Sourcing Case Summary

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| --- | --- | --- | --- |
| Sequential #: | #/YY BU Technology | Business Unit: | MMG |
| BU contact: | Stefan Siever | GI/TS contact: | Steffen Seibert |
| GI/SP contact: | First and second name | Architecture contact: | Steffen Boller |
| Initial date of request: | 25.03.2025 |  |  |

Overview

Internal IT partner status:

|  |  |  |  |
| --- | --- | --- | --- |
| Not involved | Not involved | Wählen Sie ein Element aus. | Wählen Sie ein Element aus. |
| LHIND | LSY | ~~ZeroG (via LSY)~~ | ~~Digital Delivery Lab (HI only)~~ |

Preferred vendor status:

|  |  |  |
| --- | --- | --- |
| Not involved | Not involved | Not involved |
| Mindtree | Nagarro | TCS |

BU Petitum:

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| --- | --- |
|  | Option 1: Proceed with internal sourcing  Option 2: Continue with preferred providers  Option 3: Continue with market providers |
| Reasoning: | Required agility of Uptrip development, Experience required building gamified, customer-facing applications, Tech-stack fit (React Native) and experience in developing web3-applications |

Strategic Relevance of Project for BU:

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| --- | --- |
| Overall: | Medium |
| Reasoning: | Uptrip provides a complementary approach to the loyalty ecosystem of Miles and More with the aim of addressing an underrepresented customer segment by leveraging gamification and Web3 / Blockchain. |

Sourcing Gate Prerequisites:

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| --- | --- |
|  | No suitable product available LHG internally  No suitable product available externally at the market  Strategic relevant topic for business unit |

REQUEST DETAILS

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| --- | --- |
| Project description: | Uptrip is a mobile-first, gamified loyalty experience developed by the Lufthansa Innovation Hub in collaboration with Miles and More. It offers travelers a new way to collect, trade, and redeem digital cards based on their trips — turning every flight into a chance to unlock unique rewards, benefits, and surprises.  Uptrip is designed to complement Lufthansa Group’s traditional loyalty programs by targeting a younger, more tech-savvy demographic. The app combines elements of gamification, digital collecting, and blockchain-backed ownership (NFTs) to create a playful and engaging travel companion.  Uptrip is now entering its scaling phase — with ambitious goals for user growth, feature expansion, and deeper partner integration in 2025. |
| Project objectives: | Uptrip aims to scale to 500,000 users by the end of 2025, driven by a high level of user engagement through gamification and digital collecting mechanics. A key focus is to introduce and optimize in-app monetization features, including microtransactions, to establish sustainable revenue streams within the app. |
| Development vs product implementation: | Development |
| New vs further software development: | New software development & further software development |
| Subsequent orders planned | It is planned to find a long-term partner to take care of the technical development & maintenance of the mobile application beyond the below mentioned timeframe. With the ability to scale the development team according to the application’s growth. |
| Requested technology capabilities: | To fit the tech stack of the existing application (2y old): - highly skilled in development with the React Native framework for the Uptrip iOS & Android application - highly skilled in development with the Ruby on Rails framework for the Uptrip Backend & API (Puma Web Server, PostgreSQL, Redis, Sidekiq) - in general: capability to provide Backend & Frontend engineering to develop new features end to end - providing automated testing & QA of mobile applications across multiple mobile devices as well as proper test coverage of backend processes - experience with using third party APIs (e.g. for flight data) & native app SDKs (e.g. barcode scanning) - experience with Apple & Android App Stores, publishing & maintaining app versions - experience with sending of mobile push notifications (provider: OneSignal) - DevOps: capability to cover the full cycle of development & operations (infrastructure currently hosted on AWS). Protecting a mobile app & infrastructure against fraudulent usage (rate limiting) and handling spike traffic. - Web3: experience with developing & deploying Smart Contracts on the blockchain, wallet-connectors for mobile applications, minting NFTs and triggering other smart contract interactions |
| Requested resources and man-days: | 3 FTEs |
| Location preferences: | Flexible |
| Budget volume: | MM/YY BU Technology |
| Timeframe: | Until End of 2025 with the possibility to extend by one additional year |
| Additional comments: | Text |

