

JUST DO WHAT YOU WANT.

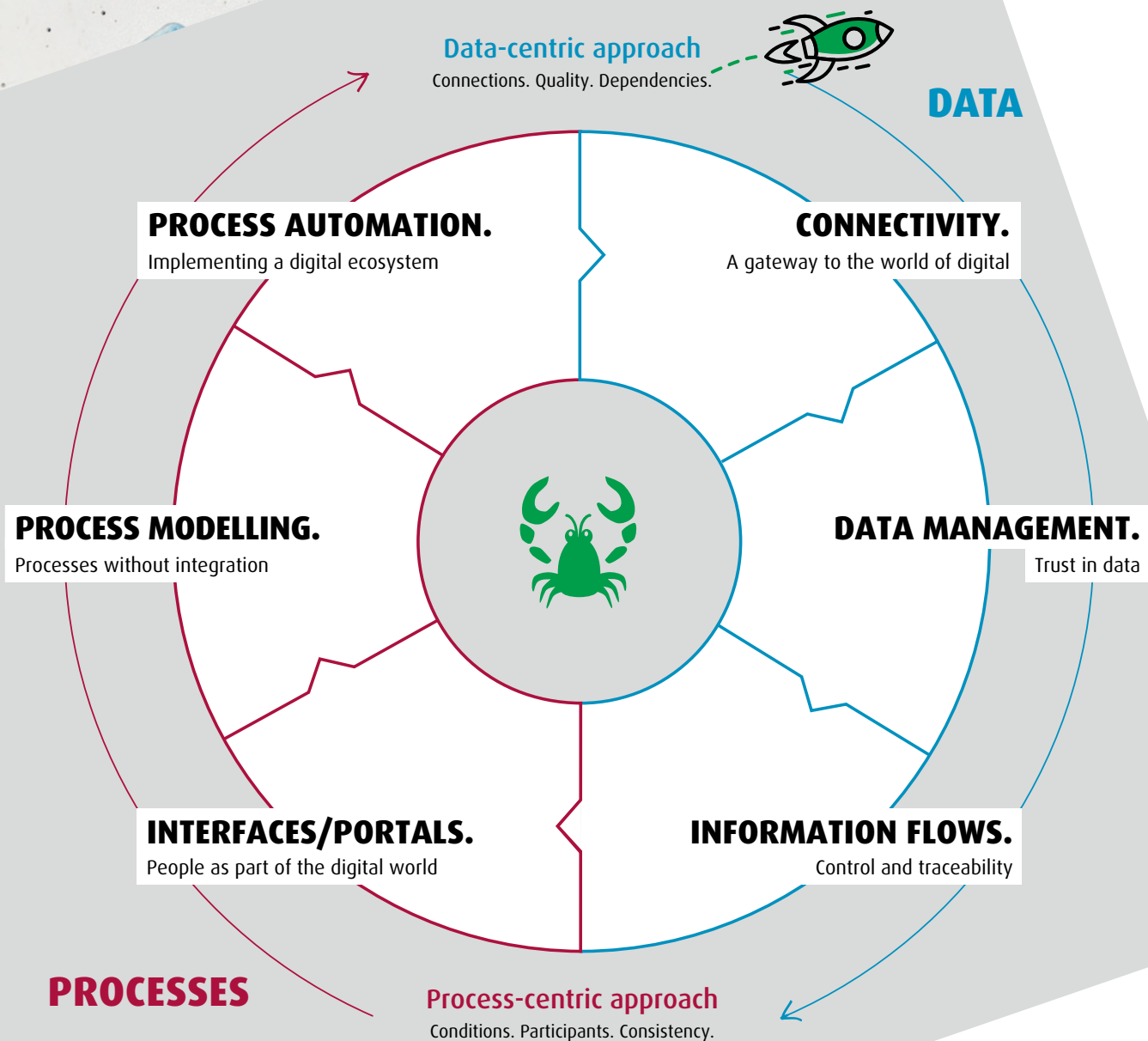
INSPIRING GREATER
ENTREPRENEURIAL FREEDOM
THROUGH DATA INTEGRATION
WITH LOBSTER_DATA.



