



# HIT THE BULL'S EYE. EVERY TIME. FROM ANYWHERE.

**A GUIDE FOR MANAGING  
SIMULTANEOUS DATA STREAMS  
WITH LOBSTER\_PIM'S  
INTEGRATED DATA MANAGEMENT.**



**Lobster**



**HOW MUCH FURTHER COULD  
WE GO IF EVERYTHING  
WAS INSTANTLY EVERYWHERE?**





## **INTEGRATED PRODUCT DATA MANAGEMENT – HELPING YOU STEP INTO THE FUTURE WITH INTEGRATED PRODUCT DATA MANAGEMENT.**

And the more efficient it is, the bigger the advantage. Particularly if it functions systematically and simultaneously across countless channels, giving you the power to take a structured, targeted approach to organising your information flow, keeping it up-to-date even when digitalising product communications. Yes, you heard right: that's efficient efficiency. No matter where. No matter when. No matter why.

### **PANTA RHEI. EVERYTHING FLOWS.**

Whoosh! And before you knew it, the digital revolution was in full swing. But it hasn't stopped at communications. Four point zero and there's still no end in sight: Markets. Products. Supply. Demand. Information is flowing. But more than that. It has to be in full flow. Or it all falls apart.

But now the burning question remains: how to reconcile product communication with digital requirements?

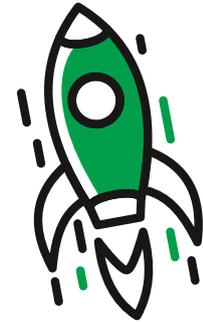
No matter the market. No matter how diverse the target group. Always simultaneously. Always with the right tone of voice.

The answer is complex. But somehow quite simple. What matters most is mastering the balancing act. Overcoming all differences. Overcoming old habits and requirements. Only then can you manage both: product information and performance monitoring.

Everything flows. Everything is connected. Now let's get your product communication flowing along nicely.  
With Lobster\_pim.



**ONE OPERATING  
SYSTEM FOR ALL MY  
PRODUCT COMMUNI-  
CATION NEEDS – IS  
THAT EVEN POSSIBLE?**



# IT'S ENTIRELY ACHIEVABLE – BUT ONLY WITH A COMPREHENSIVE AND INTEGRATIVE APPROACH.

When it comes to keeping everything up-to-date, Lobster\_pim makes things as efficient and as easy as possible. Zero. One. Whatever works best for you. Create a completely custom operating system for your product communication. And best of all: programming is now old-school. From now on, you'll only need to configure.

## **PANTA RHEI. FLOW IS IN EVERYTHING.**

The time is now. Keep up. Keep it flowing. After all, digitalising your product communication is all it takes for that next big step. Purchasing. Product management. Marketing. Distribution. The demand-driven curation of product database solutions opens up a whole new world of savings potentials, improving purchasing, production and sales processes.

A word of advice: do away with programming. It's expensive, time-consuming and often already outdated by the time it's finally finished. Configuration has you covered. That together with great customer service.

Share information on new products faster. Communicate product changes without delay. Keep all target mediums consistently updated. No matter the customer group. Improve your data quality. So everything is in flow: Lobster\_pim. One operating system for all your digitalised product communication needs.



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# HAVE YOU HEARD OF OUR END-TO-END CONCEPT?

**CONSISTENT DATA MANAGEMENT FOR  
COORDINATED TRANSLATION PROCESSES.**

And we're off! Why not take matters into your own hands when laying the foundation for a consistent data management system and coordinated translation processes?

With Lobster\_pim you're now guaranteed greater accuracy. And you can rest easy knowing your information is hitting its mark.

At its core: a central, media-neutral product data management system for maintaining consistent, company-wide information.

It all starts with a central product data source that collects data and compares it with all partial data sets held in other systems. And it doesn't stop there: it then processes the product information and makes it available to be used across various target systems. For e-commerce applications. And for your homepage. And for printed catalogues. And. And. And.

In short: you can definitely hit your targets – the information flows. And on to the next...





