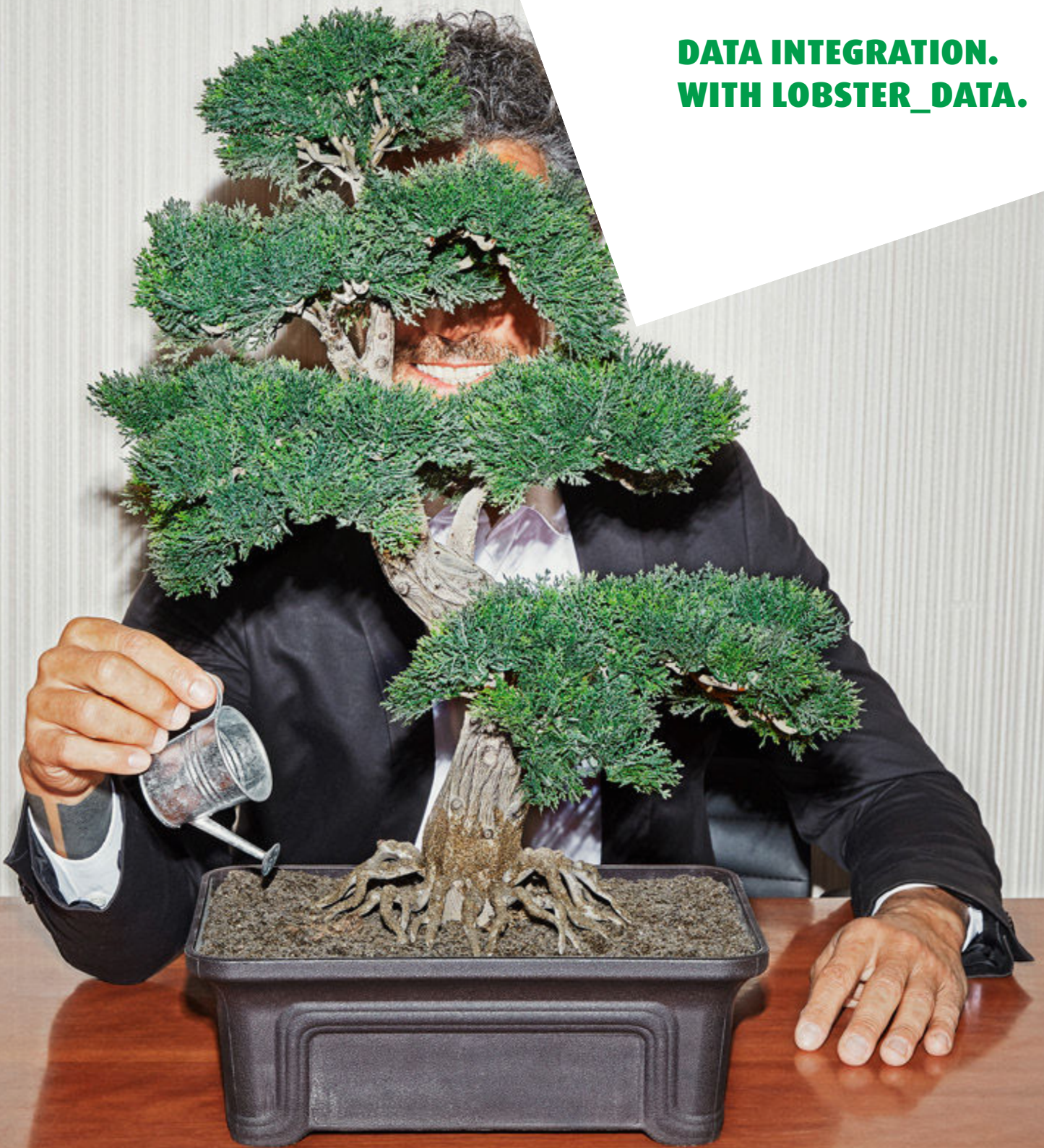


# **SIMPLY SEAMLESS.**

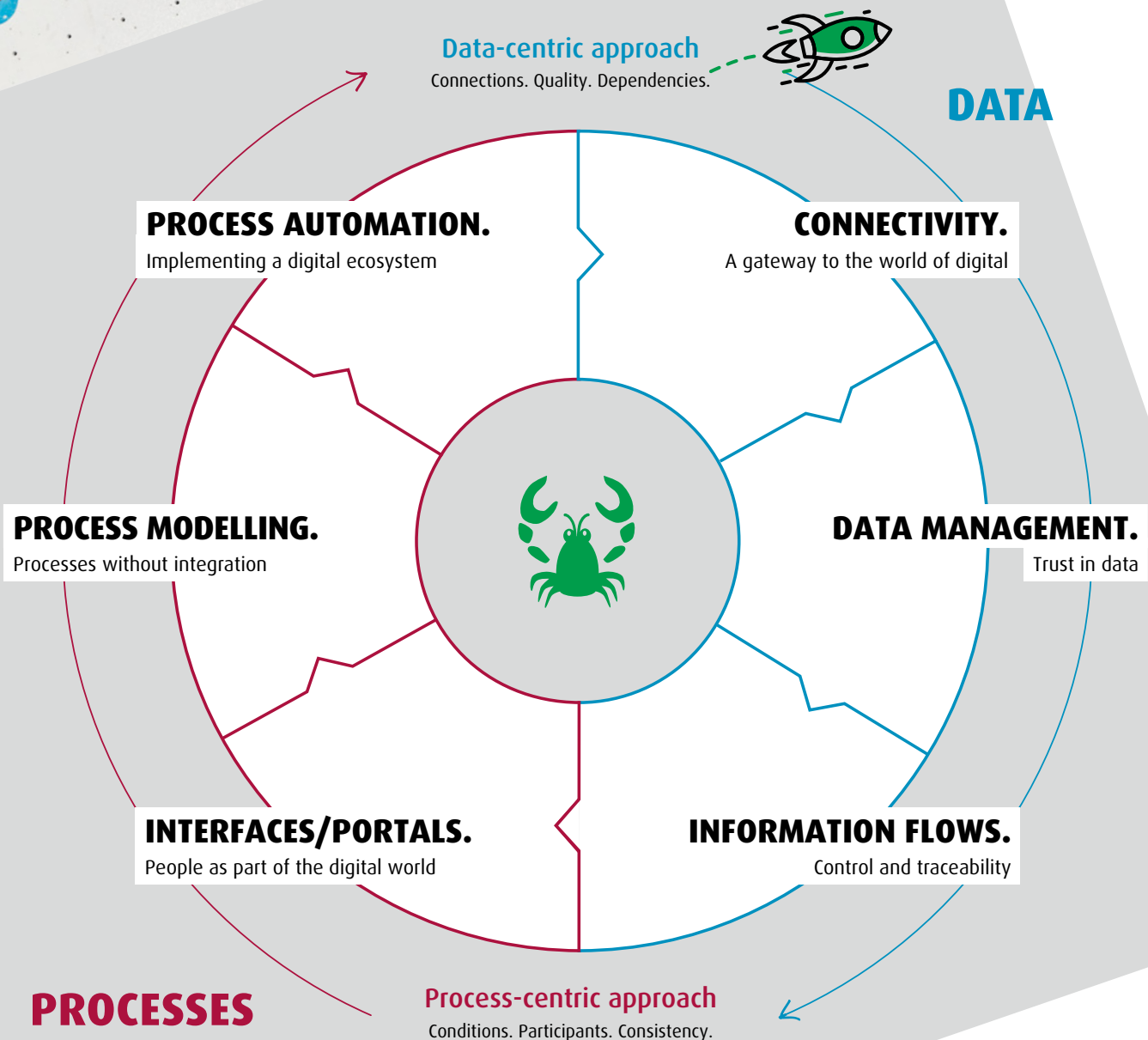
**DATA INTEGRATION.  
WITH LOBSTER\_DATA.**



**Lobster**

# DATA AND PROCESSES. ON ONE PLATFORM.

API. EDI & EAI. ETL/ELT. IOT. INDUSTRY 4.0



Lobster\_data is the no-code platform that integrates data and processes, allowing you to replace multiple, different tools. That – in essence – is what we mean, when we say: digital transformation reimagined.

**WHY DIGITALISATION?**

Investing in innovation labs or start-ups is all well as good. But digitalising your core business is what will truly drive your business forwards. In other words: connecting and automating your IT landscape to create a digital ecosystem.

