

Topic **Design-Review: Website zeroG**
Job **15-22-028**
To **LSY IT BUD**

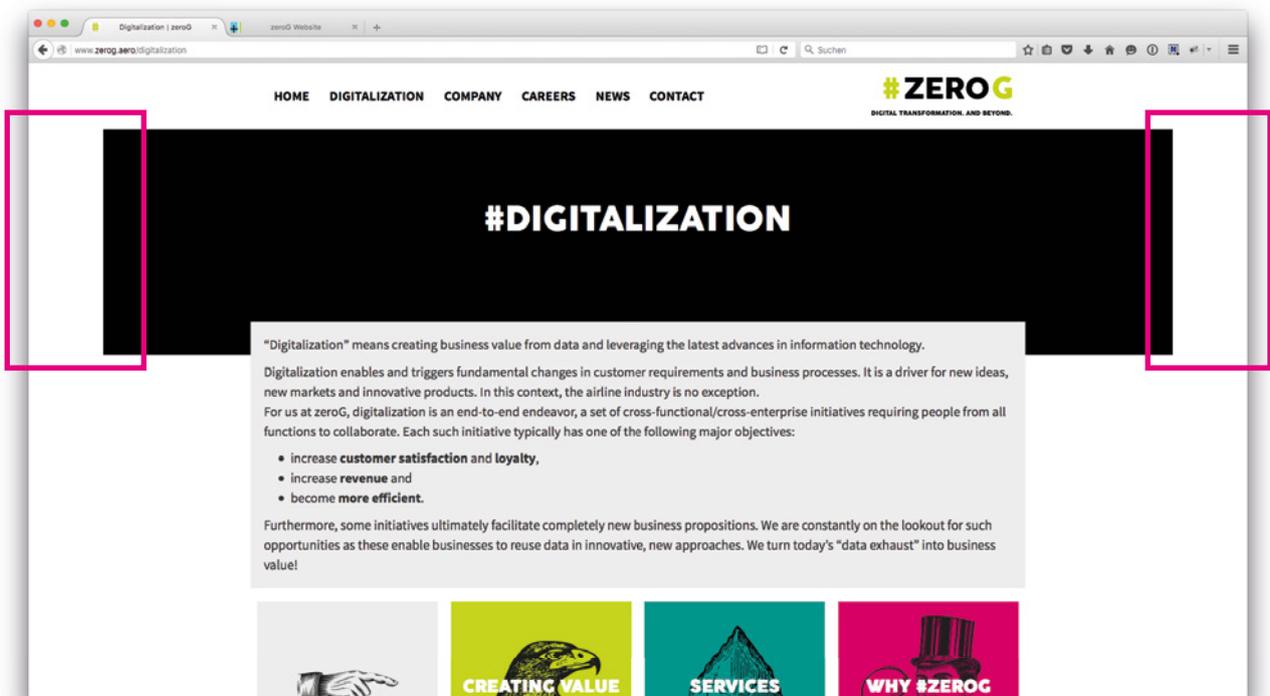
DATE 01.02.2016
FROM Lea Jung,
Frank Neumann
PAGE 1

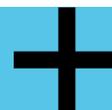
FULL SCREEN

The pages should use the full screen width (fluid responsive).

The page currently does not use the full window width.

Live: page currently has a fixed width of 1600px.





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PAGE 2

NAVIGATION

„Hamburger“ menu

The menu can be called by clicking the icon in the upper left corner. The menu items are displayed on click. The „hamburger“ icon turns into a „x“ providing the option to close the menu.

Example:

liebchen-server.de/kunde22/15-22-028/videos/navigation.mov

Live: full menu is shown, not only icon

HOME DIGITALIZATION COMPANY CAREERS NEWS CONTACT

#ZEROG
DIGITAL TRANSFORMATION. AND BEYOND.

Layout

closed

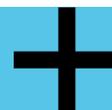
☰ MENU

#ZEROG
DIGITAL TRANSFORMATION. AND BEYOND.

open

✕ HOME DIGITALIZATION COMPANY CAREER NEWS CONTACT

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DIGITAL TRANSFORMATION. AND BEYOND.



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PAGE 3

FONT-WEIGHT BOLD

Please remove the style „font-weight: bold“ from the headlines.

Live

CREATING VALUE



We combine in-depth knowledge of airline processes and data with strong expertise in data engineering, data exploration and the design of mathematical models. This enables us to develop the entire data value chain for our clients: from raw data to analytical products as part of an enhanced business process. The following business processes and analytical products are just a few examples of how we can create business value for you.

