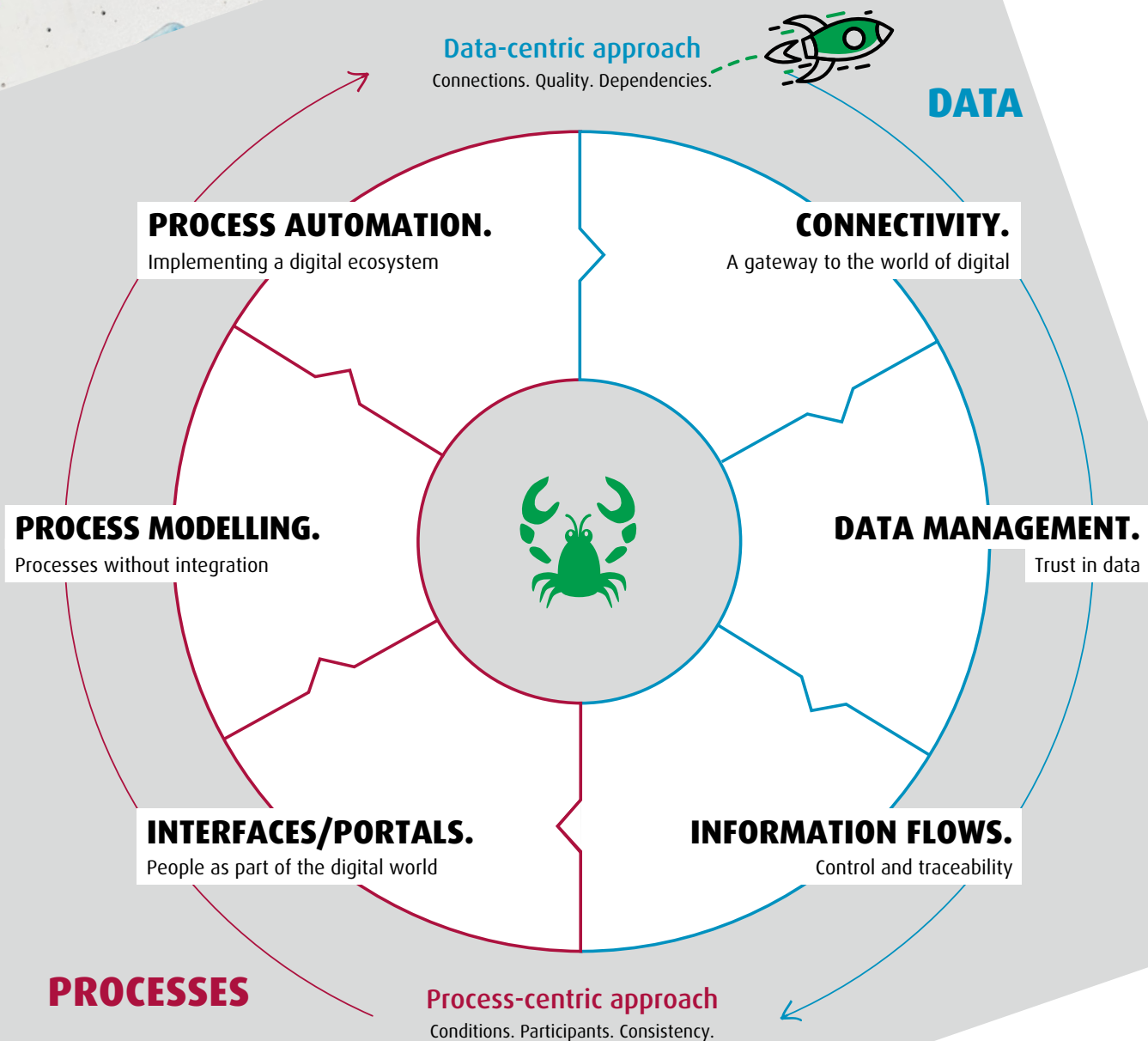# IT'S JUST A QUESTION OF THE RIGHT TECH.

DIGITALISE AND AUTOMATE BUSINESS PROCESSES THE EASY WAY. WITH LOBSTER_PRO.

pro

Lobster

OUR MISSION: DIGITAL TRANSFORMATION REIMAGINED.

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

Data-centric approach
Connections. Quality. Dependencies.

DATA

PROCESS AUTOMATION.
Implementing a digital ecosystem

CONNECTIVITY.
A gateway to the world of digital

PROCESS MODELLING.
Processes without integration

DATA MANAGEMENT.
Trust in data

INTERFACES/PORTALS.
People as part of the digital world

INFORMATION FLOWS.
Control and traceability

PROCESSES

Process-centric approach
Conditions. Participants. Consistency.