Lobster

OUR MISSION: DIGITAL TRANSFORMATION REIMAGINED.

**PEOPLE, SYSTEMS, THINGS.
CONNECTING ALL THAT AND MORE.**



The platform for automating and integrating digital processes from one single source. Simple. Secure. Scalable. That's how Lobster does digitalisation.

WHY DIGITALISATION?

Investing in innovation labs and start-ups is all well and good. But focussing on digitalising your core business and creating a coherent, digital ecosystem through networking and automation – now that's the ultimate win-win.

Because digital means:

- **Customer satisfaction**

Clients expect rapid responses – regardless of whether or not the processes involved span different systems or media. In other words: Your business needs access to consistently automated processes for good customer communications.

- **Efficiency**

Machines are much better at dealing with routine tasks and long-running processes than humans. The reasons for this are manifold: digital processes can easily run in tandem, are time-zone independent, less error-prone and allow for faster data processing.

- **Cutting costs**

Outsourcing IT solutions and processes is yesterday's news. Instead, why not use innovative digital building blocks that can help cut costs? Not to forget that you get to keep a handle on your 'digital workforce'.

- **Flexibility + versatility**

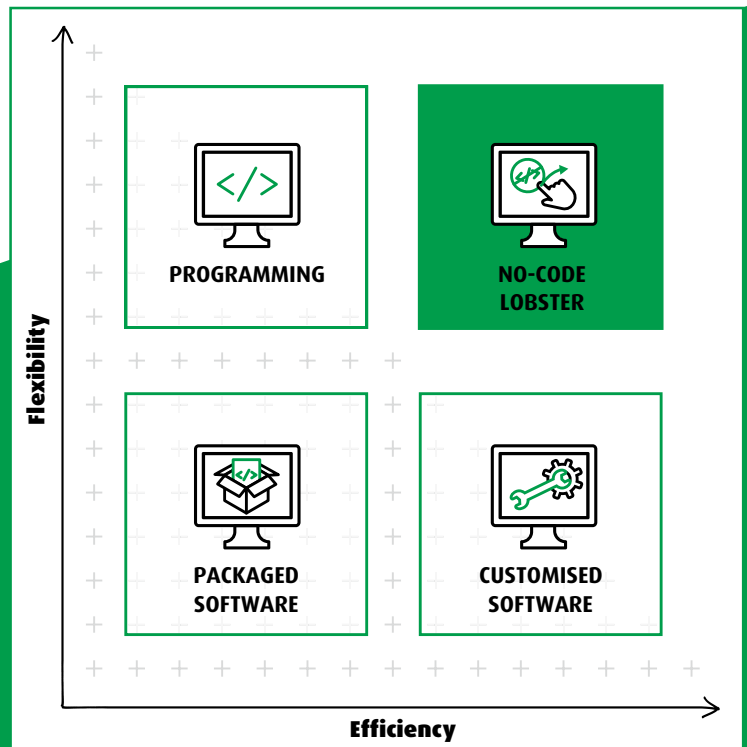
Being able to respond to the unexpected is key. Global crises. More and more new competitors. Customer requirements. A digital ecosystem is more flexible than any manual process ever could be.

- **Transparency**

Manual data collection and process surveys are a thing of the past. With Lobster, all transaction data is available in real time. What's more, combining this information with smart data analyses makes for reliable decision-making.

WHY LOBSTER?

Gone are the days of dealing with data and processes as if they were separate entities! Integration is in Lobster's genes. It's what we do and always have done. And Lobster has now used this considerable know-how to create a comprehensive and scalable technology platform. There's nothing quite like it.



