

Press Release

Lobster's New Corporate Identity

Freedom 4.0

Rebranding is a major step for any company. For Lobster, things have taken quite an “unusual turn”. What were they thinking?

Pöcking, 22.11.2018.

“Our customers are like us. They prefer simple solutions that do the work for them, and are hopefully fun to use, so they can quickly tend to their actual business again,” says Lobster’s Managing Director, Dr Martin Fischer, and adds, “We’re creating freedom for our customers.”



Look closely, see things from a different perspective: Lobster puts customers and their needs at the core of the concept.

Lobster – the specialist for standardised data integration, fully integrated supply chain management, and product information management – had already crystallised its



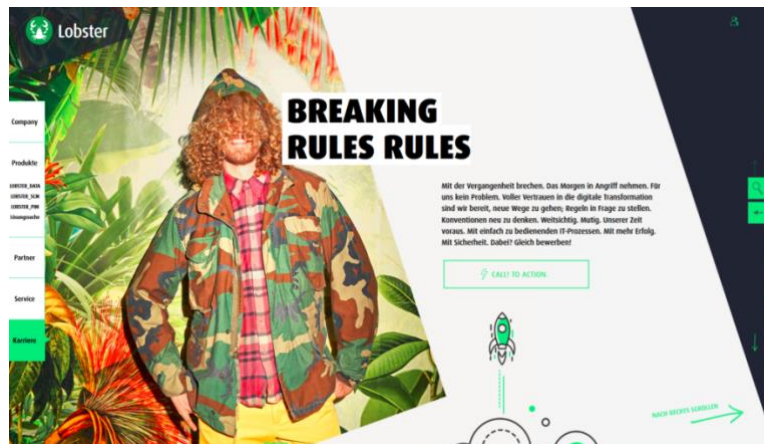
Along with quality, Lobster customers and colleagues should also expect some fun. And perfect service.

philosophy through successful products. Now, the company adds the finishing touch with a completely new look and feel.

“The worst sentence for me is: We do it this way, because we’ve always done it like this,” says Fischer, describing the company’s starting point. “When we founded Lobster in 2002, we didn’t assess the competition, but rather

examined our customers. And then developed products that solve their IT integration problems.” This approach, to look ahead, to think differently, and to dare to change one’s products and company, is now followed by the new Lobster brand, as demonstrated on the company’s new website, and through their latest product lines.

All three products, Lobster_data, Lobster_scm, and Lobster_pim, have just launched major releases. Intuitive work via drag & drop, cloud capabilities, access on mobile phones, tablets or office computers, configuring rather than programming, Docker technology: with the implementation of these and further trends, Lobster recently presented a new dimension in business software to its customers. “Of course, this only works because we put our customers at the core of the concept, and from there we strengthen collaboration within IT, and to different departments,” explains Fischer. The new brand represents this dynamism: “Our team is young and bold, we see things from different perspectives, and we want to combine highly professional work with a joy for products, and love of life.”



Always dynamic and sometimes defiant: According to Lobster, it's the only way to create advanced products. And a good work environment.

About Lobster

Advancing digitisation presents companies with completely new challenges in the integration of different software systems in Electronic Data Interchange (EDI) as well as Enterprise Application Integration (EAI). Since 2002, Lobster has been developing software solutions for standardised use of these systems, notably **Lobster_data** for data and system integration. Further solutions include **Lobster_scm** for optimising logistics processes, and **Lobster_pim** for company-wide access to product information.

Currently, the Lobster team consists of more than 100 employees at its headquarters in Pöcking on Lake Starnberg and at its branches in Bielefeld (DE), Chesterfield (UK) and Paris (FR), who support more than 1,000 national and international companies of all sizes. With its strategic corporate focus on developing market-leading technologies and providing the best possible IT support, Lobster has grown with over 100 new customers annually. Additional Information: www.lobster.de

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