



Lobster

FROM SUCCESS TO STORY.

LOBSTER MEDIA KIT.

CORPORATE PROFILE

IN SHORT

Lobster is a German software company specialising in digital transformation. The firm develops and distributes no-code based solutions for data integration (API, EDI, EAI, IoT, Industry 4.0), process automation and product information management – and operates a platform for digital logistics.



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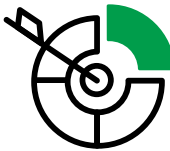
IN DETAIL

The Lobster Group was founded in 2002 to the south of Munich. Since then, it has expanded into France, the UK, Benelux and Scandinavia. The software company uses the power of no-code technology to bring user-friendly digitalisation to the masses and make IT accessible for all – even non-IT specialists.

Lobster develops and distributes its suite of three combinable highly scalable products for data integration (Lobster_data), process automation (Lobster_pro) and product information management (Lobster_pim) – in addition to operating its cloud-based platform for digital logistics, logistics.cloud.

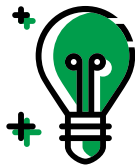
The firm's USP is its ability to harness data and processes within one single platform and not deal with them separately. This synergy helps customers simplify complex landscapes, increase data quality and easily digitalise their processes.

COMPANY VALUES



PURPOSE

We empower every company to write their own digital success story.



VISION

We are the driving force behind innovative no-code technology for all that harnesses the immense potential of data and unlocks the power of user-friendly application development.



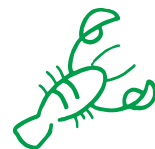
MISSION

We transcend barriers with our innovative no-code technology that connects people, data and processes within one single, secure platform. The excitement of our customers inspires us to deliver unwavering value for money, speed and authenticity.

WHAT SETS US APART

Today's society and global economy are heading for a digital future. However, if digital transformation is to succeed, it must be made tangible for employees and seen as a team achievement. Lobster believes the answer is people-centric software products that invite users to actively shape their company's digital transformation:

- These tools give all staff – even non-technical employees – the power to create applications (no-code) and all departments the agency to actively partake in their company's digital transformation journey. No-code provides a foundation for technical and non-technical teams to communicate effectively, share the load, and incorporate everyone's skills and insights.
- The software solutions are incredibly user-friendly, thanks to intuitive interfaces, straightforward routines and accessible product know-hows (tutorials, online help feature, AI-supported knowledge sharing) as well as training courses at the Lobster Academy. And if additional help is needed, then there's always Lobster's rapid-response Support team.
- Lobster_data's all-in-one approach makes it a key asset when solving all manner of data integration challenges. It's so efficient, it can even replace multiple existing tools for a streamlined user experience, letting users hit the ground running as they only have to learn how to work with one single software.
- Lobster's unique ability to integrate indispensable legacy systems within a modern IT landscape ensures a smooth transformation transition that incorporates tried-and-true processes and allows employees to digitalise step by step without being overwhelmed with sudden changes.



Although low-code products always require some degree of programming skills, Lobster's no-code software frees up IT capacity, invites non-tech teams to shape their own processes and helps businesses become less dependent on third-party IT services. In short – it drives innovation and creates an in-house buzz for digital transformation.

LOBSTER GROUP FACTS AND FIGURES

FOUNDED IN

2002

LEGAL ENTITY

GmbH

HQ

Tutzing

SALES OFFICES

France, UK, Benelux and Nordics

MANAGEMENT

Lobster DATA GmbH

Tim Srock, Steffen Brehme, Christian Tabernig

Lobster PRO GmbH

Tim Srock, Dr. Matthias Fellenberg, Holger Klöß

Lobster PIM GmbH

Tim Srock, Jörg Korzonek, Peter Grunzig

Lobster Logistics Cloud

Svenja Fischer, Rolf Henrich, Niko Hossain

HEAD COUNT

approx. 300

GROWTH

CAGRa earnings	2017-2022	> 26.1%
CAGRa customers	2017-2022	> 19.4%
CAGRa employees	2019-2022	> 85.6% (140 to 265)



> 15%

Lobster's recommendation rate is more than 15% higher than our competitors, giving us the best Net Promoter Score in the business by far.

80%

Many of our customers replace multiple tools with one single Lobster_data instance that is so powerful it can replace 80% of their use cases.

98,3%

Our 98.3% customer retention rate (CRR) proves just how happy our customers are. Some have even been with us for over 10 years!