Because digital means:

- **Customer satisfaction**  
Customers expect rapid responses – and they don't care if your processes extend across different systems and media or not. To ensure a seamless customer experience, you need end-to-end automated processes.
- **Efficiency**  
Machines handle routine tasks and long-running processes much more effectively than humans. This has many reasons: digital processes can easily run in tandem, are time-zone independent, less error-prone and enable rapid data processing.
- **Cost reduction**  
IT and process outsourcing is no longer the panacea it once was. Instead, with innovative no-code tool kits you can now build your own in-house expertise and reduce costs by becoming independent of third-party support.

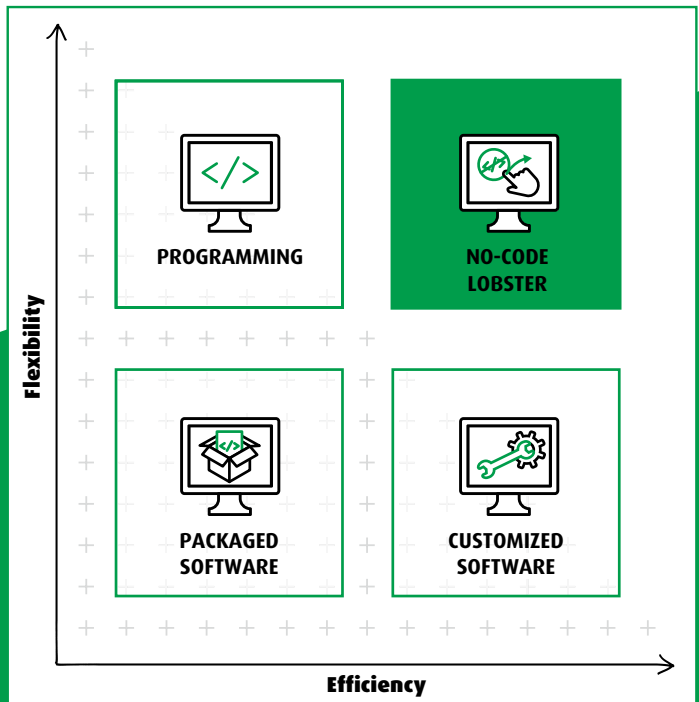
**NO-CODE.  
IT'S FOR EVERYONE.**

**CONFIGURE. OVER CODE.**

- **Agility**  
Being able to respond creatively to global crises, new competitors, disruptive tech and changing customer requirements is pivotal to the success of any business. Digital processes are key because they are simply more agile than manual ones.
- **Transparency**  
Having end-to-end access to all transaction information in real time fosters transparency. When combined with data analyses, you get the foundation for reliable decision-making.

**WHY LOBSTER?**

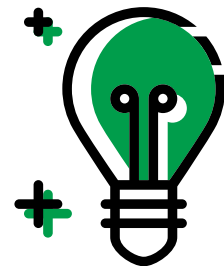
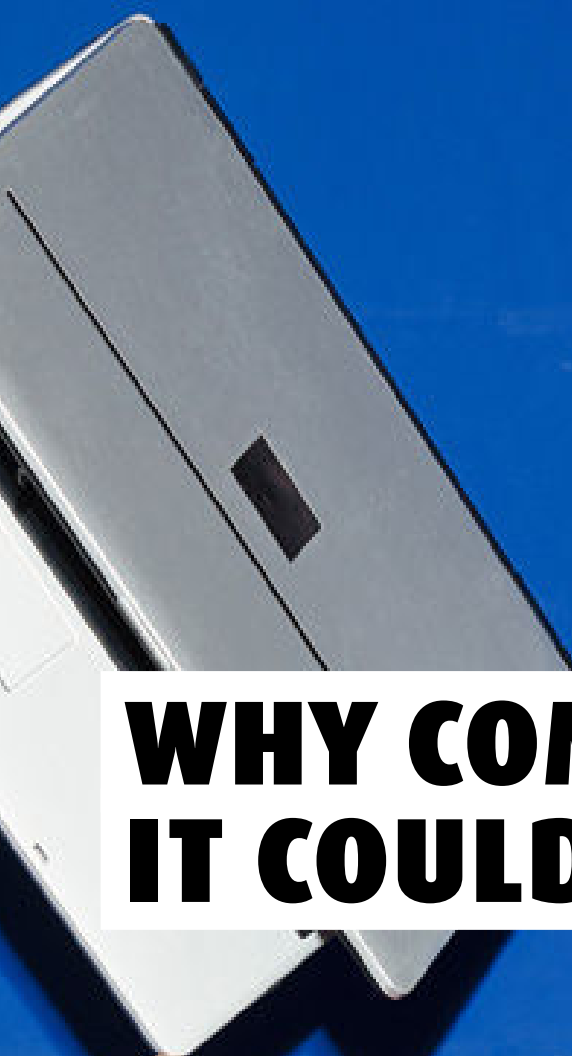
Gone are the days of dealing with data and processes in isolation. Lobster is bringing you no-code configuration with just one single tool that can handle API, EAI, EDI, ETL/ELT, IoT and Industry 4.0. Democratises access to IT so your employees can play an active part in your company's digitalisation journey.