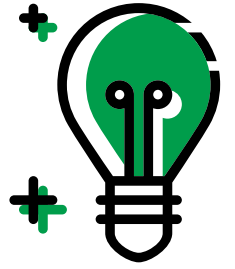
NO-CODE. A REVOLUTION.

**WE LOVE GOING THAT EXTRA MILE.
FOR OUR CUSTOMERS.**

The most adaptable and efficient way to execute your digitalisation strategy is to use a no-code platform that guarantees rapid implementation using a visual approach. Configure rather than program!

YOUR BENEFITS:

- **Simple, direct and speedy.** Business experts become process experts, take on configurations and take the pressure off IT.
- **Flexible.** The tech adapts to the processes and systems. Not vice versa.
- **Versatile.** Step by step, process by process – guaranteed scalability.



**WHERE WOULD WE BE
IF I.T. WERE SO EASY?**



BECAUSE ONLY SIMPLICITY ACCELERATES DIGITALISATION...

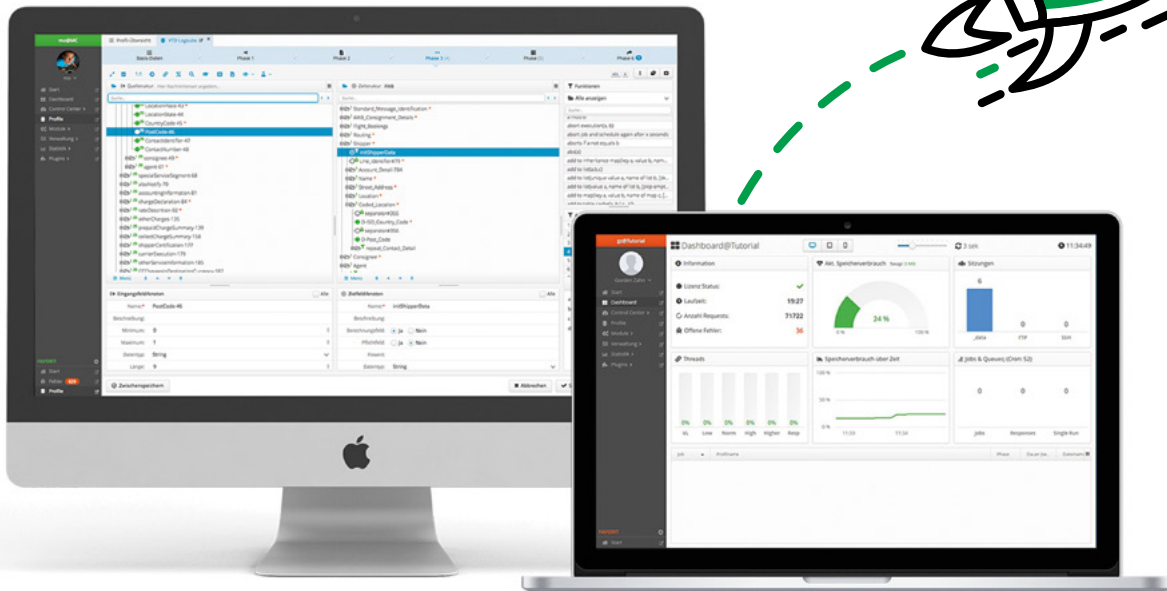
... Lobster_data is the ideal solution for future-proof data integration. Fast. Flexible. Reliable. Just do what you want: focus on your core business. You'll have all your data under control with Lobster_data. And precisely as you want it.

NO GLOBALISATION WITHOUT DIGITALISATION.

From the procurement of resources and production to marketing, distribution, logistics and even to service – every economic process in the world is currently being digitised.

The ever increasing pace with which these developments happen is intrinsic to this digitisation. Unlike the past, proven technology is no longer being gradually improved, but instead simply replaced by new ideas. What used to take an entire day yesterday, now just takes a few seconds.