97%

We dedicate our initial Lobster_data training sessions to mapping new customers key use cases. The result? 97% of our users report rapid ROIs.

< 24

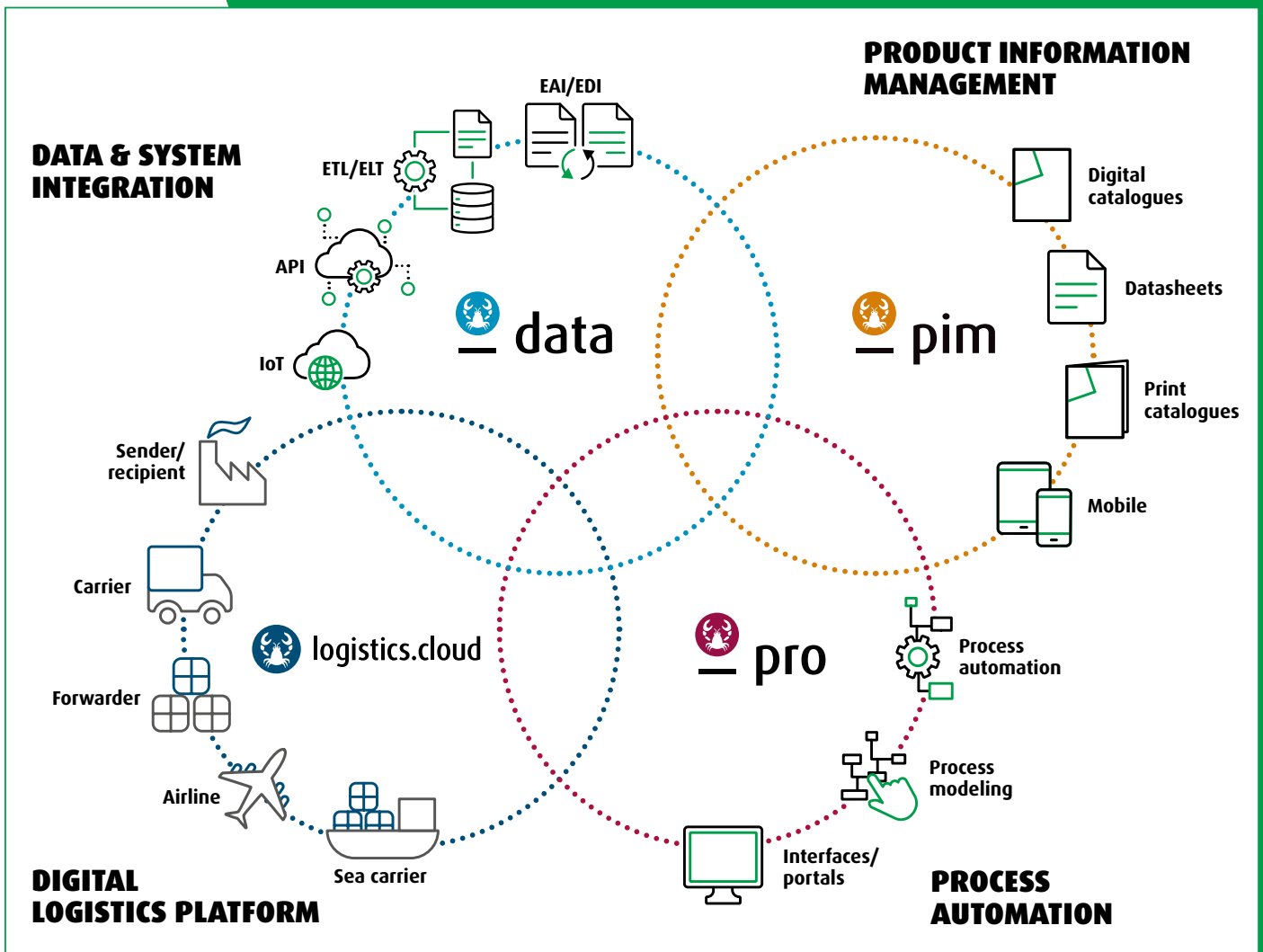
It only takes 24 projects days or less to fully implement Lobster_data within our customers' systems.

KPIs

PRODUCT PORTFOLIO

The Lobster Group develops and distributes no-code software for data integration (Lobster_data), process automation (Lobster_pro) and product information management (Lobster_pim). The company's portfolio also includes the cloud-based logistics platform logistics.cloud. The solutions are industry agnostic and inherently scalable to work for businesses of all sizes. Lobster products can also be deployed as a software suite, allowing business to leverage significant synergies.