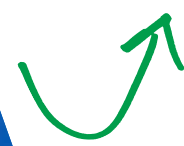
The most flexible way to deliver your digitalisation strategy is with our no-code data integration platform Lobster\_data. Because it means you can configure rather than code. All thanks to our ready-made, user-friendly building blocks.

**YOUR BENEFITS:**

- **Direct.** Business experts are process experts. With Lobster, they can configure independently and help free up IT capacity.
- **Flexible.** Lobster's technology adapts to your processes and systems. Not the other way around.
- **Agile.** Deliver your digital transformation step by step instead of resorting to big bang deployment. So everyone knows what's going on. Continuously scalable at any time.



**WHY COMPLICATED?  
IT COULD BE SO SIMPLE.**



# INTUITIVE SOFTWARE. DRIVES DIGITALISATION.

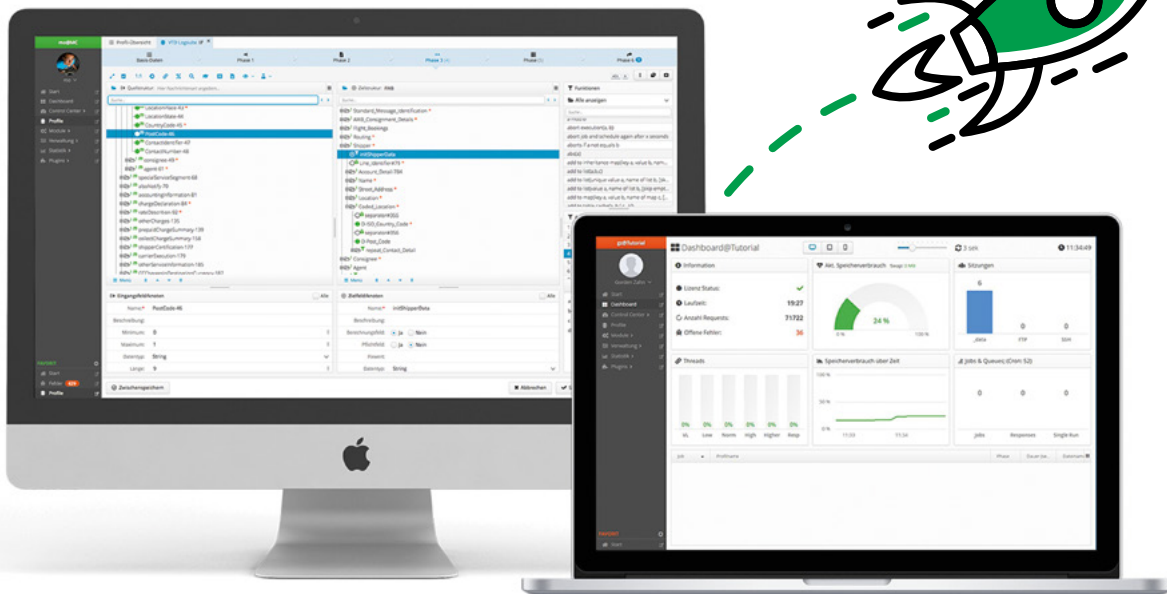
Lobster\_data is the solution for straightforward data integration. Fast. Flexible. Reliable. Automate routine tasks to focus on innovation and your core business. Because Lobster\_data puts you in the data driving seat. And brings everyone along for the ride with optimised process transparency.

## NO GLOBALISATION WITHOUT DIGITALISATION.

Whether it's sourcing raw materials and providing finishing services or focussing on sales and logistics or even homing in on customer service and marketing – companies think globally. But their competitiveness will depend on their digital capacity.

How long it takes to reach their digitalisation goals is key, particularly if existing processes and technologies need to be expanded, upgraded or replaced.