## **BECAUSE IMPROVING RESOURCE EFFICIENCY IS SUSTAINABLE IN EVERY RESPECT.**

Time and money. Resources. Attention. Those who use their resources efficiently today will have a clear head start tomorrow. In-house. That's a given. But suppliers and customers will also thank you for using their resources sparingly.

## **BECAUSE OMNICHANNEL MARKETING DEMANDS PERFECTION.**

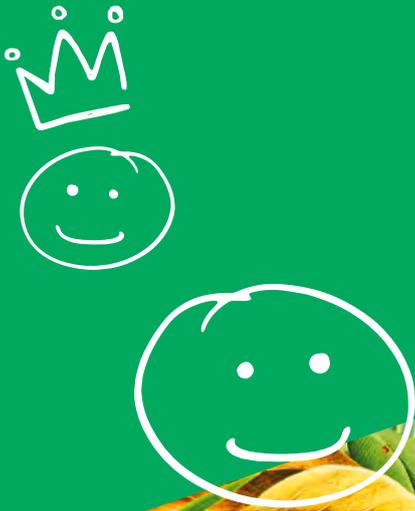
Take printed media, for example. With Lobster\_pim you can now output data to different media channels automatically – based on the respective license, time and version. Create different output structures as individual hierarchy trees. Assign products, texts and media and then output them accordingly. Perfect, or what?

## **BECAUSE IT ALWAYS COMES DOWN TO SPEED.**

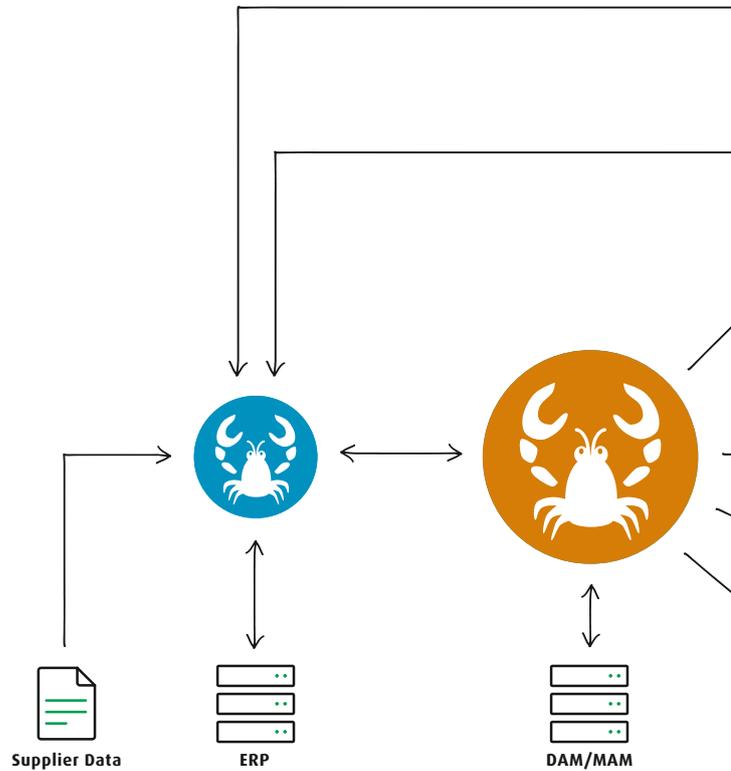
With Lobster\_pim you can now individually structure your product data and make it available to customers and partners in their desired format. Without delay. In real-time. Project-specific. And above all: finished in a flash! Fast and resource-efficient for all involved.