Errors in data management can affect the business faster than you would imagine. For safe data management it is thus necessary to distribute responsibility across the entire company. Not only IT, but all staff members have to be involved in order to prevent process failures, fines and reputational damages.



A threat? To the contrary, that's the great opportunity! Rather than programming short-term solutions and constantly running behind schedule, future oriented-processes and strategic challenges of data integration are becoming more and more the core task of IT.

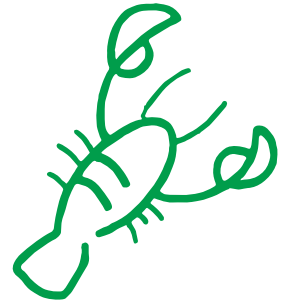
Sure, Lobster_data is ideal for data integration. But at the same time it is also much more than a simple software solution: Lobster_data builds on the flexibility and speed of container technology, an intuitive HTML5-interface and well-thought-out licensing. This helps to release IT from programming work – both short and long term.





**PROCESS OR
PROGRAM -
THE WINNER'S
CLEAR, RIGHT?**

BECAUSE PEOPLE SHOULD DECIDE WHAT TO DO, AND NOT SOFTWARE, WHAT'S DOABLE...



... Lobster_data is for anyone who's more knowledgeable about the processes and key connections of their business than about programming.

NO DIGITALISATION WITHOUT DATA INTEGRATION.

Casually speaking - how do you intend to keep up with digitalisation, if the different systems in the process do not understand each other?

With with elaborate data management across all areas, of course! And by solely focussing on the programming of interfaces. These are the key factors to keep you at the forefront. Or so one would think.

Yet that is not enough. After all, there is no point in programming after the ever-faster adaptation of interfaces, instead of putting all efforts into the individual and reliable capture of company specific processes.

DRAG & DROP!

In the process. In the programme. Easy to handle software and applications are paramount: Easy. Fast. Direct. Oh and reliable, flexible and system independent. But above all, we mean this, not programming, but process-knowledge is key. It is company specific and business critical, which is why you should hold on to it.

The design of interfaces is critical as well. A more generalised design is essential, since its task is to ensure that the different elements communicate and work with each other, no matter what they do individually. And that is something Lobster_data does to perfection.



HOW ABOUT AN EASY SOLUTION FOR A CHANGE?

DATA CONVERSION, DATA INTEGRATION AND DATA COMMUNICATION WITH LOBSTER_DATA

INSTALL & IMPLEMENT THE SOFTWARE – WAY AHEAD OF TIME.

Just open the browser and off you go. It's not wishful thinking. With Lobster_data it's reality, on any device. Whether a laptop, tablet or smartphone, from anywhere and at any time. The browser based HTML5 interface makes it possible. Nice and easy.

THE SERVER TECHNOLOGY: FUTURE-PROOF. CONTAINER BASED.

Lobster_data can function completely container based (e.g. dockers). In this way, the _data software is globally accessible and always and everywhere up-to-date. This opens up a whole new dimension in terms of flexibility when compared to 'physical' Installations and an increased cost/benefit effect in the running of Lobster_data.

CONSTANTLY ADAPTABLE – OUR FLOATING LICENSE PROCESS.

The licensing of Lobster_data is highly flexible and allows for a fast transition from on-premise installations to computing centers or cloud providers and back again. All without additional technical effort and a dependency on a black box.

SUPPORT? NO PROBLEM!

An essential focus during development; support, documentation, descriptions of processes, specialised videos, links to expert knowledge, live chat support, task distributions, etc. Because we want the application of Lobster_data to be as simple, clear and collaborative as possible. Simply easy to understand.

SOME PRODUCT HIGHLIGHTS? GLADLY. HERE'S A SAMPLE.

