

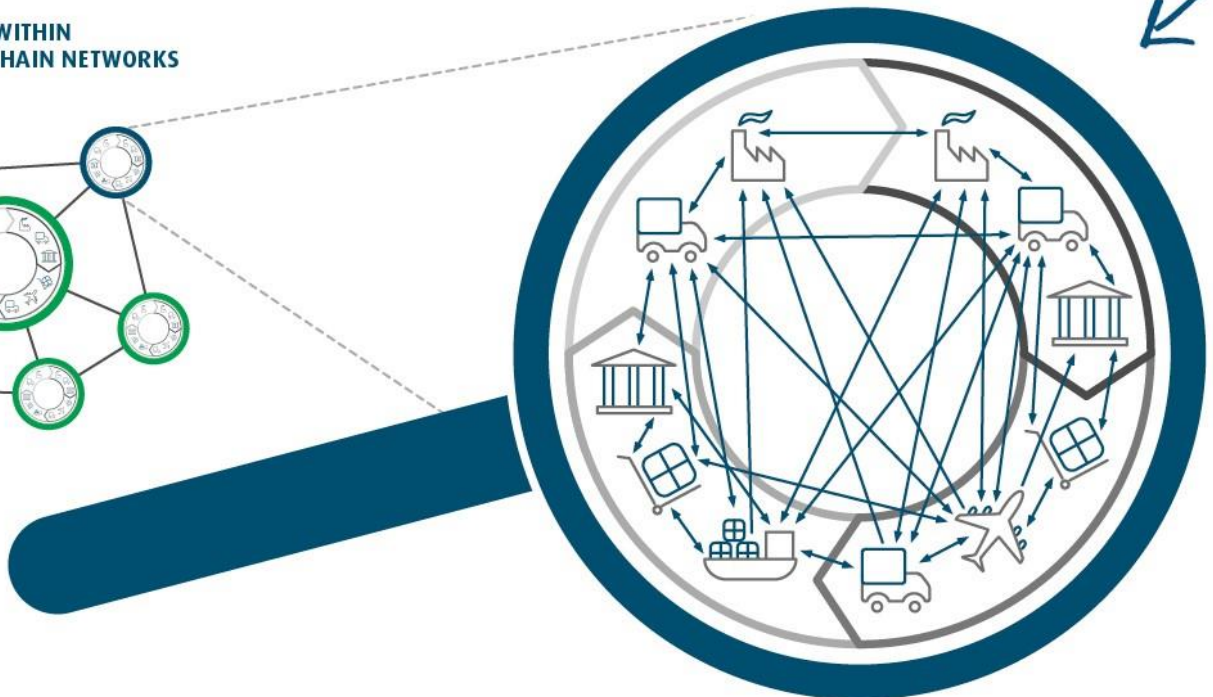
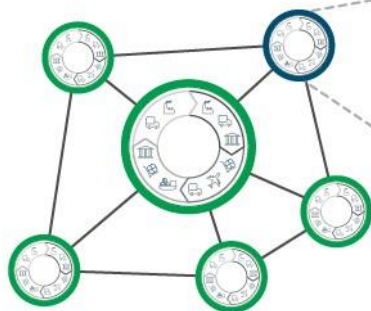
READY FOR THE WORLD OF DIGITAL.

WITH ONE SINGLE PLATFORM FOR ALL SUPPLY CHAIN PARTNERS.

The world of international logistics has solidified itself as a **continually expanding** commercial sector. The growing diversification of global supply chains has only **increased the industry's complexity**, necessitating both an unlimited availability of information and a reliable data exchange.

In an attempt to get a handle on these innumerable streams of data, **manual data exchange** and **numerous bilateral EDI connections** between partners have become the common standard.

DATA EXCHANGE WITHIN GLOBAL SUPPLY CHAIN NETWORKS



Best practice? Far from it. Rather than applying structural and innovative solutions for the logistics industry, supply chains are struggling with fragmented software architectures, resulting in even **more complexity and less transparency**.