PREDICTIVE ANALYTICS

In the past, knowledge about business processes was captured by

Layout

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SCROLL TO TOP 400PX

Please include a scroll to top link.

Layout



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 PAGE 5

HOME > SOCIAL MEDIA BOXES

Please adapt the design of the template:

- + background-color
- + font-size and color
- + full box clickable > link to the article in the channel
- + check the resolution of instagram photo
- + remove the profile icon and border

Live

f
ZeroG GmbH #zeroG
 takes part at Big Data Summit. Andreas and Gerhard will speak about Digitalization in the airline industry
 #zeroBlahBlah #zeroStoneAge
 1 week 3 days ago.



Layout

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 Nem repudam is as dolo max im quisto berinserum aut mo ipsumet upiet ex. #ZEROG #ZEROBORING #STARTUP #DIGITALTRANSFORMATION



WANTED!
DATA ENGINEER (M/F)

t
 Teradata Magazine @TeradataMag 20 Jan
 To continue understanding and improving the consumer experience, #retailers must integrate their #crosschannel data: ow.ly/Xkkzq
 Retweeted by ZeroG GmbH
 Expand

WANTED!
UX MANAGER M/W
#NERD #POWERUSER

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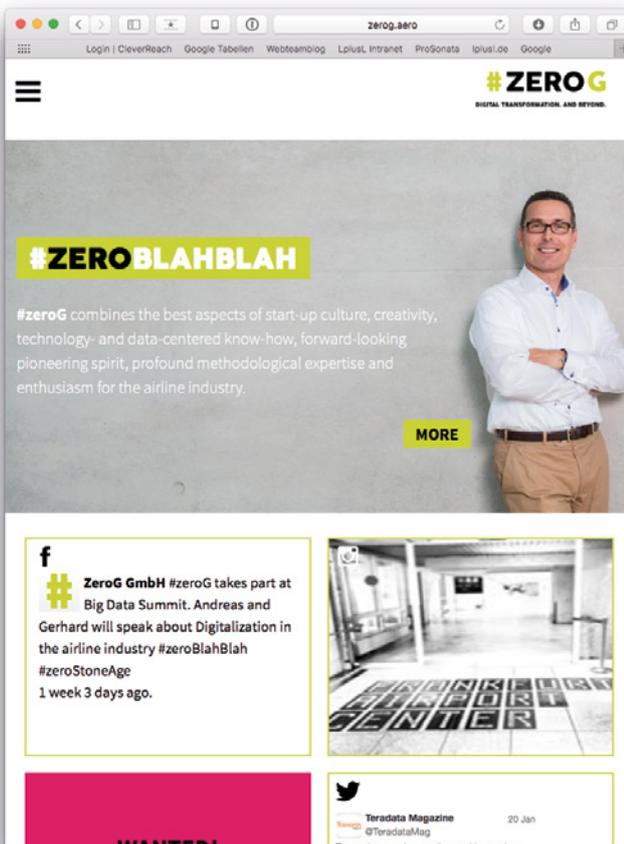
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Frank Neumann
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HOME > HEADER (RESPONSIVE)

Please change the image position, so that the right part with the person is visible