- A tool for EAI, EDI, MFT. Industry 4.0 & IOT strategies
- No programming & no scripting
- Intuitive HTML5 Interface
- Ready-made function modules
- Includes industry standards
- Automatic format recognition
- Central Monitoring
- 2 days of training and ready to go... → →

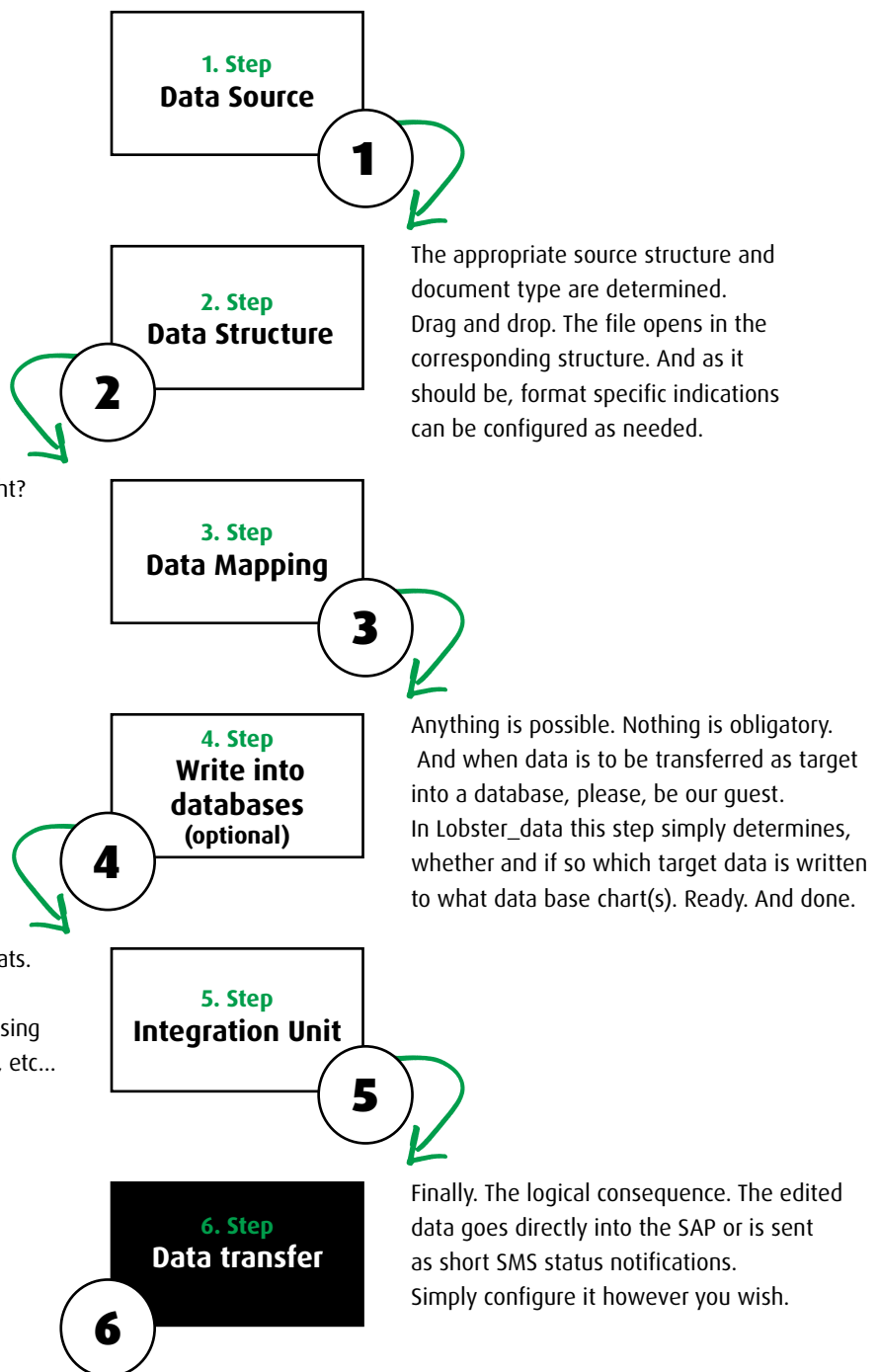
BECAUSE SIX STEPS SHOULD SUFFICE FOR DATA INTEGRATION.