REQUEST REPLy DETAILS

Name of IT partner 1

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| --- | --- |
| Contact person: | First and second name |
| Offer status and date: | Wählen Sie ein Element aus. DD.MM.YYY |
| Reasoning if declined: | Text |
| Offered resources and capabilities: | We propose to initially offer 3FTEs with the capabilities outlined below to support the transition phase, during which we will focus on acquiring business knowledge and understanding existing processes. Following this transition, we will reassess the required skill mix and allocation based on the acquired insights and the proposed product roadmap.  1. React Native – Cross-Platform Mobile Development Highly skilled engineer with extensive experience in building and maintaining React Native-based mobile applications for both iOS and Android. Proficient in publishing and maintaining apps on the Apple App Store and Google Play Store. Demonstrated expertise in implementing responsive and intuitive user interfaces, integrating native SDKs (e.g., barcode scanning), and optimizing app performance across various devices through test-driven development.  2. Ruby on Rails – Backend/API Development Experienced professional with strong expertise in developing Ruby on Rails-based backends, capable of designing, building, and delivering robust APIs that seamlessly integrate with mobile frontends, third-party systems, and blockchain networks. Proficient in managing end-to-end CI/CD pipelines, infrastructure provisioning, monitoring, and automated deployments in AWS environments. Hands-on experience with Redis and Sidekiq for background job processing, scheduled tasks, and queue management to efficiently handle time-consuming operations. Familiar with implementing strategies to safeguard mobile applications from fraudulent usage (e.g., rate limiting) and effectively managing high-traffic scenarios.  3. Quality Assurance & Automated Testing A quality-focused professional with strong expertise in writing automated test cases and ensuring comprehensive test coverage for both mobile applications and backend services. Possesses the capability to rigorously test mobile experiences across a wide range of devices and OS versions, ensuring consistent performance, reliability, and a seamless user experience.  For Web3 / Blockchain Expertise, we will leverage the synergies of our dedicated blockchain practice, comprising experts with in-depth knowledge and hands-on experience in developing smart contracts, triggering smart contract interactions, and handling NFT lifecycle operations such as minting, burning, and managing metadata. Our team has successfully deployed these solutions across various blockchain networks. We will bring their expertise into this opportunity as needed, ensuring seamless integration and value-driven contributions throughout the engagement. |
| Experiences in required area: | Case Studies |
| Synergies with other BU projects: | - Uptrip deployment can be moved to openshift env, where miles&more app backend is hosted, from AWS. This will help in achieving the unified tech-stack, have consistency in deployment practices and also save costs. - On the similar lines, if need seen, services too can be migrated to Java & related tech-stack, and that will also ​help in bringing the consistency to the tech-stack and streamline development practices. |
| Delivery locations: | Text |
| Onshore, nearshore and offshore ratio: | XX% / XX% / XX% If nearshore >0%, please indicate location split: LHIND TIA: XX%, others: XX% |
| Rates: | Text |
| Subcontractor resources required: | Wählen Sie ein Element aus. |
| Hiring required: | Wählen Sie ein Element aus. |
| Existing master contract: | Text |
| Additional comments: | Text |

Name of IT partner 2

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| --- | --- |
| Contact person: | First and second name |
| Offer status and date: | Wählen Sie ein Element aus. DD.MM.YYY |
| Reasoning if declined: | Text |
| Offered resources and capabilities: | Text |
| Experiences in required area: | Text |
| Synergies with other BU projects: | Text |
| Delivery locations: | Text |
| Onshore, nearshore and offshore ratio: | XX% / XX% / XX% If nearshore >0%, please indicate location split: LHIND TIA: XX%, others: XX% |
| Rates: | Text |
| Subcontractor resources required: | Wählen Sie ein Element aus. |
| Hiring required: | Wählen Sie ein Element aus. |
| Existing master contract: | Text |
| Additional comments: | Text |

Strategic Sourcing Gate Decision

Strategic Sourcing Gate Decision:

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| --- | --- |
|  | Option 1: Proceed with internal sourcing  Option 2: Continue with preferred providers  Option 3: Continue with market providers |
| Date of decision: | DD.MM.YYY |