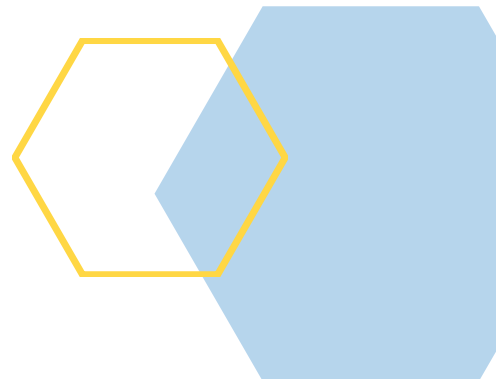




Finally, Lufthansa Group Commits to Order-Transformation ... and Names Amadeus Nevio as Provider





THE FACTS

On 7 January 2026, Amadeus announced that Lufthansa Group (LHG) had selected modules from the Amadeus Nevio retailing stack to provide Order transformation and Delivery management, with the solution to be gradually rolled out to nine airlines across the Group. These include Lufthansa, Swiss, Austrian Airlines, and Brussels Airlines, which are currently on Amadeus Altea as well as Eurowings and Edelweiss which are not.

THE ANALYSIS

Since initiating a formal tender in 2023, one of the most closely watched questions has been which technology vendor Lufthansa Group (LHG) would select to provide its Order-led transformation. Order Management capabilities are foundational to replacing the Group's legacy PSS estate and enabling LHG's ambition to operate commercially on an Offers-and-Orders-first model by 2030. After almost three years, LHG has now confirmed Amadeus Nevio as its transformation provider. Given the length of time taken to make the announcement, the industry can only assume it was a challenging decision to make.

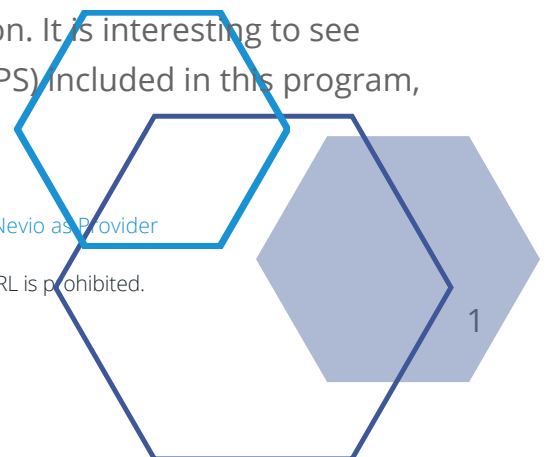
The scope of the agreement includes Order-based Delivery, with LHG expected to become the first airline group to adopt Amadeus Delivery Management. This positions Amadeus to move Delivery from conceptual architecture into large-scale deployment, completing the most operationally complex layer of the OOSD model. Notably, the announcement also includes Product Catalogue and Stock Keeper which many vendors have positioned as Offer-side components. These are logical inclusions, reflecting the tight coupling between products, Stock Keeper and Order.

With Nevio, Amadeus is playing a formidable hand. European network airlines, carrying a total of 281 million PBs in 2024, are now committed to the platform. This is a market share of 48% in this sector and most of the remaining 52% have yet to commit. It is difficult to see any other vendor making a significant Order-footprint in the region. It is interesting to see Eurowings (Amadeus Navataire) and Edelweiss Air (on Bravo PS) included in this program, which may introduce different challenges.

[First View: Finally, Lufthansa Group Commits to Order-Transformation ... and Names Amadeus Nevio as Provider](#)

© 2026 T2RL | Contains confidential information proprietary to T2RL | www.t2rl.com

All rights reserved | Reproduction or redistribution in any form without the prior permission of T2RL is prohibited.





To date, much of LHG's retailing strategy has focused on building out dynamic offer capabilities, most notably through partnerships with PROS and Accelya. So, it is reasonable to infer that any agreement with Amadeus has been structured to preserve valued partnerships such as these.

THE SPECULATION

As a retailing front-runner, LHG has been a staunch supporter of industry transformation and best-of-breed technology. It was an early adopter of Farelogix (now Accelya) NDC. Persistent frustration with legacy processes that constrained Offer-led advancement, notably around continuous pricing, propelled LHG toward legacy replacement in the first instance. Against this backdrop, the decision to select the incumbent, Amadeus, and to concentrate a large part of the transformation around a single provider (albeit a new architectural generation) is likely to have required considerable reflection among the LHG teams that first challenged the status quo.

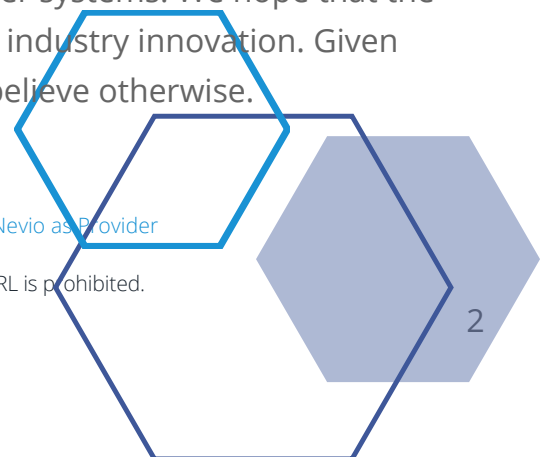
That LHG chose Amadeus could mean Nevio technology is superior to the other bids, or the commercial proposal was too hard to turn down – or both. Indeed, LHG's willingness to consider alternative providers may have helped it convince Amadeus to make an attractive offer to win the RFP. Given Amadeus' market strength it is not inconceivable that it could offer terms that other vendors simply could not afford. In addition, Lufthansa Group may have been influenced by the advantages of remaining with the incumbent, both in terms of easing the technical transition and in avoiding the commercial inefficiencies of "double paying" during the migration period.

"With Amadeus Nevio's open, modular approach, we aim to deliver exactly what Lufthansa Group needs to transform," said Decius Valmorbida, President of Travel, Amadeus in the announcement. There is a difference between modularity and openness. The first is an architectural principle and the second is a design philosophy that speaks to accessibility. That Nevio is modular means that it is capable of working with other systems. We hope that the deal with LHG also secured openness for the sake of ongoing industry innovation. Given LHG's long-standing challenger status we have no reason to believe otherwise.

First View: Finally, Lufthansa Group Commits to Order-Transformation ... and Names Amadeus Nevio as Provider

© 2026 T2RL | Contains confidential information proprietary to T2RL | www.t2rl.com

All rights reserved | Reproduction or redistribution in any form without the prior permission of T2RL is prohibited.





T2RL Travel Technology Research Ltd, is an independent sourcing and research company that specializes in airline technology and distribution. Based on data since the year 2000 it has tracked industry trends for airlines as well as their IT providers, distribution partners, and customers. All parties use its research to make informed business decisions to meet current and future needs. For further information, visit our website at www.t2rl.com.

First View: Finally, Lufthansa Group Commits to Order-Transformation ... and Names Amadeus Nevio as Provider

© 2026 T2RL | Contains confidential information proprietary to T2RL | www.t2rl.com

All rights reserved | Reproduction or redistribution in any form without the prior permission of T2RL is prohibited.