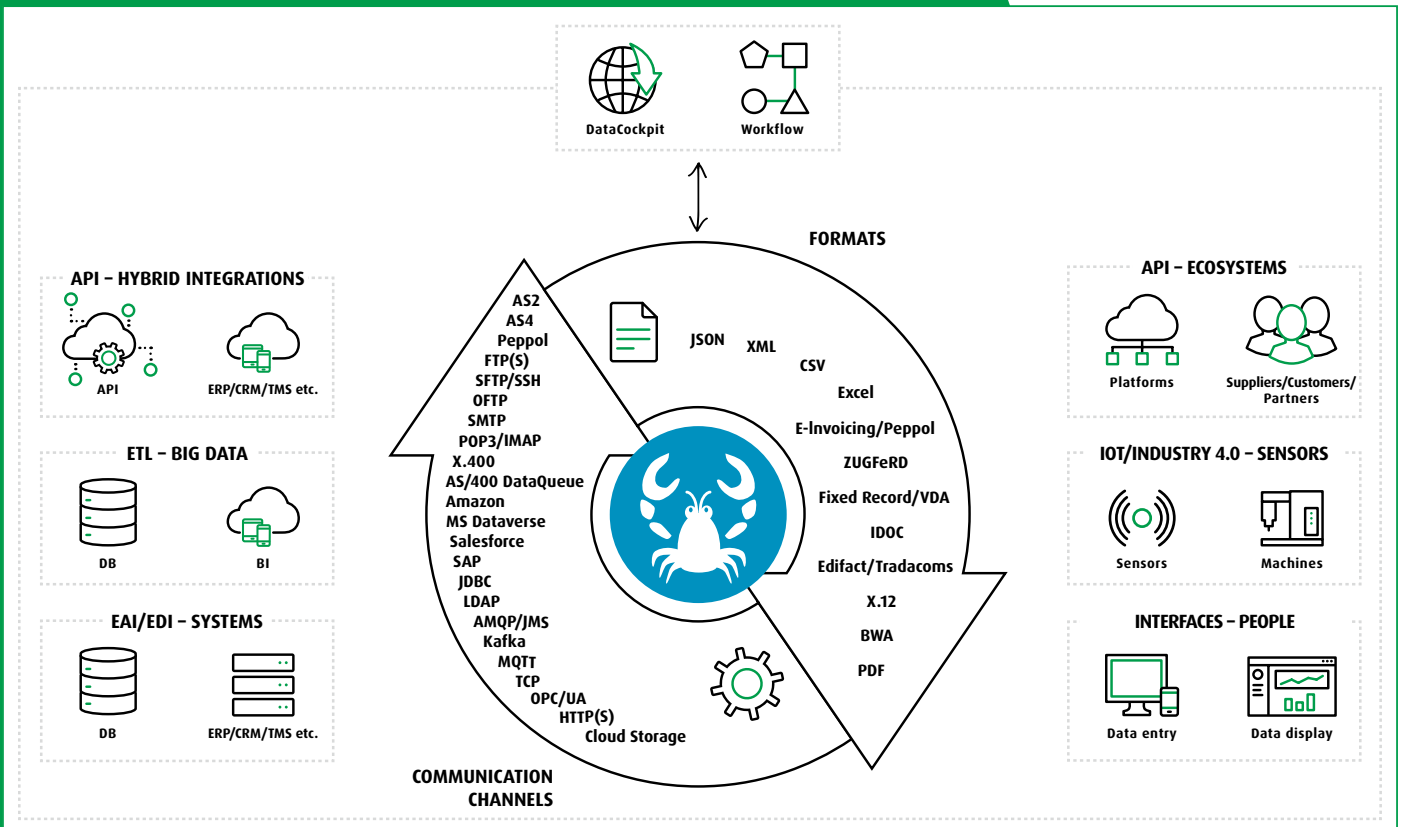
 Product Portfolio Flyer



LOBSTER_DATA.
THE SOFTWARE FOR DATA INTEGRATION.

As a no-code middleware for data integration, Lobster_data transfers all business data seamlessly and securely between systems, platforms and formats. Whether it's within a company (EAI), when connecting external partners (EDI) or while developing digital ecosystems using APIs. Lobster_data harnesses IoT and Industry 4.0 to turn heterogeneous big data into editable information that can then be manipulated and enriched with ease. As a central all-in-one platform, Lobster_data also paves the way for downstream automation, collaborative data management and data-based decision-making.