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.
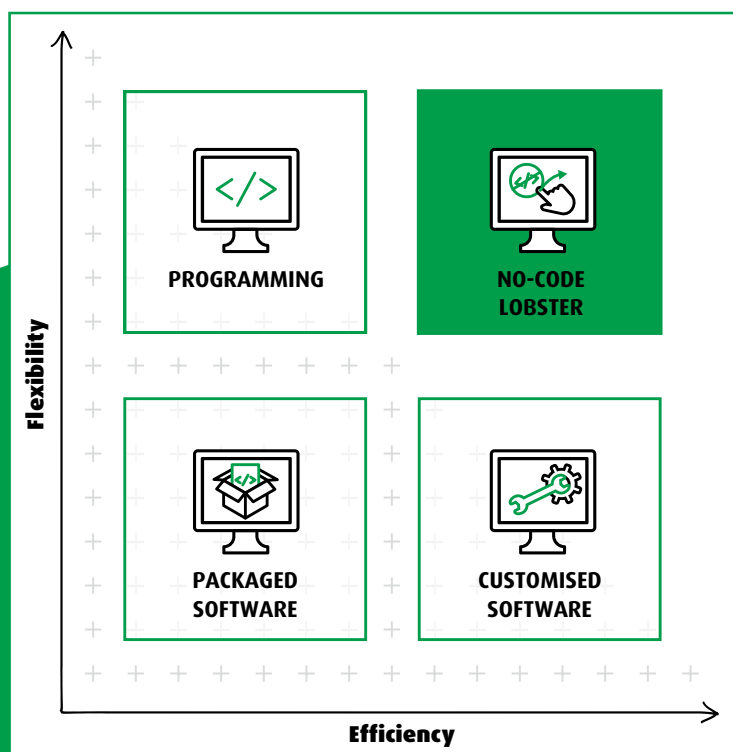
NO-CODE. A REVOLUTION.

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.

LOBSTER_PRO?
Process comes from 'procedere'.
The Latin word for advance, get
ahead, succeed.
That's why the name Lobster_pro
makes sense. As in 'process'!

IT'S FINE? IT COULD BE SO MUCH MORE! WE PROMISE.

HAVE YOU STARTED DIGITALISING YOUR PROCESSES YET? IT'S EASY. THANKS TO LOBSTER_PRO.

Lobster_pro is the flexibly configurable IT tool, allowing users to take a detailed, customisable approach to improving operational processes. Avoid media disruptions. Connect partners. Focus on core processes. Configure rather than program.

Build your solution step by step, process by process. Navigate the stumbling blocks of introducing a software in one go. Leaving you in control every step of the way.

Setting up Lobster_pro is as flexible as the product itself. Which road will you choose?

When it comes to day-to-day operations: are you only **focussing** on issues that **need your input** and **need adjusting?**

Can you give your customers, suppliers and service providers **direct access** to joint data?

When was the last time you **manually** input **data?**

Are your colleagues only using **one IT system** to complete and document **tasks?**

Are your partners **connected electronically?**

Are all partners able to **meet** your **requirements for providing information** so processes can be integrated consistently?

MAP YOUR PROCESS LOGIC 1:1. WITH OUR MODULAR SYSTEM. TAKE THE PRESSURE OFF YOUR DEVELOPERS. CONFIGURE RATHER THAN PROGRAM WITH LOBSTER_PRO.

WHAT PROCESSES DO Y
# WANT TO HAVE A PLAY

1 **MAP BUSINESS PROCESSES**

We define the process target mechanism and milestones together with your key users. We also identify the business objects and determine their life cycle.
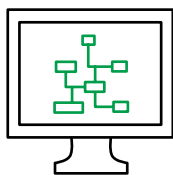

Invoice

Credit note

Order status

Purchasing

Supplier
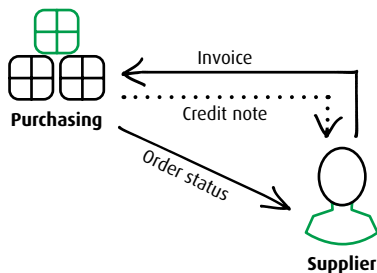
2 **INTEGRATE PARTICIPANTS**

Digitalised processes thrive on integration. That's why we use the ingenious Lobster tool, Lobster_data, to integrate partner systems as well as your in-house systems. No matter the data format and communication channel.

EAI-
internal systems

EDI-
external systems
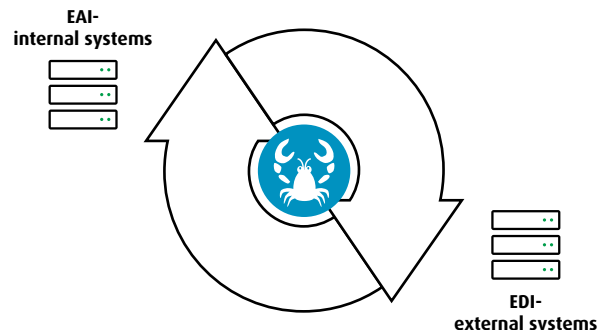
3 **MANAGE DAY-TO-DAY PROCESSES**

The ultimate goal: Take control of cross-departmentally connected processes, both in-house and beyond. Lobster_pro notifies those responsible of any deviations from pre-set values. This provides the foundation for you to manage your processes. It's as automated as possible. As manual as necessary. Enhance your operational systems with customised data portals and external access for customers and partners.