In fact, **77% of companies*** either have **very limited insight** into their supply chains, or no overview at all. This is exactly where logistics.cloud comes in:



Cargoflow with decreasing and transparency and data quality



Data or information flow between cargo stakeholders

UNTANGLE THE COMPLEXITY WITH ONE SOLUTION: LOGISTICS.CLOUD

The **neutral data platform** for overcoming the challenges of exchanging data between logistics systems and platforms:

#1 EFFICIENCY

- **90% cost reduction** by replacing bilateral ties with **one single connection**
- **Significant savings** on maintenance and migration fees
- Tried-and-tested cloud technology: **ready to use in < 1 day**

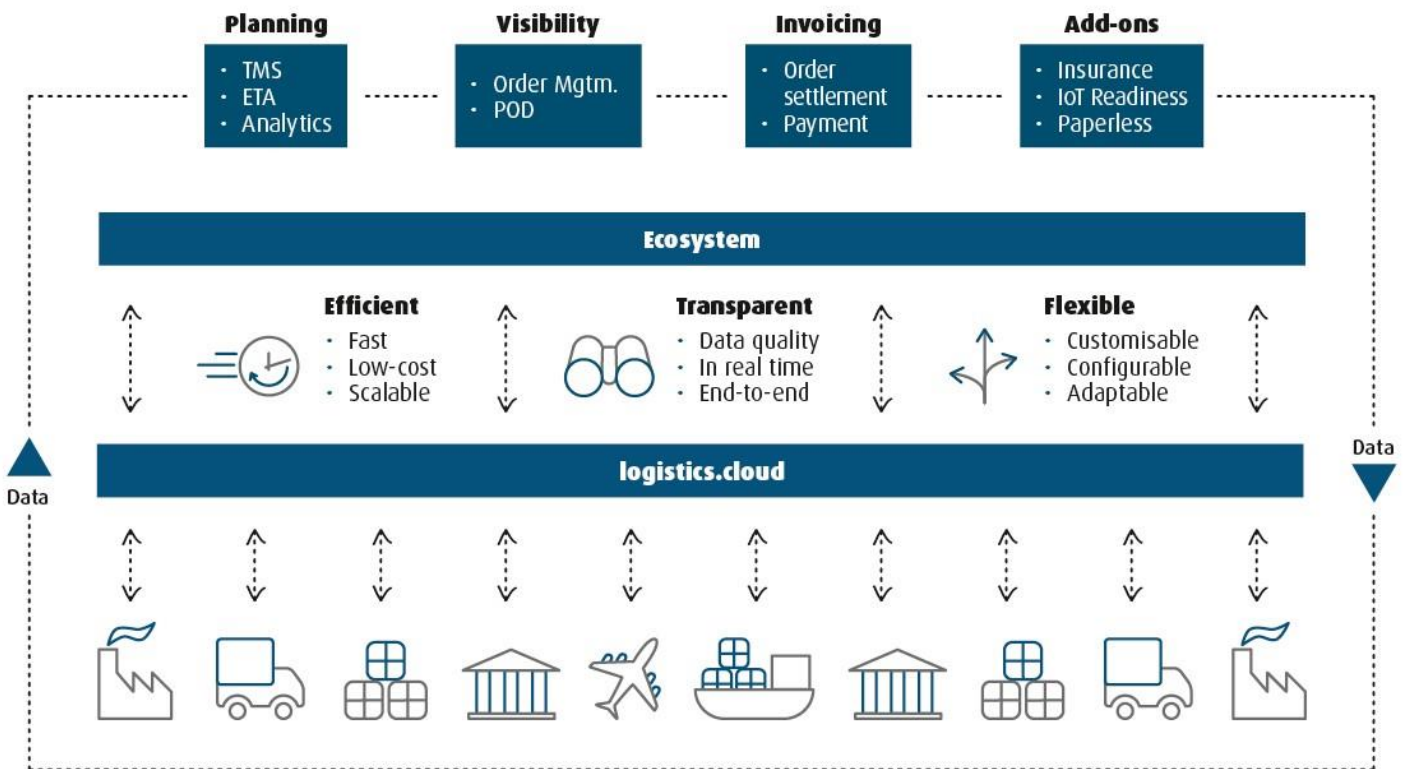
#2 TRANSPARENCY

- **Complete transparency** over all processes across the supply chain – through integration of planning, tracking and sensor data
- **Avoidance of manual data errors**

#3 FLEXIBILITY

- Easy and fast connection of your company to future-proof technologies and innovations
- Flexible and transparent pricing - **no long-term contractual commitment**
- Key technology for **integrating existing solutions**

FULL VISIBILITY OVER YOUR SUPPLY CHAIN WITH LOGISTICS.CLOUD. IN REAL TIME. 24/7.



**LOGISTICS.CLOUD:
SIMPLE.
STANDARDISED.
CONNECTED.**



logistics.cloud

Lobster Logistics Cloud GmbH
Hindenburgstraße 15
82343 Pöcking
T +49 8157 5909 150
F +49 8157 5909 159
logistics.cloud@lobster.de
logistics.cloud