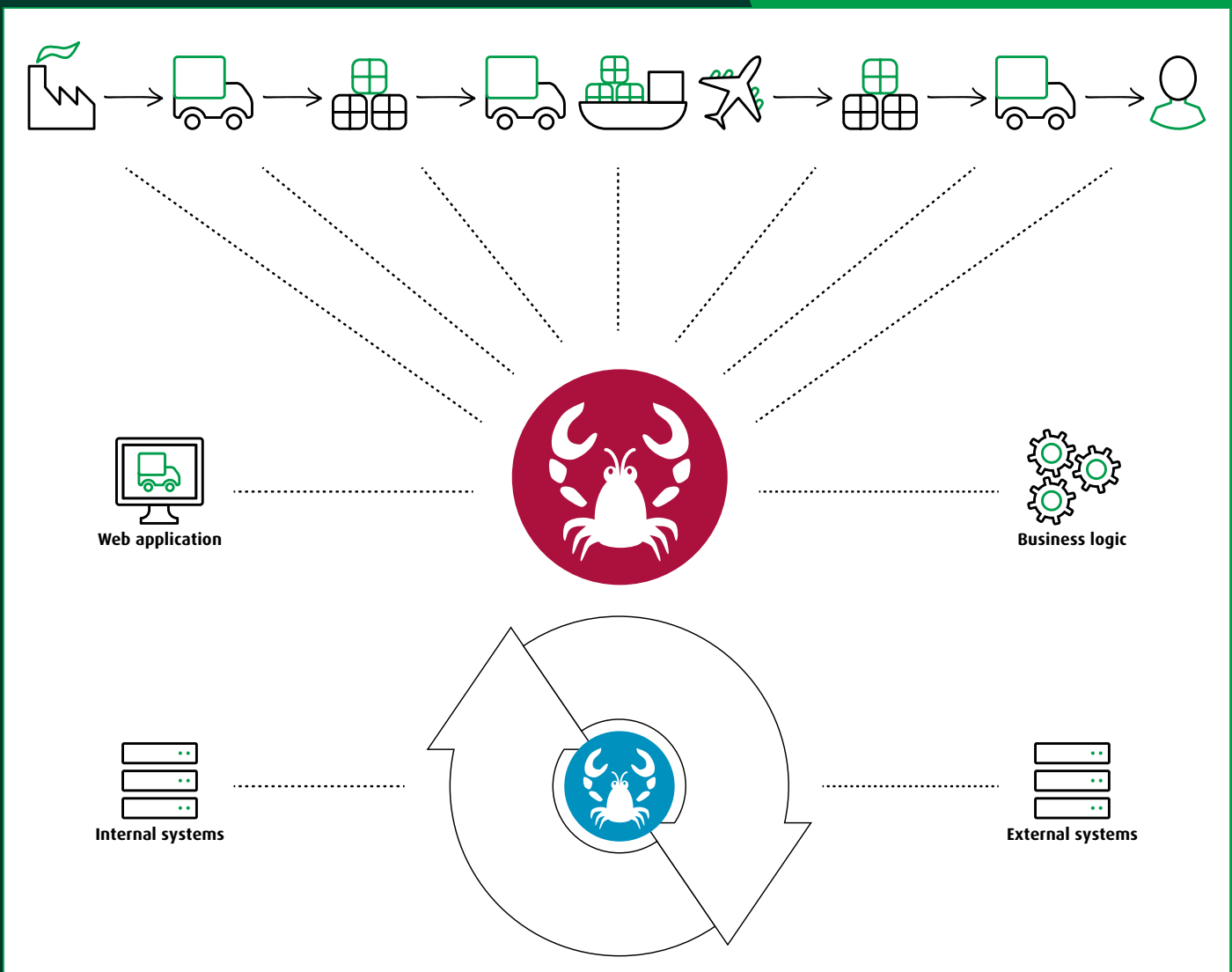
[Learn more](#)



LOBSTER_PRO.
THE NO-CODE APPLICATION DEVELOPMENT PLATFORM.