4 **INTEGRATE DOCUMENTS**

Create and print process-relevant labels and other common formats. Seamlessly. Through the full integration of JasperReports.

5 **GET A SENSE OF PERSPECTIVE AND TRANSPARENCY**

You get to design status-dependent summaries for each business object, role-specific dashboards and custom-made reportings. And you'll have all the time in the world to do it. Because the operational side of things has been taken care of.
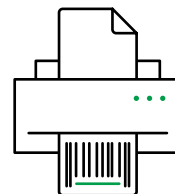
YOU
Y WITH?

CHILD'S PLAY. KEEP ALL YOUR PROCESSES IN THE AIR. WITH:

COHERENT DATA MANAGEMENT

Lobster_pro objects are arranged in flexible data structures. Optimised for search queries and add-ons (user-defined attributes). Data can be enhanced from different sources. Amending and creating data records can be controlled with definable workflows. Transiently connecting external databases is also possible. Thanks to Lobster_data.

YOU STRUCTURE YOUR SOLUTION – AS YOU LIKE IT, PIECE BY PIECE

Improve processes. Tangibly and concretely. First, set your sights on the areas with the most potential. Assemble your digitalisation puzzle piece by piece. IT islands are bridged in no time. This is what we refer to as digitalisation.
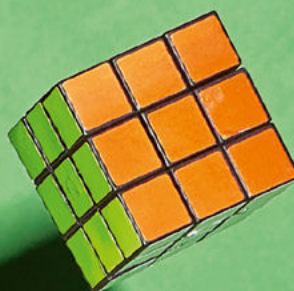
VERSATILE MODULAR SYSTEM

Combine building blocks at will.
So you can create your ideal solution.
Without any programming necessary.

GRAPHICS EDITORS FOR MASKS AND PROCESSES

What you see is what you get! Get a glimpse
of the finished mask as you design. Define your
business logic using intuitive workflows.
Just do it – it's that simple.

FULL INTEGRATION OF LOBSTER_DATA

You can't go wrong with solutions that fully integrate
Lobster_data. Like Lobster_pro. Put your experience of using
Lobster_data, the integration tool par excellence, to good use.
For your interfaces. And Lobster_pro's API.

TECH TO IMPRESS.

Lobster_pro's graphical user interface is implemented with HTML5 and is compatible with all common browsers. No plug-ins or user installations necessary.
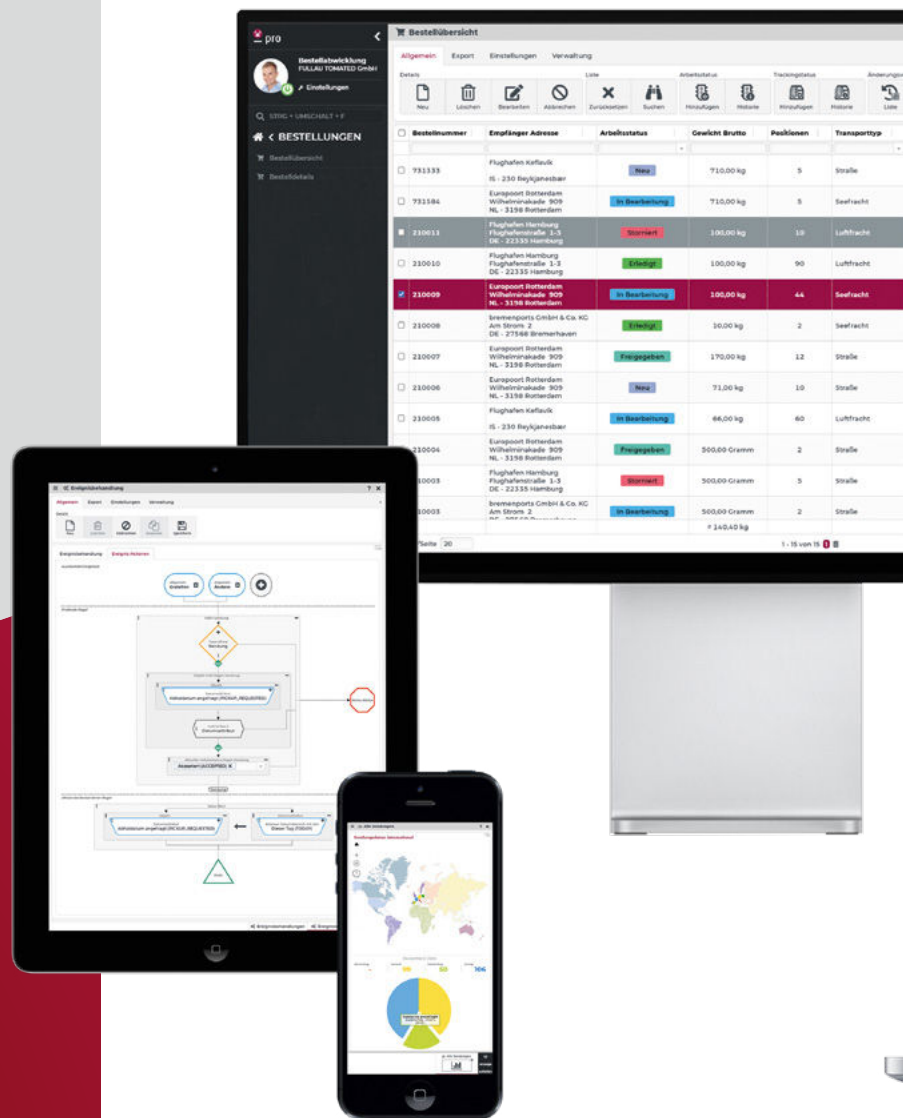
CUSTOMISABLE DESIGN.