Data integration is this simple with Lobster_data.

Data pump or specialised data source. Active or passive. Server or client. The Lobster_data input agent offers multiple possibilities. And a direct connection to the most diverse systems. At minimal connection times. Optimally and individually configurable. How else? After all, versatility is the key to success.

What goes in, somehow has to get out, right? Target data is generated. Manipulate, match, apply. Lobster_data currently offers more than 300 functions that allow for user-defined complex mappings.

Source data may be edited in different formats. For example, data from Excel or CSV files may be transferred to EDIFACT for the processing of orders, delivery notes or invoices. Etc, etc, etc...



ONE MORE THING: NOTIFICATION IN CASE OF ERROR.

Should an error occur in any of the six data integration phases, quick intervention is essential. By activating the notification function, Lobster_data ensures in each phase that a message is sent to one or several recipients in case of a task's non-performance.

5 ADVANTAGES OF LOBSTER_DATA. TOP!

Lobster_data is the intuitive tool for EDI (Electronic Data Interchange) and EAI (Enterprise Application Integration). What used to require multiple software products is now integrated into one solution with Lobster_data, which even covers data communication, all without programming.
So far, so good. Here's a brief summary of the 5 top advantages:

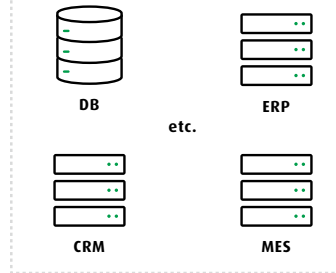
- 1 AN INTEGRATION TECHNOLOGY FOR ALL AREAS;** EDI, EAI, MFT, Cloud Integration, Industry 4.0 and IoT strategies.
- 2 NO PROGRAMMING OF INTERFACES;** only graphic configuration, Parametrisation and Drag & Drop Mapping.
- 3 READY TO USE;** requires only 2 days of schooling. Thanks to intuitive, purely graphic controlling and Wizard-based user guidance.



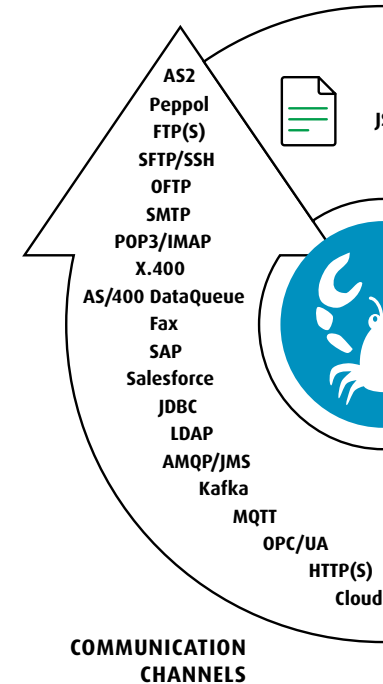
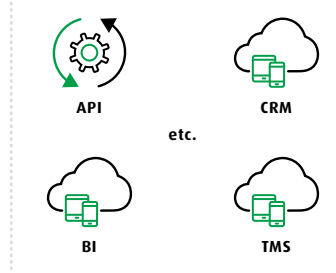
WHAT'S ALL ABOUT