Lobster_pro utilises digital transformation to automate and orchestrate business processes seamlessly. It connects partners and end customers with ease, prevents media disruptions and unlocks 24/7 internal and external process monitoring. As a modular web application, Lobster_pro visualises processes via intuitive user interfaces that are CI-compliant, feature customisable designs and come with a range of optional add-ons for even more features. Lobster_pro can be deployed across all areas of the business - from HR to manufacturing - and combines the dependability of a standardised product with the versatility of a custom solution.

[Learn more](#)



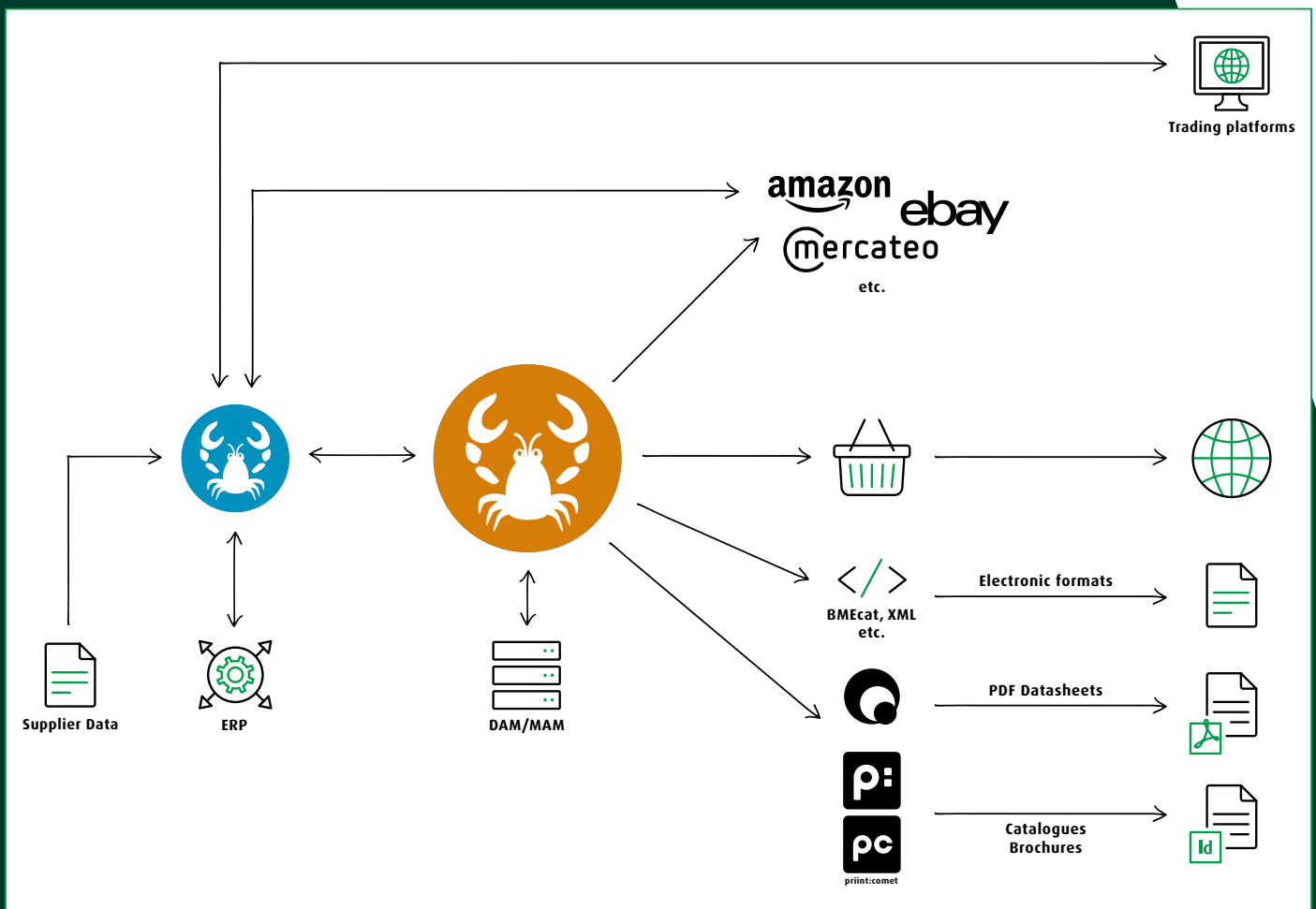


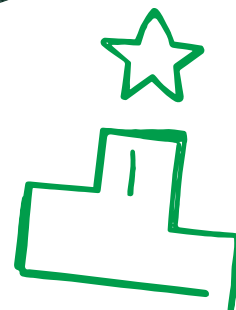
LOBSTER_PIM.
THE SOFTWARE FOR PRODUCT INFORMATION MANAGEMENT.