Not to forget that everything is intrinsically connected. So data management errors could potentially have an exponential impact on how successful the business is on a global scale. Employees need to work together to ensure error-free data integration. Not only will this avoid errors, expensive process disruptions and inadequate compliance. It will – ultimately – protect the company's reputation.



And IT doesn't have to be complicated. In fact with no-code technology it can be an easy win! Why run around in circles trying to adjust complex coding, when you could simply introduce a no-code software that lets all your employees take care of IT? Particularly in operational departments when responsiveness is needed. Your coders and IT department would then be free to focus on future-proofing your processes and solving strategic data integration challenges.

As a holistic platform for data integration (API, EDI, EAI, ETL/ELT, IoT, Industry 4.0), Lobster\_data is far more powerful than any conventional software solution. Instead, it flexibly and rapidly integrates data and processes as one using container technology, an intuitive HTML5 interface and transparent licencing.



# LET'S DRAG-&-DROP.

## HARNESS IN-HOUSE KNOW-HOW.



Process experts configure.  
IT experts code and configure.

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### NO DIGITALISATION WITHOUT DATA INTEGRATION.

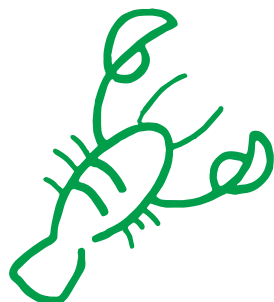
To put it bluntly - if your systems aren't talking to each other, how do you expect to deliver your digitalisation strategy?

Some might say: with well-planned data management and a focus on interface coding. And what about effective resource management? Well, with Lobster\_data companies can adjust interfaces, restructure business-specific processes and respond promptly to external changes - simply by using drag-&-drop. And no-code. So business and process managers can also configure applications, not just IT specialists.

### WHY DRAG-&-DROP MAKES SENSE!

When choosing a software, it's important to consider how easy it is to digitalise your process knowledge. Because these operational insights are not just business-specific, they are mission critical.

You will never go wrong with a reliable, no-code, system-agnostic software. Particularly if you're looking to harness and foster in-house skill sets, unlock internal synergies between operational and IT teams and become independent of external consultants. Does adjusting, optimising and digitalising processes via drag-&-drop sounds sound like just what the doctor ordered? Then look no further than Lobster\_data. It's where the tool really comes into its own.



A man with a beard, wearing a red jacket, is juggling three Rubik's cubes. One is on his head, one is in his hand, and one is in the air. The background is a green wall with a dark blue diagonal shape.

# IT'S NOT ROCKET SCIENCE.

## DATA INTEGRATION WITH LOBSTER\_DATA.

### INSTALLING & RUNNING THE SOFTWARE.

Just open your browser and you're off. With Lobster\_data in real life: on your laptop, tablet or mobile phone. At any time, from anywhere. Thanks to the user-friendly browser-based HTML5 interface.

### CONTAINER-BASED SERVER TECHNOLOGY.

Lobster\_data is a container-based tool (e.g. Docker). So no matter where you are in the world, you're always up to date. This makes our middleware much more versatile than physical installations whilst also offering an excellent cost/benefit ratio.

### SCALABLE LICENCING.

Lobster\_data licences are completely flexible and allow for rapid migration from on-premise installations to the Private Cloud or the Lobster Cloud and back again. With minimal effort and no risk of creating a black box.

### FULL SUPPORT.

Ensuring all our users are best supported is incredibly important to us. Which is why we offer online support, documentation, process descriptions, videos, links to expert insights, a chat mode, task allocation, and and and. We want to make sure that navigating Lobster\_data is as simple, clear and collaborative as possible.

### CORE FEATURES.

- One platform for API, EAI, EDI, ETL/ELT, IoT and Industry 4.0
- No programming & no scripting
- Intuitive HTML5 interface
- Ready-to-use functional building blocks
- All common industry standards covered
- Automatic format detection
- Central monitoring
- Just three days of training and you're off

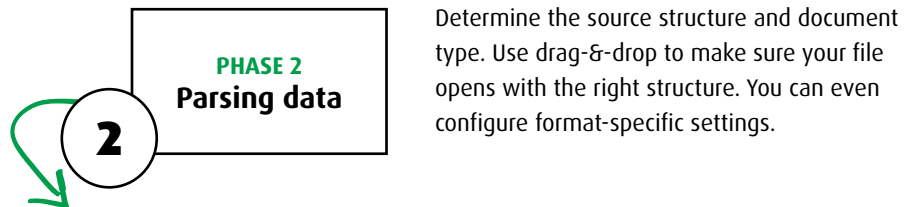
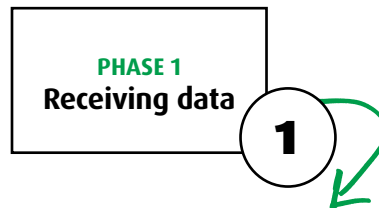