Match the design to your corporate branding. Or make it client-specific. As you like.

PERSONALISED HOME PAGE AND OVERVIEWS.

Each user is able to set up the system to suit their preferences (including summaries, favourites, home page). Access to data and configurations can be managed individually.

ANY DEVICE.
...O.
...S IT RIGHT.
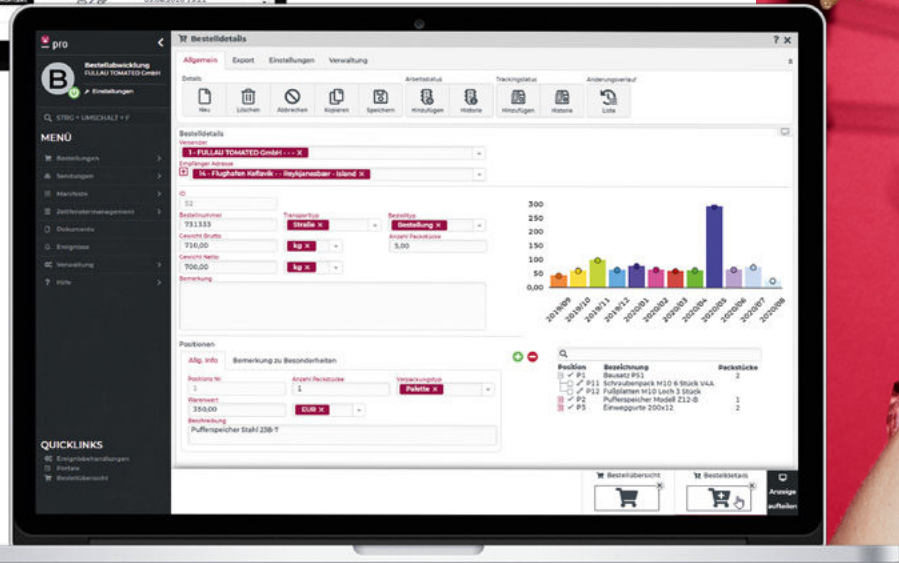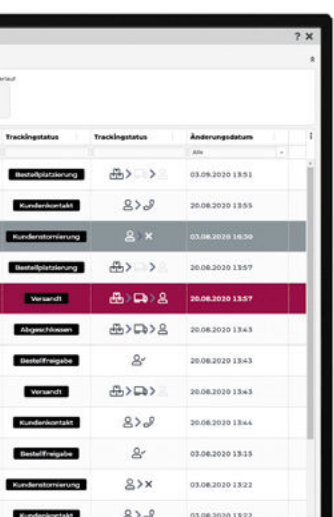
# CUSTOMER SOLUTIONS – AS MULTI-FACETED AS OUR CUSTOMERS THEMSELVES.

## 4 EXAMPLES CHOSEN FROM 1,000s MORE.
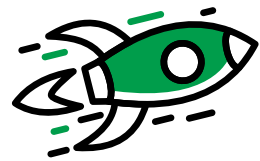
1. MAINTENANCE CONTRACTS

For service companies in the chemical industry, it's all about the maintenance contracts. PO receipt. Dismantling. Analysis. Documentation of damages. Procurement of spare parts. Assembly. Testing and certification.

A maintenance contract goes through a whole host of process steps before it gets invoiced. And each piece of the puzzle is supervised by a different point of contact. Lobster_pro manages each of these individual puzzle pieces whilst also inputting operational data into the SAP system.