THE LOBSTER

EAI/ETL - INTERNAL SYSTEMS

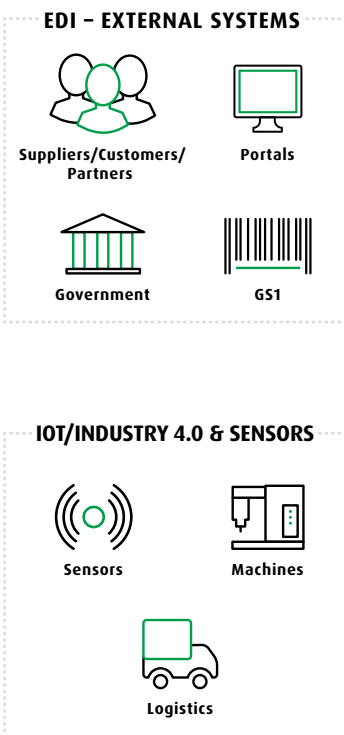
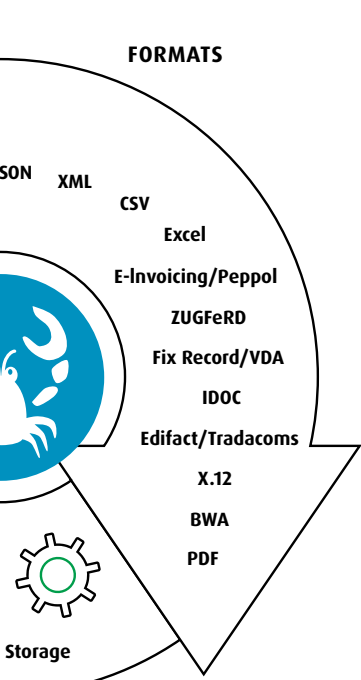


CLOUD - HYBRID INTEGRATION



'S IT ABOUT?!

R DATA HUB



- 4 HIGHLY COMPATIBLE;** All common industry formats (EDIFACT, VDA, ANSI, SAP IDOC, XML etc.) as well as standard templates in the system are included free of charge. Support of all common data protocols (AS2, OFTP1+2, WebServices, OPC UA, SAP ALE, X.400, FTP/SFTP/FTPS and many more).
- 5 SIMPLE APPLICATION;** HTML5 based web client. Support (explanations, specialised videos etc.) and online collaboration.

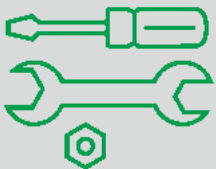




WHAT'S THE PROBLEM?

BECAUSE WELL VERSED SUPPORT IS EVERYTHING...

... and requires a good deal of trust, it's important to know one another. That way, we can quickly clarify details about using Lobster_data together via email, hotline or TeamViewer, our support teams can be reached on any channel. Knowledge, skill and assistance is everywhere. Swift and simple. After all, we know each other well.



TECHNICAL SUPPORT.

Got a question about technical software? Bring it on. Updates, upgrades, releases, support for communication protocols, certificates, bug fixes, security settings. All 24/7 - if that's how you tick. We're always ready.



USER SUPPORT.

For assistance with creating mappings, optimal use of software, ideal implementation of requirements for business processes with Lobster_data, or for consultation services. Just ask. We're in the know. What's more collaboration in the initial phase can be very effective and fundamentally influence - and accelerate - your work with Lobster_data.

ISN'T IT WONDERFUL JUST TO THINK AHEAD?

**BECAUSE, AT LOBSTER, WE LOVE TO
LOOK BEYOND OUR OWN NOSES...**

... we have set out to create a no-fuss IT for the future. Far from the technological treadmill. Toward an IT that supports, participates, eases and invites an exciting tomorrow. We think it's high time. Because tomorrow, today will be yesterday. And now has already past.

NO FUTURE WITHOUT I.T.

Time, it seems, is flying faster and faster. Yet, it's one of life's few constants. What's really getting faster are development cycles. Unstoppable. What used to take a day is now done in 20 seconds. And we humans have to struggle to keep up in this rat race. Faster! Everything revolves. Around data integration. Around supply chain management. Around product information management.

OUR ONE-FOR-ALL PRINCIPLE.