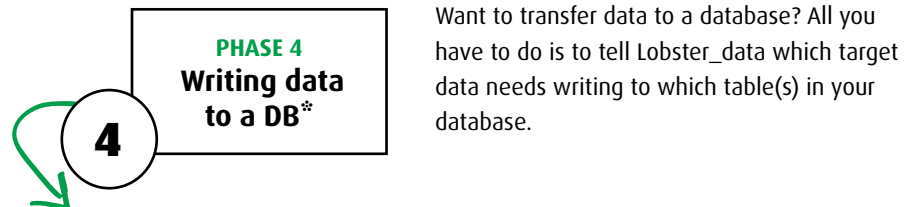
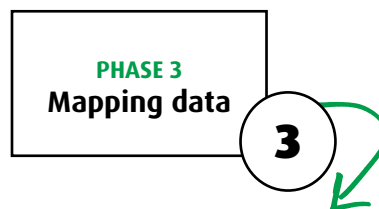
# DATA INTEGRATION IN JUST 6 PHASES.

## Lobster\_data's 6-Phase Model.

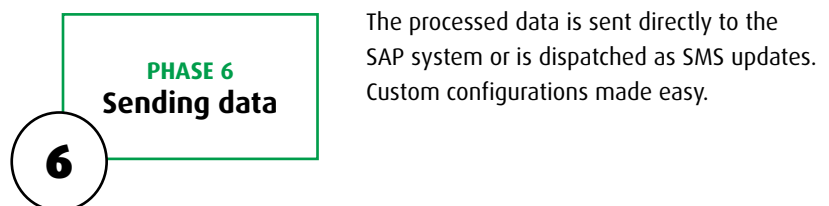
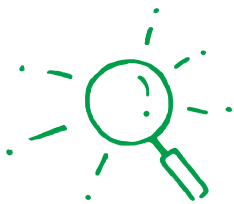
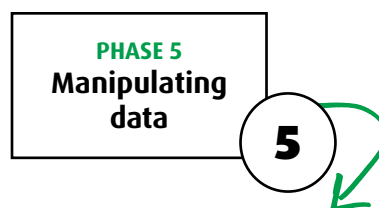
Data pump or specific data source. Active or passive. Server or client. Lobster\_data's input agent gives users a range of options for connecting directly with different systems. In real time. And based on custom configurations.



Create target data by manipulating, assigning and applying. Lobster\_data offers over 450 functions to cover all types of mapping.



Convert source data into different formats. Data from Excel or CSV lists can be used to prepare orders, delivery notes or invoices in EDIFACT, for example. And that's just one option out of many.



### ERROR MESSAGING.

If a data integration error crops up in one of the phases, it will need to be resolved as soon as possible. The notification feature in Lobster\_data ensures that the responsible employees are always informed immediately if a job is not executed.