Company → Maintenance contract →

PO receipt

Dismantling

Analysis

Spare parts

Machine to be maintained

Assembly

Testing and certification

Invoicing
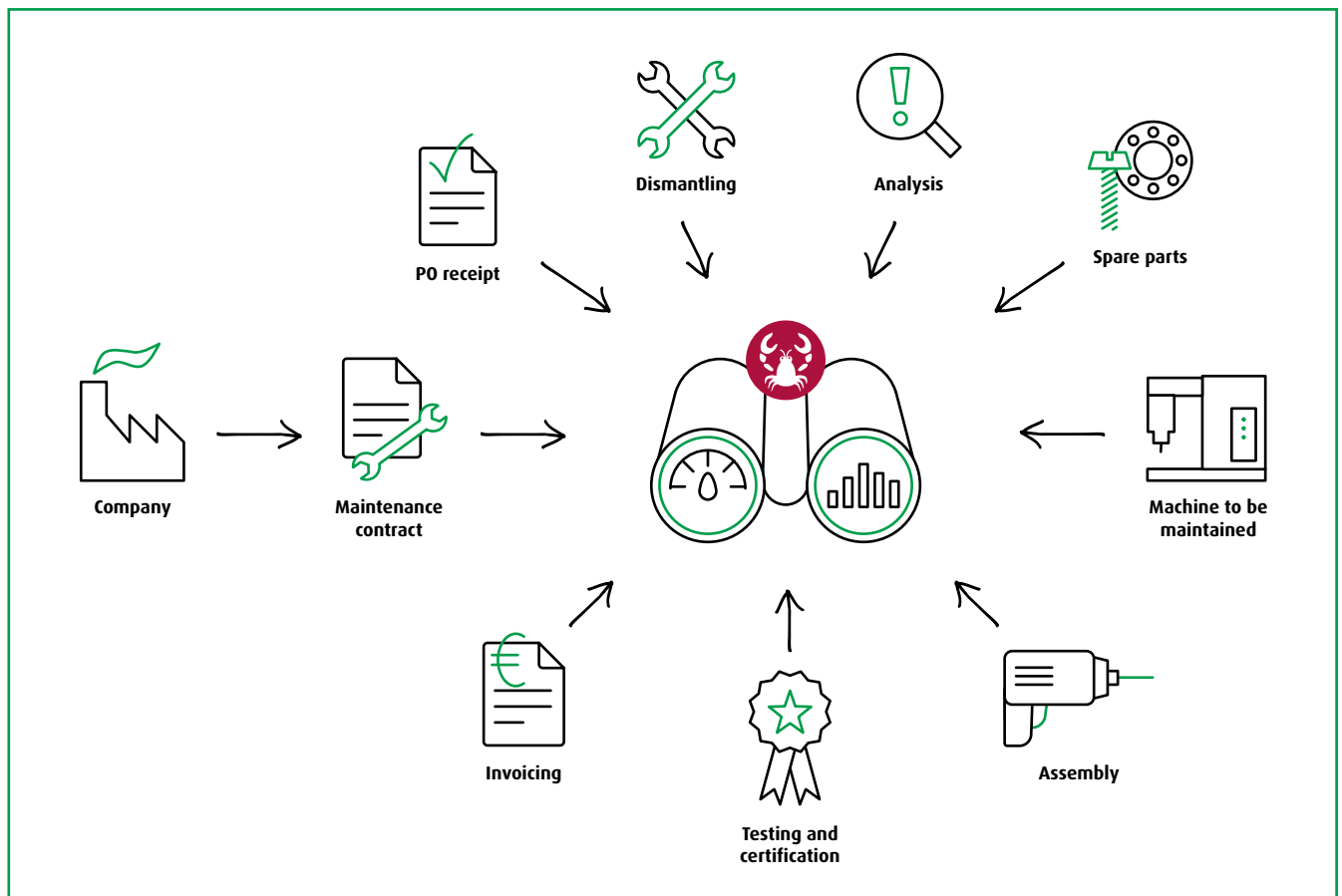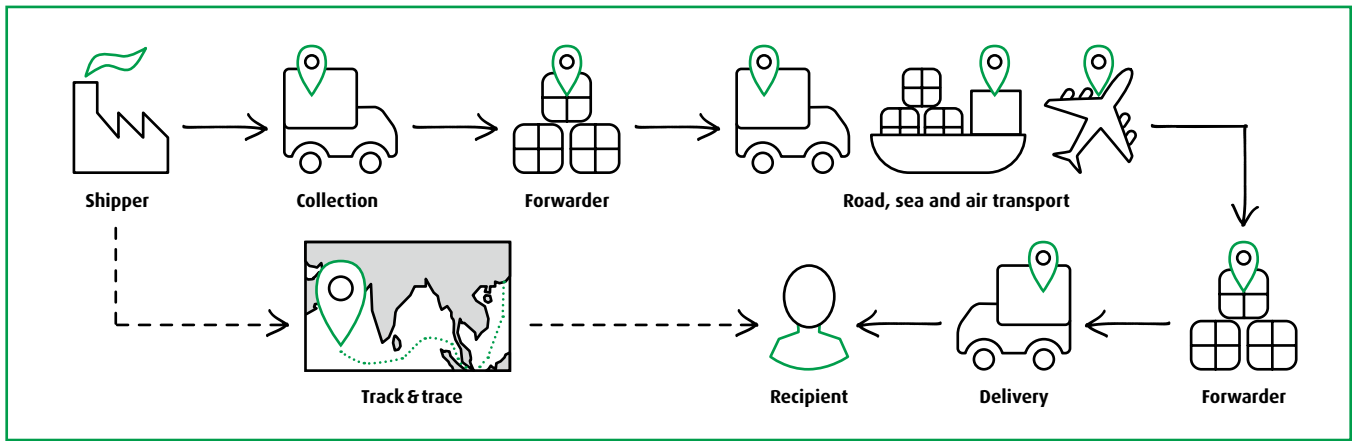
2. SUPPLY CHAIN MANAGEMENT

Classic Lobster_pro: integrate partners along the entire supply chain. Collate status feedback. Monitor timekeeping. Generate print documents such as labels and delivery notes.