The compatible interplay of our software solutions, Lobster_data, Lobster_pro and Lobster_pim, ensures efficient performance. The data hub of Lobster_data is at the heart of all this, coordinating product communication and all e-business transactions in sales and logistics processes. From order to delivery of a coherent concept. Perfectly compatible for integrated data management. For supply chain management. For product information management.

It's time to think. To rethink. Make technology work for us again. Let's focus on being human, our strengths. Grasping complex connections. Making the right decisions. At Lobster, that's what we have set out to do. That's why we won't rest on our laurels. That's what we stand for: the winds of change. A strong breeze. The sails are hoisted. Let's make the most of it. Welcome on board.



HOW ABOUT CONVERTING WITHOUT PRAYING?



BECAUSE THERE ARE A FEW THINGS TO CONSIDER SO THAT YOUR DATA INTEGRATION RUNS AS SMOOTHLY AND SEAMLESSLY AS POSSIBLE.

1. 😊

HOW MANY STEPS ARE NEEDED FOR THE ENTIRE INTEGRATION PROCESS FROM ONE SYSTEM TO ANOTHER?

Test it. A good software for data integration is characterised by easy handling, such as an intuitive user interface and use (Drag & Drop). Also pay attention to easy updates and version changes.

2. 😊

IS THE STRUCTURE OF THE SOFTWARE LOGICAL TO YOU?

Does it offer an exact tracking, clear documentation of mappings? Does the software facilitate a simplified view of complex processes and offer on the front end, as the icing on the cake, haptics and user experience?

3. 😊

HOW FAST ARE YOU AT IMPLEMENTING INTERFACES?

Are you able to set a direct mapping from target to source, or does your system only allow doing so via cumbersome, and error-prone, interfaces? Test and compare the performance. How many data sets does your system process in emergencies? And how much stress does that put on your systems?

4. 😊

IS ONE TOOL ENOUGH FOR ALL INTEGRATION ISSUES OR DO YOU HAVE TO EMPLOY SEVERAL SYSTEMS?

IS THERE ONE CENTRAL MONITORING SYSTEM FOR ALL INTERFACES?

Lobster_data offers the highest efficiency and takes care of everything.



5. 😊

DOES THE SYSTEM CONTAIN, FOR YOUR FLEXIBILITY AND FUTURE SECURITY, ALL INDUSTRY STANDARDS (IN WHICH CASE YOU SHOULD BE ABLE TO ACCESS ALMOST 10.000 DIFFERENT TEMPLATES)?

Is it a standard software or rather special solutions requiring high maintenance? Do you need specialised programming skills for data integration or process knowledge?

6. 😊

WHILE IMPLEMENTING THE SOFTWARE ARE THERE SEVERAL LENGTHY DEVELOPMENT STEPS OR CAN YOU SAVE A LOT OF TIME WITH JUST A TEST AND A PRODUCTIVE SYSTEM?

Do you receive, with a view on your planning security, free software updates/upgrades? How many resources do you require and less is more if you can also save costs and maintenance for your hardware, since the software also runs excellently on smaller servers? Compare the price-performance ratio between standard software and special solutions, but also between different providers.

7. 😊

ARE YOU INDEPENDENT FROM SERVICE PROVIDERS (COST-TIME FACTOR) AND OPERATING SYSTEMS?

Do you want to be able to operate the tool by yourself, in order to work independently with the software? How extensive are the hardware requirements?

8. 😊

DO YOU WANT TO SELECT AN IN-HOUSE SOLUTION THAT ALLOWS YOU TO OPERATE THE TOOL YOURSELF? WITHOUT COMPLEX AND WEEK-LONG TRAINING?

Just 2 days of training for you to be able to work with Lobster_data by yourself?





© Lobster DATA GmbH 2022



Lobster

Lobster DATA GmbH
Bräuhausstraße 1
82327 Tutzing
T: +49 8158 4529 300
F: +49 8158 4529 301
information@lobster.de
lobster-world.com