\*optional

# 5 REASONS TO CHOOSE LOBSTER\_DATA.

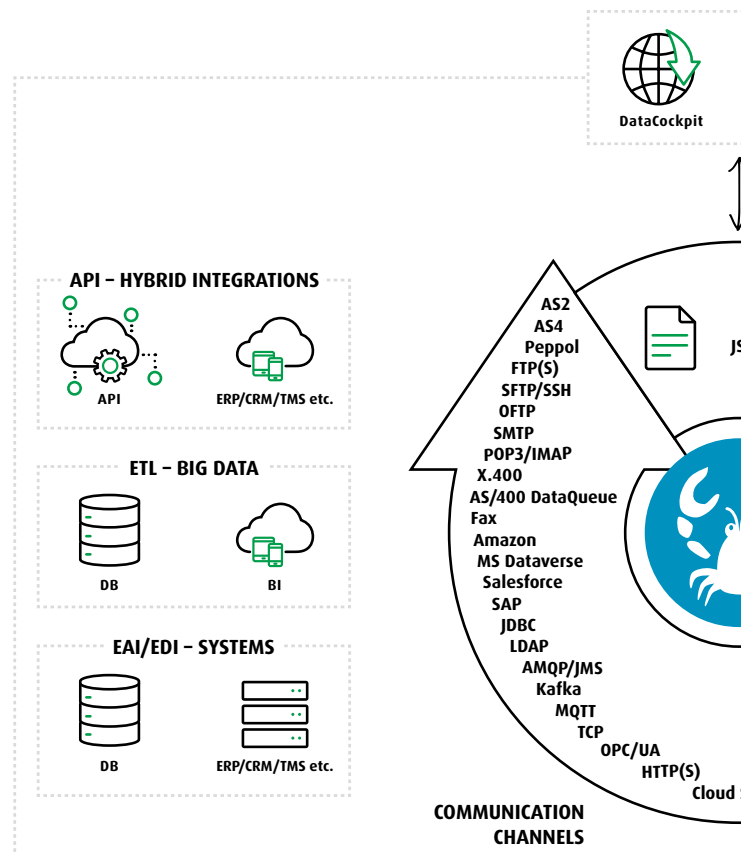
As a data integration tool, Lobster\_data single-handedly takes care of tasks that competitors often need several software products to do. Plus we don't expect you to have coding skills. Here's a quick overview of the top 5 advantages of our platform:

- 1 ONE INTEGRATION PLATFORM THAT DOES IT ALL**  
EDI, EAI, API, ELT/ETL, cloud integration, industry 4.0 and IoT strategies.
- 2 STOP PROGRAMMING YOUR INTERFACES**  
Configure, parametrise and map using drag-&-drop in a user-friendly GUI.
- 3 RAPID DEPLOYMENT**  
Lobster\_data can be learned in just three days thanks to its intuitive GUI and our support wizard feature.



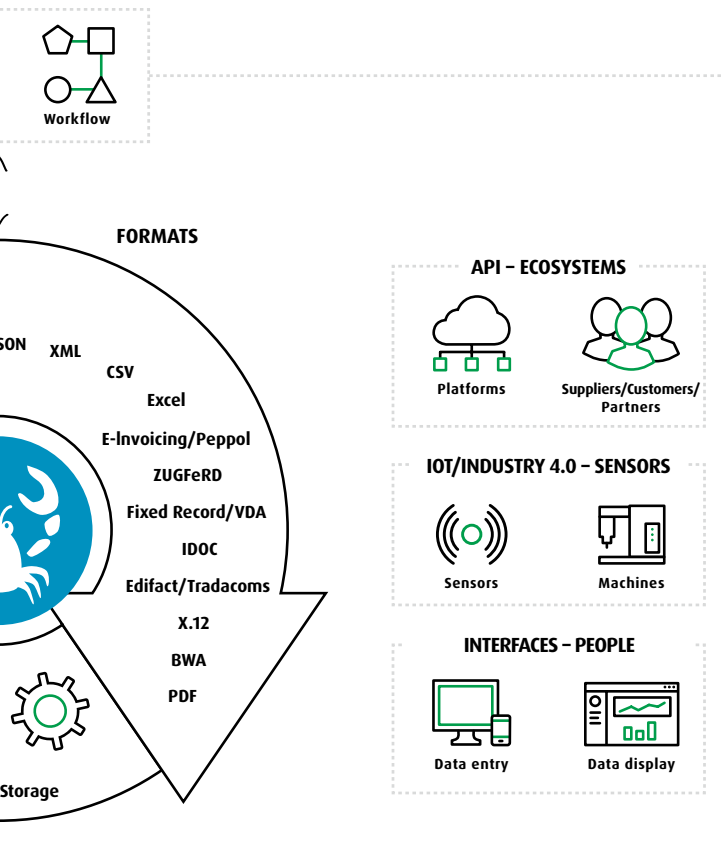
# SIMPLY S

# LOBSTER\_DATA. ALL FORMA



# SEAMLESS.

## FORMATS, PROTOCOLS & CASES.



4

### EXCELLENT COMPATIBILITY

Lobster\_data comes with all common industry formats covered (EDIFACT, VDA, ANSI, SAP IDoc, XML, etc.) and all standard templates free of charge. It also supports all key protocols (AS2, AS4, OFTP1+2, OPC UA, SAP ALE, X.400, FTP/SFTP/FTPS and many more).

5

### EASY TO USE

HTML5-based WebClient. Expert support and guidance through videos and online assistance.

