



# Lobster



## CONGESTION-FREE LOGISTICS

### Lobster software guarantees efficient supply chain management at Fenthols

Logistics partners need to exchange data 24/7, relaying a constant stream of information to the supply chain. Data congestion can be pricey, so reliable communication between all members of a supply chain is indispensable. Luckily, logistics service provider Fenthols' new EDI software, **Lobster\_data**, is making sure the company's dataflows are entirely 'congestion-free'.

After landing a major account with a new automotive customer, fast and reliable electronic data interchange (EDI) became a top priority. The issue was that Fenthols' previous EDI solution simply wasn't up to the job. For one, the customer used certain format templates that were difficult to integrate. "Our old data converter had reached its limits," explains Kay Krauth, a member of Fenthols' executive board.

A new middleware was the order of the day, as converting the partner's information was the only way Fenthols' ERP system was going to be able to directly process requests – let alone allow for communications to be automated. Conversely, the customer also expected incoming documents to be sent in a format that their system could recognise.

#### Powerful converter

So the company began scouting around for a solution that could handle complex format templates – even rarer ones that were not standardised. "In the end, we decided to go with **Lobster\_data**," reports Kay. "The software is great for handling international formats, which we rarely see here in Germany". It comes with over 4,000 templates for interfaces to ERP systems as well as all major industry standards. **Lobster\_data** also supports all common data interchange protocols. "Today, we communicate using various channels – AFTP, FTP, AS2, email and many more – without batting an eye. Plus, we can adapt our customers' specific in-house format templates without having to write a single line of code."

While Fenthols' complex IT landscape once relied on a whole host of different applications, now the infrastructure has been streamlined. "Thanks to **Lobster\_data**, we're now able to cater to all our customers' and partners' formats with just the one solution," says Kay. In the past, the logistics firm had been forced to rely on external IT service providers for certain tasks. Today, they simply connect each new interface themselves, without having to hand over the reins. This is a massive advantage, particularly when it comes to communication processes that are critical to business.



### **Reliable monitoring**

“We use the software to monitor our processes around the clock,” emphasises Kay. “Reliable monitoring is essential when you’re working with 750 requests a day.” Lobster\_data immediately sends an error message if a format has not been transmitted, for example. Fenthols’ IT department is then able to quickly intervene and resolve the issue. “The software works so well that we’ve actually gone one step further than planned and have now transferred all our communications to the new system,” says Kay happily.

This means the company’s data flow is now invariably 'congestion-free' – within Germany and abroad. Thanks to Lobster, Fenthols can now supply its national and international customers reliably. Bringing the world that one step closer together.