Lobster_pim is a customisable, centralised no-code system for enriching data and ensuring product information consistency. The database solution integrates fragmented data from upstream systems so it can be managed and enriched in one place. It offers workflow-driven information processing for different target systems with customisable roles and responsibilities.



Learn more





CUSTOMERS

The Lobster Group's industry-agnostic software solutions impress customers across all industries. Since the company was first founded in 2002, its client base has grown to number more than 2,000 accounts. The innate scalability and numerous optional add-ons of Lobster's software solutions make them ideal for large corporations, SMEs and start-ups alike.

Before coming on board as private equity investors in January 2023, FSN had a leading international consulting firm carry out a detailed market analysis. The resulting customer surveys received the following feedback:

- Lobster has by far the best net promoter score in the industry

- Lobster has a customer retention rate of 98.3%, bearing in mind – some of these customers have been with Lobster for over 15 years
- Lobster customers rate the excellent price-performance ratio, the range of features and the breadth of integration capabilities as key purchase criteria, and highlight that the Lobster_data middleware alone helps them solve 80% of use cases without other tools

Lobster's hands-on approach to customer care fosters long-term relationships that are key to the Group's strategy for a continually changing IT industry and its commitment to people-centric solutions.



“We’re delighted to have found a fast, stable and seamless integration solution in Lobster. It’s just as integral to our set-up as our SAP systems.”

Jochen Honold, EDI Administrator, [Karwendel](#)

“Lobster_pro, significantly improved the quality and efficiency of our logistics processes through automation.”

Frank Glienke, Senior Corporate Logistics Manager, [Lindt & Sprüngli](#)

“We are simply in awe of just how powerful Lobster_pro and Lobster_data truly are. It generally only takes 2 days to deliver new projects. We just couldn’t do it without Lobster. We’re exponentially more flexible, but we’ve actually saved time and cut costs.”

Dietmar Quatember, IT Division Manager, [Salinen Austria](#)

CUSTOMER QUOTES



“Not having to licence every minor change was a huge selling point when choosing Lobster_data. Compared to our old system – Lobster simply has the better product.”

Achim Straile, Manager IT Applications Financial, [WMF](#)

“We’ve been using the Lobster_pim system for a while now to integrate data into our website, web shop and price lists. The solution’s unique approach to data massively streamlines the automation of PIM processes.”

Simone Eberling, Team Marketing Communication, [Thonet](#)



“Both the Support and Consulting teams were pivotal to the success of our project. I can wholeheartedly recommend Lobster and Lobster_data, in particular, to other companies.”

Brian Kofoed, CTO, [hummel](#)

“We opted for Lobster_data because of how transparent and user-friendly the mapping is. True to the phrase: What you see is what you get.”

Thorsten Franz, Head of Software Development, [Deichmann](#)



“We’re now able to offer our customers great services at affordable prices. We can basically say: Give us what you’ve got, Lobster_data will sort it out quickly, transparently and reliably.”

Bruno Hesseling, Head of IT, [PVS](#)

“Lobster was the obvious choice for optimising our workflows due to their holistic technological approach and the associated cost efficiencies.”

Ralf Schauenburg, CEO, [Servoprax](#)



“Lobster_data is one of the most integral systems in our entire company! Plus the price-performance ratio is simply unbeatable.”

Joachim Rosenahl, Manager EDI Competence Center, [Logwin](#)

“With Lobster_pim, we now have an efficient hub for controlling our online and print communication channels. Our data has never been more readily available or up to date.”

Thomas Meier, CEO, [Lehner Versand AG](#)



“The benefits of the software speak for themselves, especially from an organisational point of view. We so much time and the automated system gives us access to the data across four or five different programs simultaneously. But it can do so much more – working with Lobster_pro is not only intuitive, it’s fun.”

Stefan Grabner, Corporate IT, [Alcar Wheels](#)

PRESS RELEASES AND ARTICLES.

A SELECTION.

Mit No-Code auf Wachstumskurs

ETL oder ELT? Am besten das Beste aus beiden Welten!

Datenintegration als Motor

Rechenzentren

Team für das Datenmanagement

PRESS RELEASES.

All press releases are available [here](#).

Or simply [sign up to our press newsletter](#).

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