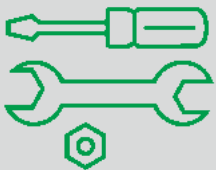




# SWARM INTELLIGENCE.

## THE LOBSTER SUPPORT TEAM.

One ticket. One ticket owner. Powered by the swarm intelligence of the entire Lobster Support team. Address in-app niggles, discuss individual questions and solve problems quickly and efficiently: via email, our hotline or on TeamViewer. Our support team is on hand and responds rapidly, ensuring > 90% of tickets are answered in just three hours.



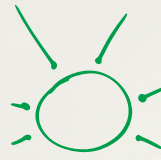
### OUR TECHNICAL SUPPORT

answers all technical questions to do with updates, upgrades, releases, communication protocols, certificates, security settings and bug fixes. Even 24/7 if you need it.



### OUR USER SUPPORT

answers any questions that may come up when using Lobster\_data. They also help with mappings and process management, offer tips to optimise performance and generally help you become increasingly independent with the software.



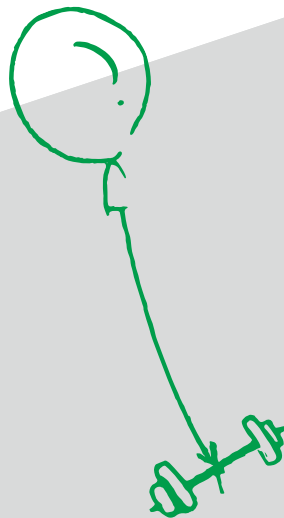
# LOBSTER GETS YOU THERE.

## YOU'RE OUR FOCUS.

At Lobster, we take a people-centric, no-code approach to digital transformation. Because not only do we know that no-code improves transparency. We've also seen how it motivates teams to drive digitalisation. Because why wouldn't you, when the benefits and value-add are undeniable to all involved.

### NO FUTURE WITHOUT IT.

Time is of the essence. Particularly when it comes to digital transformation. Which is why Lobster is always thinking forwards. To make IT challenges manageable with easy-to-use software solutions. To adopt tried-and-true structures from legacy systems and expand them with innovative IT. To give customers tools to transform their data into business assets and make future-proof decision-making that bit easier.



### NO FUTURE WITHOUT SYNERGY.

The synergy of our three software solutions Lobster\_data, Lobster\_pro and Lobster\_pim solves almost all use cases, no matter the industry. The Lobster\_data middleware acts as the beating heart of the portfolio, powering process automation software Lobster\_pro, product information management tool Lobster\_pim and our cloud-based digital logistics platform logistics.cloud. Perfectly paired solutions for seamless synergies.



**5-STAR SOFTWARE.**



# UNBEATABLE. EIGHT LOBSTER\_DATA ESSENTIALS.



## 1. 😊

### ONE PLATFORM THAT DOES IT ALL.

Lobster\_data is the one platform that is powerful enough to replace multiple different solutions. For all your data integration needs: APIs, EAI, EDI, ETL/ELT, IoT and Industry 4.0.

## 2. 😊

### HIGH USABILITY WITH NO-CODE.

Your non-IT employees can now support your professional developers with Lobster\_data's pre-configured no-code building blocks.

## 3. 😊


### HIGH SECURITY STANDARDS.

Lobster always offers the highest security standards and is constantly updating the software e.g. through regular tests and ISO certifications.

## 4. 😊

### EXCELLENT SUPPORT.

Every ticket is allocated to one ticket owner, so our customers don't need to explain their situation more than once. Over 25% of all enquiries are resolved within three days.



## 5. 😊

### INTEGRATING DATA & PROCESSES AS ONE.

Lobster\_data is a totally new type of platform which integrates data and processes together. No matter where companies see their primary need.

## 6. 😊

### ON-DEMAND SCALABILITY.

Lobster\_data comes in three Editions and offers agility and planning security with optional add-ons, attractive subscriptions as well as flexible service and deployment models: on-premise, in the Private cloud or the Lobster Cloud.

## 7. 😊

### INDUSTRY-AGNOSTIC.

Lobster\_data is an industry-agnostic software that can be used by companies of all sizes and all sectors. Not only does it offer universal features, it also includes sector-specific configurations.

## 8. 😊

### EASY TO LEARN.

Getting to grips with Lobster\_data only takes three days. We offer dedicated trainings to get you going and the Lobster Academy also hosts a range of different courses to address your company-specific needs.



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# Lobster

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