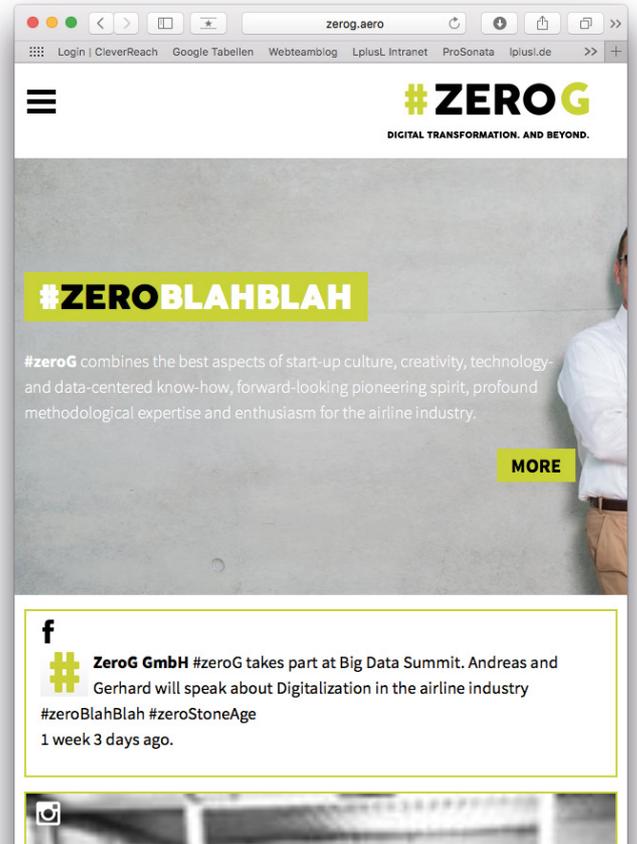
Live: ok

768px



Live: please fix

400px





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 PAGE 7

HOME > CALENDAR

Please make the entire field clickable (not only heading and button) and change font-size to 18px.

Change hover look:

- + icon color (day)
- + font-color
- + button color

Live

JAN
18

#ZEROG TAKES PART AT BIG DATA SUMMIT

Digitalisierung in der Airline-Branche – Creating a Truly Personalized
Airline with Big Data

Donnerstag, 25.02.2016 | 14:30 - 15:00 Uhr | Dr. Andreas Ribbrock & Gerhard
Kaltenborn

MORE

Layout

OKT
28

HIER STEHT EINE HEADLINE

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MORE

hover

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MORE



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DIGITALIZATION > HEADER HEIGHT 768PX

Please reduce the header height to 290px

Live



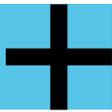
#ZEROG
DIGITAL TRANSFORMATION. AND BEYOND.

#DIGITALIZATION

“Digitalization” means creating business value from data and leveraging the latest advances in information technology.

Digitalization enables and triggers fundamental changes in customer requirements and business processes. It is a driver for new ideas, new markets and innovative products. In this context, the airline industry is no exception.

For us at zeroG, digitalization is an end-to-end endeavor, a set of cross-functional/cross-enterprise initiatives requiring people from all functions to collaborate. Each such initiative typically has one of the following major objectives:



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DIGITALIZATION > ANCHOR BOXES 768PX

Please optimize the size of the boxes and remove the padding/margin.

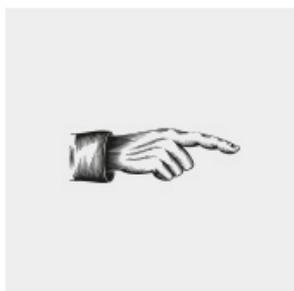
Live: boxes not aligned

propositions. We are constantly on the lookout for such opportunities as these create
 businesses to reuse data in innovative, new approaches. We turn today's "data
 exhaust" into business value!



Layout

spinoff of Lufthansa Systems – provides the **unique synthesis of airline and digitization expertise**. Through our consultancy and professional services, we want to enable our customers in the airline industry to benefit from the opportunities of digitization.



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DIGITALIZATION > TEASER & TEXT 768PX

Text and boxes are overlapping.

Live

CREATING VALUE #ZEROG



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PREDICTIVE ANALYTICS

In the past, knowledge about business processes was captured by letting

SERVICES

#zeroG offers all services required for the digital transformation in the airline industry and beyond, starting from the use-case design down into the engine room of data engineering, advanced data analytics and big data architectures.

CUSTOMER EXPERIENCE MANAGEMENT

The digital transformation puts the customer at the center of everything. Every process is aimed at offering a unique travel experience. Supporting our clients with proven management skills, we think digitalization from the customer's



(BIG) DATA ARCHITECTURE

Digitalization will continue to generate

WHY #ZEROG

#zeroG is a unique combination of people with a profound understanding of the airline business, data analytics and the world of big data. We are also firm believers in cross-industry thinking and promote the application of great ideas from retail, telecommunications, life sciences, the media and other industries to the world of airlines. This pedigree allows us to apply the potential of digitalization directly to the airlines' value chains so as to provide better results faster. Simply #zeroBl

When looking at trends in data, there is no need to be able to identify individuals in the underlying data set. Where applicable, we choose to process anonymized data or at least data sets, where data identifying



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DIGITALIZATION > TEASER & TEXT 768PX

Layout

SERVICE ROLES



#zeroG is offering services across various roles we consider as key success factors for any digital transformation process. The unique combination of people at #zeroG allow us to think digitalization from the most important point of view: we put the passenger at the balance point of our work. We offer services covering the digital transformation in the airline world end-to-end.