# TOP! 5 REASONS TO CHOOSE LOBSTER\_PIM.

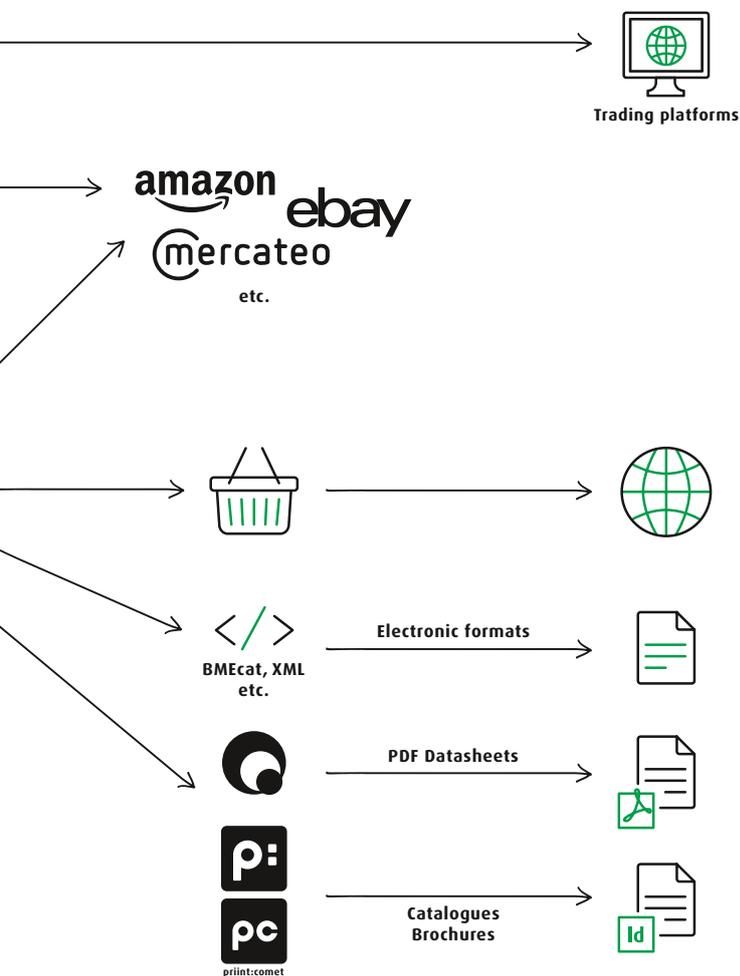
- 1 DIGITALISATION EVERYWHERE.**  
With you right at the centre of it all. Because you're obviously delivering the respective information to the customer in their desired format.
- 2 CONQUER NEW MARKETS.**  
New country. New language. You're ready. Lobster\_pim lets you manage and expand the multilingualism of your product information without batting an eyelid.
- 3 NO MORE QUESTIONS. FULL STOP.**  
Your customer's customer needs the right product data for its business. Use Lobster\_pim to deliver it to them directly.



# THE OPER SYSTEM F MODERN COMMUN



# RATING- OR PRODUCT ICATION.



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#### JUST-IN-TIME 2.0.

Comparing Lobster\_pim's setup to implementing solutions from other providers is like comparing a speed boat to a barge. Easier. Faster. Vrrroooooommm!

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#### OFFER BENEFITS.

Whether medium-sized business or a major corporation. It's all tomato-tomahto thanks to digitalisation. What matters is that you and your customer are able to receive and supply all relevant product data. Only then is your product communication system up to scratch.





# DO YOU REALLY WANT TO GO IT ALONE?

**BECAUSE WE'RE ALL WINNERS WHERE GOOD CUSTOMER SERVICE IS CONCERNED.**

Of Course. Knowledge is power. And everyone here knows a hell of a lot. You do. We do. Everybody does. Being able to skilfully pool this knowledge makes all the difference. That's why we're offering you our expertise. Because Lobster\_pim is not just the right database solution - we're also known for our competent and clear-sighted consulting. Not just when reacting to problems but pre-empting them right from the start.

**Our secret to success: why not drop us a line and we'll open up a whole new world of possibilities for you.**



# JUST THINK AHEAD - ISN'T IT GREAT?

**BECAUSE HERE AT LOBSTER WE'RE JUST  
WAITING TO GIVE YOU THAT LEG UP ...**

...so we can help make the future of IT accessible. Away from the rat-race of technology to an IT system which supports, gets involved, takes a load off and opens up an exciting future. If you ask us: it's about time! Because by tomorrow today will be yesterday. And soon now will be then.