Prepare goods receipt postings and post them in the ERP system. Tried and tested. For years. Always keeping a finger on the pulse.
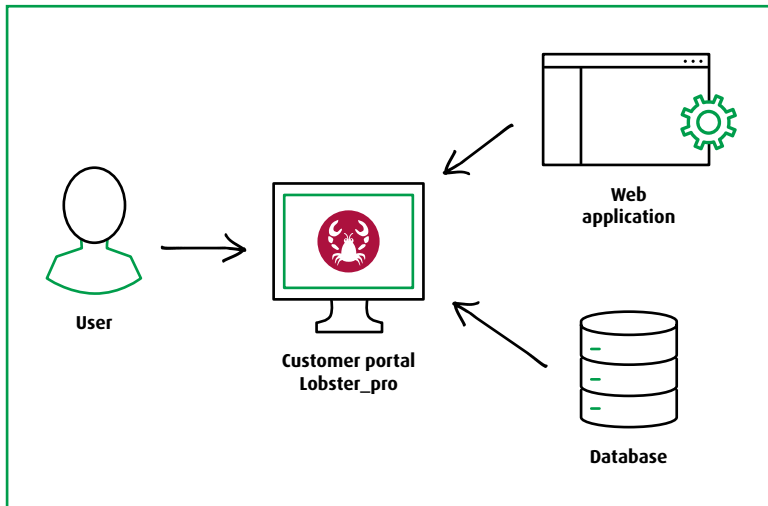

3. CUSTOMER PORTAL

Finally give your customers what they want:
Just the one portal – for entering orders,
viewing contract data and downloading invoices.
Inherently transparent.
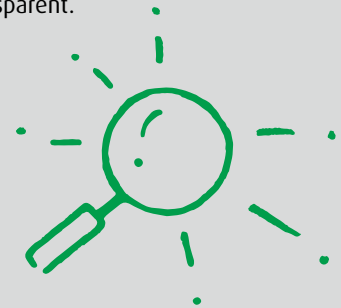
4. BUILDING CONSUMER TRUST – "SHEEP2SHIRT"

Wool is a quality natural product that has been used for centuries. Only nowadays, wool buyers want to know where their product has come from and how it got there. And they want this information to be as precise as possible. The buyer has lots of questions: are the sheep being treated well? Were the seamstresses paid fairly? Was the wool produced in line with environmental standards? Lobster_pro takes all this data from the production chain and makes it available to the end customer as a QR code attached to the garment. Giving everyone peace of mind.
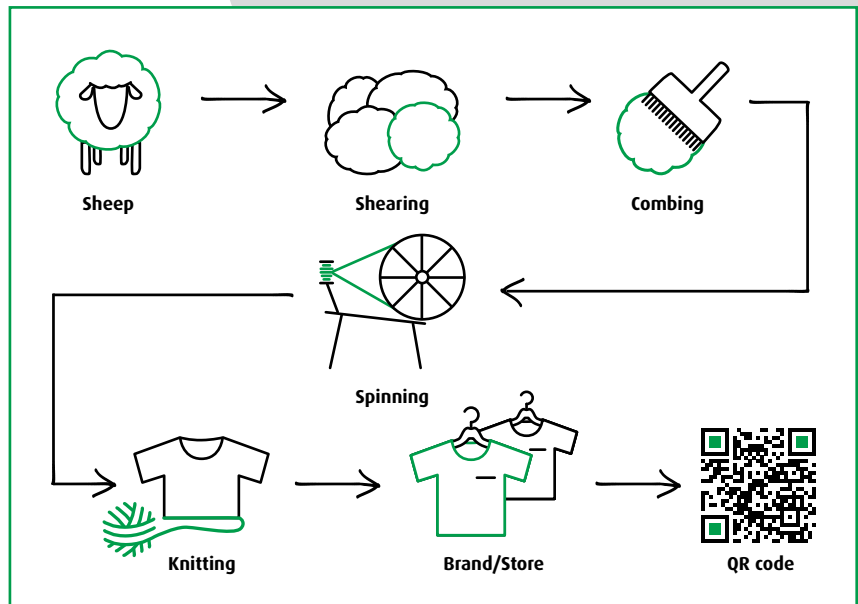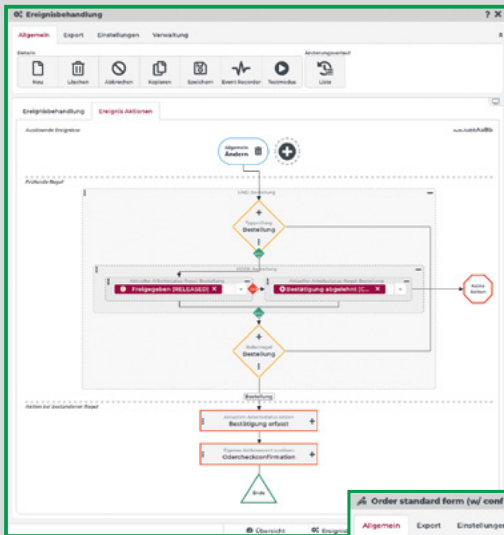
BUILDING BLOCKS – COMPLEX IS SIMPLY MADE SIMPLE.