CUSTOMER EXPERIENCE MANAGEMENT

We are convinced that a digitalization in the airline industry will be the key to creating a unique product experience. This approach touches all aspect of a journey. From the design of the brand, its presentation in digital channels up to the design of the cabin's interior with integrated digital assets. Our consultants have more than 20 years experience in designing industry leading brands in airline industry. Their role is to represent the customer view and make it the balance point of the work performed by #zeroG.

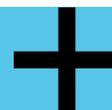
DATA ENGINEERING

BIG DATA ARCHITECTURE

Open source technologies play an important role when it comes to scalable and flexible architectures. Our Big Data Architects have deep knowledge and hands-on expertise with the latest open source but also commercial technologies – with a strong focus on systems typically to be found in the airline world. They perform “as-is” assessments in order to create a transitional technology roadmap for enabling our clients to benefit from digitalization and digital convergence. Our focus is on a step-by-step evolution of the big data architecture alongside the operational systems already in place and used by many business processes. Our consultants think in stream- and batch processing and have many years of experience in designing physical implementations of the λ -Architecture.

DATA PRIVACY AND DATA SECURITY EXPERTS

When dealing with data analytics – especially



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DIGITALIZATION > ANCHOR BOXES 400PX

Please change size and add margin.

Live

Layout

CREATING VALUE



SERVICE ROLES



SERVICES



USE CASES

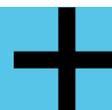


WHY #ZEROG



WHY #ZEROG





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DIGITALIZATION > TEXT 400PX

Optimize header (image and headline position) and include accordions

Live: Image and text overlapping

Layout



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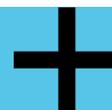
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WEB ANALYTICS

In the world of e-commerce, digital channels such as a company's website and – even more important – the “app” running on the customer's mobile devices are becoming the key channels of communication with the customer. Our data engineers and scientists are experts in gathering usage data from apps or the website and deriving valuable insights from this. Understanding customers' needs, purchase decision criteria, abandonment behavior and price elasticity is essential for optimizing any website or app. This pays off through happier customers and increased sales.

- CUSTOMER EXPERIENCE MANAGEMENT ▶
- DATA ENGINEERING ▶
- DATA SCIENCE ▶
- BIG DATA ARCHITECTURE ▶
- DATA PRIVACY AND DATA SECURITY EXPERTS ▶



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CAREER > BOX

Please change the bullets (round) and hover effects:

- color
- cursor pointer

Live

DATA ENGINEER (M/F)

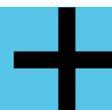
- You combine knowledge of data warehouses and classical SQL DBs with experience in NoSQL and the Hadoop stack
- You have airline process expertise and are familiar with airline data such as fares, O&Ds etc.
- You know how to develop the data value chain from raw data to analytical products – ideally with experience in the airline industry
- You are experienced in the field of data analytics and preparation of data for analytical tasks

Layout

DATA ENGINEER (M/F)

- You combine knowledge of data warehouses and classical SQL DBs with experience in NoSQL and the Hadoop stack
- You have airline process know-how and you are familiar with airline data like fares, O&Ds etc.
- You are experienced in the field of data analytics and you are able to prepare data for analytical tasks





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NEWS > BOX

Please make the entire field clickable (not only heading and button) and change font-size into 18px.

Change hover look:

- + icon color (day)
- + font-color
- + button color

Live

JAN
18

#ZEROG TAKES PART AT BIG DATA SUMMIT

Digitalisierung in der Airline-Branche – Creating a Truly Personalized Airline with Big Data

Donnerstag, 25.02.2016 | 14:30 - 15:00 Uhr | Dr. Andreas Ribbrock & Gerhard Kaltenborn

MORE

hover

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MORE

Layout

OKT
28

HIER STEHT EINE HEADLINE

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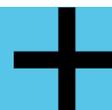
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MORE





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NEWS > BOX 400PX

Text and button are overlapping.

Live

JAN
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Big Data Summit
25. Februar 2016
Congress Park Hanau

#ZEROG TAKES PART AT BIG DATA SUMMIT

Die Airline-Branche befindet sich derzeit in einer Umbruchsphase – vorangetrieben durch die Digitalisierung der Welt. In diesem Vortrag werden Herausforderungen und Lösungen aus dem Luftfahrtbereich diskutiert... <http://bit.ly/1NfDjNg> **MORE**

Layout

DEZ
28



HIER STEHT EINE HEADLINE

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MORE

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NEWS DETAIL

Adjust padding of gray boxes.