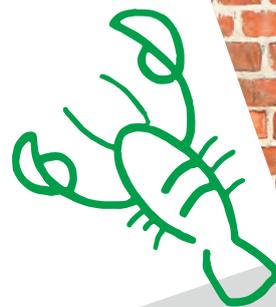
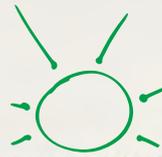
## **NO FUTURE WITHOUT IT.**

Time seems to be flying by and it's only ticking faster. Yet it is one of the few constants in our lives. What truly is ramping up the pace are development cycles. Unstoppably so. What once took a day is now finished in 20 seconds. And we as humans find it hard to keep up in this rat race. It's unrelenting! And at the centre of it all. Data integration. Supply chain management. Product information management.

## **OUR ONE-FOR-ALL APPROACH.**

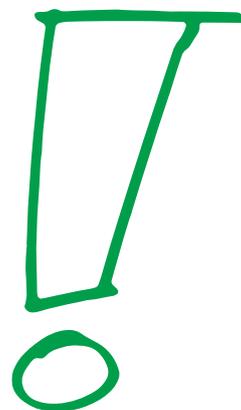
Our software solutions Lobster\_data, Lobster\_scm and Lobster\_pim complement each other perfectly, guaranteeing efficient fulfilment. The data hub of Lobster\_data is the beating heart of our system, which coordinates product communication and all sales and logistics e-business transactions. A clear concept from order to delivery. Perfectly coordinated: for integrated data management. For supply chain management. For product information management.

It's time to think. Time to rethink. Let's make technology work for us again. Let's focus on our strengths: being human. Understanding complex correlations. Make the right call. That is what we stand for at Lobster. We didn't come here to rest on our laurels. We came here to brace the 'wind of change'! A stiff breeze. Our sails are set. Let's make the most of it. Welcome aboard.





**CAN WE DO IT  
IMMEDIATELY?  
IDENTICAL?**



# BECAUSE YOU ONLY HAVE TO PAY ATTENTION TO A FEW SIMPLE THINGS TO GO FOR IT. IMMEDIATELY. IDENTICALLY. HERE'S AN OVERVIEW OF THESE SIMPLE THINGS.

## 1.

### YOU WANT TO BE ABLE TO REACT QUICKLY?

How long does it take you to reissue your print documents or update your digital touchpoints? How many employees or external agencies are involved? How many review cycles do you need? Do your customers need your product information in a certain or even customised format? How quickly can you respond?

## 2.

### HOW INTEGRATED IS YOUR WORKFLOW?

How quickly can you implement interfaces? Are you able to support standard formats? Do your systems have to be expanded with hours of laborious programming or are you working with an intuitive and adaptable set-up? Is the solution compatible with future versions?

## 3.

### HOW RELIABLE ARE YOUR PROCESSES?

Can your system map out or even streamline your tried-and-tested maintenance processes? Does the system actively help you ensure data quality?

## 4.

### HOW WILL YOUR PROCESSES CHANGE IN FUTURE?

Are you able to expand the data model you use to describe your products with no downtime or additional programming? Can you add new attributes or introduce multi-level products, for example, with or without inheritance and are you guided visually in doing so?

## 5.

### HAVE YOU CONSIDERED THE TURNAROUND TIME OF INTEGRATING A PIM?

Are you already using a PIM system but want to replace it? Or do you want to introduce a new PIM system in parallel without jeopardising your scheduled publication dates and existing store frontends? Don't forget: an implementation or migration project usually takes 9–12 months.

## 6.

### HOW IMPORTANT IS SERVICE AND SUPPORT TO YOU?

A standard PIM software comes with detailed operating guides and a professional, experienced support service with set availability. But are you looking to work with the software independently without having to sacrifice in terms of prompt support and advice, specifically tailored to your particular needs? Shouldn't a user support service also be able to solve IT and infrastructure issues when necessary?

## 7.

### CAN YOU PROGRAM OR WOULD YOU RATHER CONFIGURE?

The functionality of a PIM is generally complex. Does your software offer an intuitive operating concept? Can the user interface be individually adapted and simplified for specific user groups, for example? Does the system offer a web interface, e.g. for external editing processes, giving you total control of user access and individual task lists?

## 8.

### HOW IMPORTANT IS THE COST-BENEFIT RATIO?

Compare the price/performance ratio between standardised softwares and non-integrated insular solutions. Is the software right for the size of your company? In terms of planning security – do you get free software updates/upgrades? How many resources do you need to allocate internally?



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