Business logic is event-driven.
Logic building blocks are triggered
by events, carry out analyses and
perform tasks.

MASKS – AS INDIVIDUAL AS YOUR BUSINESS OBJECTS.

Drag-and-drop
form designer for creating
input masks.

JUST DO IT YOURSELF.

SAAS OR ON-PREM? YOU CHOOSE.

With Lobster_pro you get your own dedicted instance. Your own custom-designed platform. You're looking for a SaaS? Or you want to take care of operations yourself? You choose. Lobster supports both.

LOBSTER-MADE? SELFMADE? EITHER. AS LONG AS IT'S EASY.

Step by step. Process by process. Lobster_pro lets you create your own tailor-made solution. Commission Lobster to configure your solution. Or do it yourself. Usually a combination of the two is best.

Come together to discuss which modules or phases your project is comprised of. Start with one single training block. And move on to learning-by-doing workshops. Theory and practice go hand in hand. Your contact person at Lobster will support you at the beginning of each new project phase and the Support Team is always on hand should questions come up later down the line. Efficiency. A steep learning curve. Speedy, successful implementation. The Lobster_pro introduction process is as versatile as the product itself.

"When winter comes knocking here at ALCAR Wheels and it's all systems go for our customers, we're never left stranded on thin ice. We know that our data highways can handle the seasonal need for speed, because – thanks to the software wizards at Lobster – we have been in total control of our process mapping and data integration, since 2019. Perfected internal workflows, transparent and clear ordering processes and up-to-the-minute data around the clock. This is what it takes and Lobster_pro delivers just that.

But it can do so much more – working with Lobster_pro is not only intuitive, it's fun. This year, we've even gone that one step further for our customers and have introduced a dashboard within Lobster_pro that outlines all our customers' processes and orders for them in real time – the overview that dreams are made of."

Stefan Grabner
Corporate IT
ALCAR Wheels GmbH

Introducing Lobster_pro to the global transport world of Lindt in 2013 showed us just how integral a well-functioning and flexible system truly is. The solution allowed us to reach a high level of transparency and create an incredible process structure in order to identify and correct weaknesses in the value chain. The customer configuration options (mask design and workflow graphics) complement the system perfectly and accelerate project execution.

At Lindt, we will continue to push ahead with more process optimisations in order to stay as cost-efficient, lean and agile as possible. Lobster_pro looks set to be a game changer in Lindt's local markets."

Frank Glienke
Corporate Logistics Manager
Lindt & Sprüngli (International) AG

One of our customers works in the maritime logistics sector and was looking for a new software solution. Their IT infrastructure at the time? Riddled with media disruptions. And yet all of the options they were considering were compromises at best. But then somebody recommended Lobster_pro – so we spontaneously decided to trial the software. Within a matter of weeks, a small team created the first version of the customer's solution – without a single programmer being involved. This was, in part, thanks to Lobster's great Support Team. In the end, we were actually able to implement the project around three times as fast as a comparable Java-based software. Our customer is now over the moon with their solution. Both in terms of its functionality, but also its user-friendliness and modern design. What more could you want?"