Live



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25. Februar 2016
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Analyseverfahren wie „Deep Learning“ und „Cognitive Computing“ beruhen. Gerade diese Verfahren werden dazu beitragen, den Datenmengen her zu werden.

Im zweiten Teil wird Herr Gerhard Kaltenborn das Thema Big Data aus Sicht des Kunden einer Airline beschreiben. Worin besteht der Nutzen für den Kunden, zuzustimmen, Daten an eine Airline weiterzugeben? Welche Services kann eine Airline basierend auf diesen Daten anbieten, um ein personalisiertes Reiseerlebnis über den reinen Flug hinaus anbieten zu können. Dies wird durch entsprechende Praxisbeispiele geschehen. <http://bit.ly/1NDjNg>

BACK

Layout

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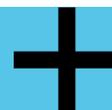
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NEWS DETAIL BUTTON

Adjust padding of back button.





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NEWS DETAIL 768PX

Please change the header: date icon floats. Change layout for content: two colums for the text and change the heading format (green, bold, cocogoose)

Live

Layout

JAN
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BACK

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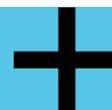
HEADLINE

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Topic **Design-Review: Website zeroG**
 Job **15-22-028**
 To **LSY IT BUD**

DATE 01.02.2016
 FROM Lea Jung,
 Frank Neumann
 PAGE 20

CV 768PX

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Live

Layout

JÖRG LIEBE

Dr. Jörg Liebe has been Chief Information Officer at Lufthansa Systems AG since December 1, 2010 and is responsible for business development and innovation management at Lufthansa Systems.

Dr. Liebe started his career with Lufthansa Systems in 1999. One of his first projects was the product development for the Lufthansa Group's virtual private network (VPN). In 2001, Dr. Liebe took on the establishment and management of the e-Solutions department, where he was instrumental in introducing a Lufthansa-wide directory service and a public key infrastructure.

In 2003, he was entrusted with managing the Voice Integration Products division for voice communication systems, unified messaging product development and voice-over-IP solutions. In this position, Dr. Liebe was also responsible for the development of Lufthansa Systems' Mobile Infotainment Solution, which has been successfully used in the cruise industry since 2005.

In 2007, Dr. Liebe took over the New Business & Innovation Management department. In the next three years he was responsible for the development of innovative solutions such as the PIA (Password Reset Interactive) product, the deskBase workplace model and BoardConnect, which is a WLAN-based in-flight entertainment system developed not only for deployment in passenger aircraft but also in tour buses, trains and ferries.

Dr. Liebe studied physics at the University of Göttingen and the University of California, Los Angeles, and received his PhD in



my name is Jörg Liebe, I'm the Managing Director of #zeroG. You can reach me at joerg@zeroG.aero or +49 151 589 22 444. #zeroBlahBlah

DR. ANDREAS RIBBROCK – PRINCIPAL DATA SCIENTIST

Andreas is holding a Ph.D. in computer science from Bonn University. His field of study included signal processing, data structures and algorithms for content based retrieval in non-rationally structured data like images, audio signals and 3D protein molecules. After finishing his Ph.D. He joined ELT tool vendor Sunopsis (today: Oracle Data Integrator) in 2006 but decided not join Oracle but move into the data analytics arena by joining Teradata. Here Andreas held multiple positions including Solution Architecture and Big Data Architecture supporting global players like DHL Express, Deutsche Post, Lufthansa, Otto Group, Siemens, Deutsche Telekom, and Volkswagen and others. In 2012 Andreas became the team leader for the data science practice of Teradata in Germany. Since then his major role was to convince prospects about the need for data analytics by implementing innovative prototypes and delivering leading edge data science solutions. In 2015 Andreas decided to join the Cologne based IoT database startup ParStream as the head of product management and data scientist further developing the analytical capabilities of ParStream by adding algorithms for anomaly detection in sensor data. He galso pushed for the integration of the "R" statistical programming language into the ParStream database for massive parallel processing of R code.

Andreas presented at international conferences on topics related to data warehousing and data science. He used to be part of the board of the BITKOM Arbeitskreis Big Data.



my name is Andreas Ribbrock, I'm the Principal Data Scientist of #ZEROG. You can reach me at andreas@zeroG.aero or +49 172 823 84 93.

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