cargo had already gone digital with a customer magazine, the company realized a corporate app was a "must have." Originally the app was envisioned as a toolkit for Lufthansa Cargo's top management and sales staff,

Lufthansa Cargo
Networking the world.

Quark

but it ultimately developed into an multimedia offering for all air cargo enthusiasts.

To create the corporate app for Lufthansa Cargo, PRH called on App Studio, the cloud-based HTML5 digital publishing solution from Quark. The attractive app, which is now publically available on the Apple iTunes Store, allows the cargo giant to present its brand and services to customers on tablet devices.

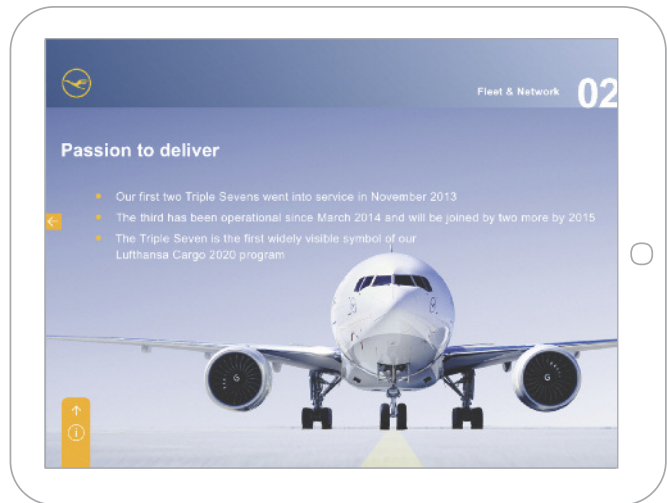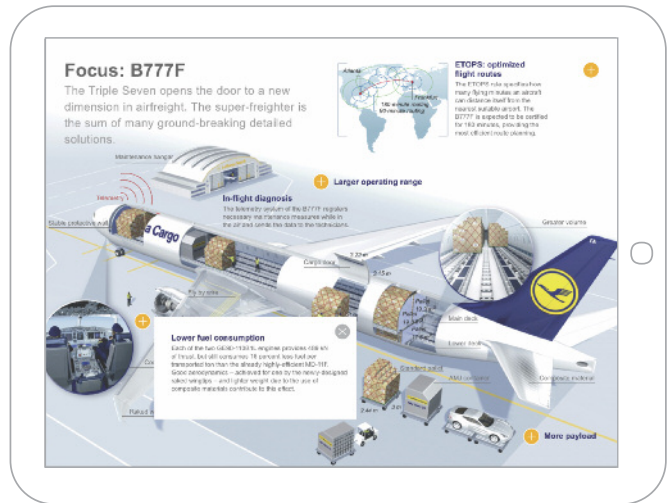**Print goes multimedia – and Quark follows the trend**

PRH's Heinzel is absolutely delighted with the apps his team is able to create with App Studio. "After the success we had in 2012 with the app for the Mercedes-Benz customer magazine Transport, we then designed Lufthansa Cargo's customer magazine called planet, both of which received multiple awards. Once we established our ability to create compelling apps, we got the opportunity to create the corporate app for Lufthansa Cargo, which spurred us on to even higher levels of performance."

To create digital apps, Lufthansa Cargo's print and digital designers adopted a new 'multimedia way of thinking' for the new format. After that, everything was very straightforward in terms of design, layout and infusing the apps with creativity. Heinzel said, "We have created a great way of storytelling through apps – from the very first touch and swipe!"

For the agency, efficiency is just as important as creative implementation and App Studio facilitates all aspects of the publishing workflow. "App Studio is extremely flexible but at the same time emphasizes high quality. As it is a cloud-based solution, a number of members on the creative and editorial teams can do complementary work for each other without unintentionally causing massive changes. The multilingual implementation of App Studio is also a real asset in terms of efficiency because our translators can enter their versions directly into the layout via the Quark Publishing Platform," said Holger Bartsch, IT Manager at PRH.

HTML5 – the next generation web language

What makes App Studio so perfect for creating the Lufthansa Cargo corporate app is, in particular, the conversion of content from popular design applications into real HTML5. The solution provides pinpoint and versatile interac-

tivity that works perfectly on a series of devices, all within the framework of an app. Time-consuming updates and content rework to get to new devices are not required, which is unlike alternative solutions for digital publishing.

Another unique aspect of App Studio is that although it is a Quark solution it supports content created with QuarkXPress, InDesign, XML and HTML5, which offers even more flexibility to agencies that must cater to the file formats and preferences of their clients.

> "SMALL APP FILES NOT ONLY MAKE THE MOST OF DATA RESOURCES, BUT MAKE THE APP ENJOYABLE TO DOWNLOAD AND READ WHILE ON THE GO."

Active experiences replace rigid reading
The wide range of interactive possibilities offered by App Studio make swiping and scrolling through apps an enjoyable experience – and one that will keep customers returning. The Lufthansa Cargo corporate app includes a menu allowing readers to switch sections while viewing slide shows, pop-ups and videos and scrolling through interesting and valuable content. The app also features clickable facts and figures.

The data volume in the app is impressively small. App Studio is able to keep file sizes down because, for example, data-heavy videos are loaded significantly smaller file sizes than static formats such as PDF. Small app files not only make the most of data resources, but make the app enjoyable to download and read while on the go. In early meetings about the corporate app Bettina Petzold, Marketing Team Leader at Lufthansa Cargo said, "This app should be

CONTENT

Cargo and aircraft enthusiasts and Lufthansa Cargo staff making presentations can find all the key details about the company in the Lufthansa Cargo corporate app. The navigation menus include:

• The Joy of Air Freight

• Fleet & Network

• Products

• Infrastructure

• Quality

• Digitization

• Responsibility

fun!" A goal that PRH and Lufthansa Cargo agree has been more than achieved.

Future potential

Lufthansa Cargo employees are currently being trained to give customer and vendor presentations using the app. The aim is to create an updated version twice a year to use for financial statement press conferences. A Web version of the app is also under development, which can be achieved using App Studio with little additional cost or resources. In the future Lufthansa plans to add even more product datasheets and interactive content to the app. With the app, Lufthansa Cargo expects great success similar to that of magazines previously published with App Studio.

German version:

www.lufthansa-cargo.de/unternehmensapp

English version:

www.lufthansa-cargo.com/companyapp

CHALLENGES

- Interactive, multi-purpose corporate presentation, which can be used in "moderated" and "unmoderated" modes

- Support for all current digital devices such as tablets, smartphones, e-readers, etc.

- Easy creation and updating of content by the team, using an optimized workflow

SOLUTIONS

- App Studio with QuarkXPress and Quark Publishing Platform

RESULTS

- Attractive presentation of the services provided by Lufthansa Cargo in an interactive app

- Compliance Intelligence (CI) compliant display

- Various levels of information including seven sections and 80 to 100 pages

ABOUT QUARK SOFTWARE INC.

Quark's software enables organizations of all sizes to meet customer demand for engaging, relevant communications when, where and how they want them. Our solutions combine the power of XML with flexible layout and design to automate the delivery of customer communications to print, Web, and interactive experiences on the latest digital devices. Financial services firms, manufacturers, and governments around the world rely on Quark solutions to elevate customer communications to new levels, reduce time to market, and lower costs.

To find out more about Quark Enterprise Solutions visit **www.quark.com/enterprise** or contact us at **www.quark.com/contact**

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