Matthias Menz
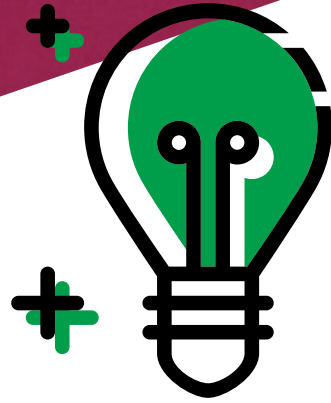Project Manager for Digitalisation
HEC GmbH
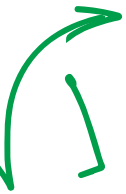
SUCCESS.
ALWAYS THE
SWEETEST STORY.
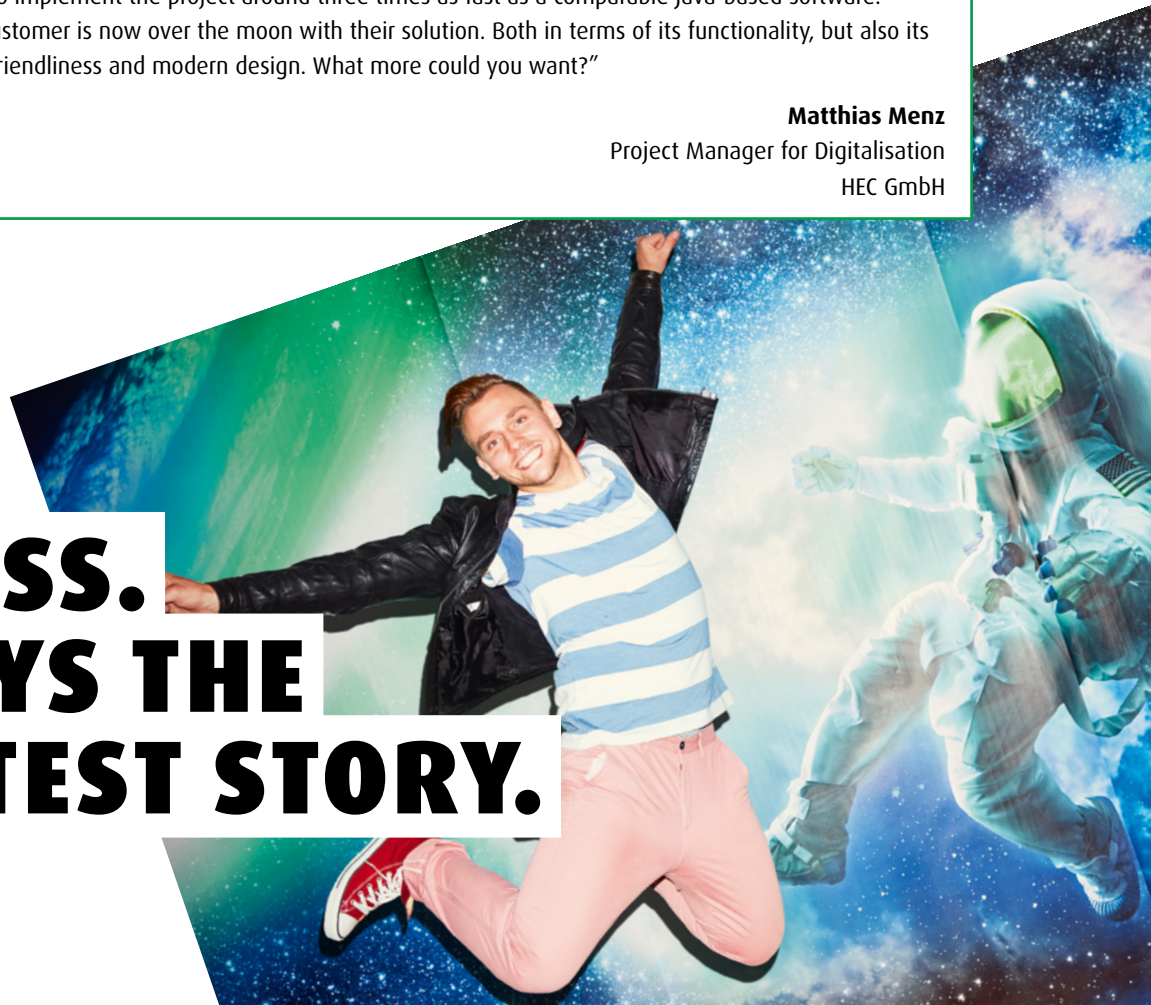
BE A PRO.
TIME FOR
LOBSTER_PRO.

READY!
FOR YOUR DIGITAL TRANSFORMATION.

#1

FLEXIBILITY AND CONFIGURABILITY

Process flows are complex. So the supporting software should be the exact opposite. With Lobster_pro you can map out your entire business logic. By configuring rather than programming. The result: a customisable solution. Created with a standard-ised product. Updates included.

#3

INTEGRATED DATA MANAGEMENT

Success means working with a large number of partners and IT systems. And the key to success? Integrated data management. Based on seamless data interchange. That's our credo. Which is precisely why Lobster_pro relies on the best integration tool there is: Lobster_data.

#5

FOCUS ON WHAT'S IMPORTANT

Lobster_pro focuses on your process and uses tried-and-tested technologies throughout. Workflow modelling rather than hard coding. Configuring rather than programming. Allowing you to systematically solidify your USPs. You don't have to reinvent the wheel. Definitely not.

#7

COSTS & BENEFITS

Lobster_pro combines the versatility of a customisable solution with the hassle-free set-up of a standard product. Step by step. Without major risks. Constantly in control. Perpetual licence or rental version. Lobster is happy to follow your lead. Sound good?
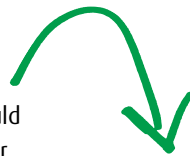
#2

USER-FRIENDLINESS

The well-designed user interface adheres to usability standards and can be used intuitively without the need to install any other software components. Lobster_pro's modern HTML5 web application is particularly impressive and is popular with everyone, from users to administrators.

#4

GLOBAL APPLICATION

Your company is globally active? Then this is the IT solution for you. It comes with a unit converter. Time zone support. Multilingual features. And company-specific language variations. Today: your local market; tomorrow: the world. All thanks to Lobster_pro.

#6

MANAGEMENT BY EXCEPTION

Lobster_pro analyses the target processes. Efficiently in the background. And notifies those responsible only in the event of deviations, so they can concentrate on their core business.

Lobster

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*Don't run out of breath.
With Lobster_pro.*