



— pro

LOBSTER_PRO USE CASES. FROM PRACTICAL EXPERIENCE TO PRACTICAL APPLICATION.

**OUR SOFTWARE SOLUTION FOR THE
DIGITALISATION AND THE AUTOMATION
OF BUSINESS PROCESSES.**



Lobster



INHALT

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Lobster_pro is the IT tool that can be flexibly configured to provide precise support for operational business processes. Avoid media disruptions. Connect seamlessly with your partners. Focus on your core processes! Configuring instead of programming – thanks to innovative no-code technology. We will show you with five selected use cases what is possible with Lobster_pro.

DIGITALISATION AND AUTOMATION OF BUSINESS PROCESSES.

LOBSTER_PRO: CLEAR. INTUITIVE. FAST.

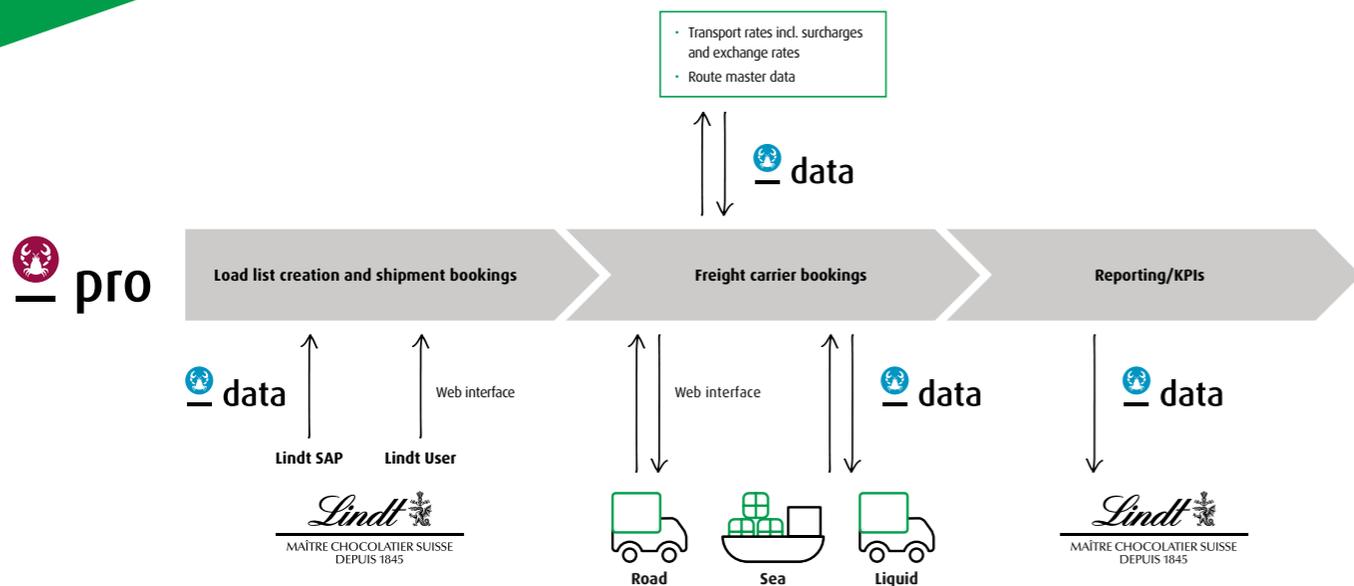
Lobster_pro's business integration power enables customers to shape business processes, seamlessly connect with partner systems, and orchestrate operational procedures. In this way, companies keep control at all times and increase the transparency of their workflows. Furthermore, with Lobster_pro, media disruptions are a thing of the past. The software monitors the flow of processes and informs the responsible employees in the event of any deviations from the target, allowing them to concentrate on their core business so that action only has to be taken in the event of errors. In short: Lobster_pro facilitates – also through the use of Lobster_data as middleware – not only the digitalisation of all operational processes, but also their automation. Which in turn leads to the desired improvement in processes.

For example, Lobster_pro is used as a:

- Shipping system to link the customer's order entry with the logistic provider's transport management system
- Procurement platform for shipping companies from industry and trade
- Time slot management system to manage resources (gates, cranes, etc.)
- System for tracking and tracing shipments
- E-fulfillment implementation for procurement, warehousing, shipping, communication, as well as invoicing
- Customer service portal to support all interactions
- Solution for the convenient management of maintenance and repair orders
- System for recording, processing and managing test orders
- Portal for product innovations

SO THAT SANTA CLAUS DOESN'T COME AT EASTER.

LOBSTER_PRO IN OPERATION AT THE CHOCOLATE MANUFACTURER LINDT.



Lindt & Sprüngli (International) AG is an internationally renowned provider of premium chocolate. The various products are manufactured in a total of twelve factories in Europe and the USA. They are sold in the company's own stores as well as through an international network of numerous distributors around the globe. Since 2013, Lindt has been using a configuration of Lobster_pro adapted to the company's specific processes and with the help of the software has been able to establish consistently transparent supply chains.

Thanks to Lobster_pro, Lindt is able to monitor the load list processing – from load list creation and shipment booking to forwarding transactions and the provision of raw data used for reporting and KPIs. Complementary integrations include detailed cost management, the calculation of CO₂ emission levels and the connection of global ocean freight carriers. For improved quality along the entire supply chain, the tool also offers optimised time window management, which visualises the progress on devices/terminals (or similar) directly at the loading ramps.



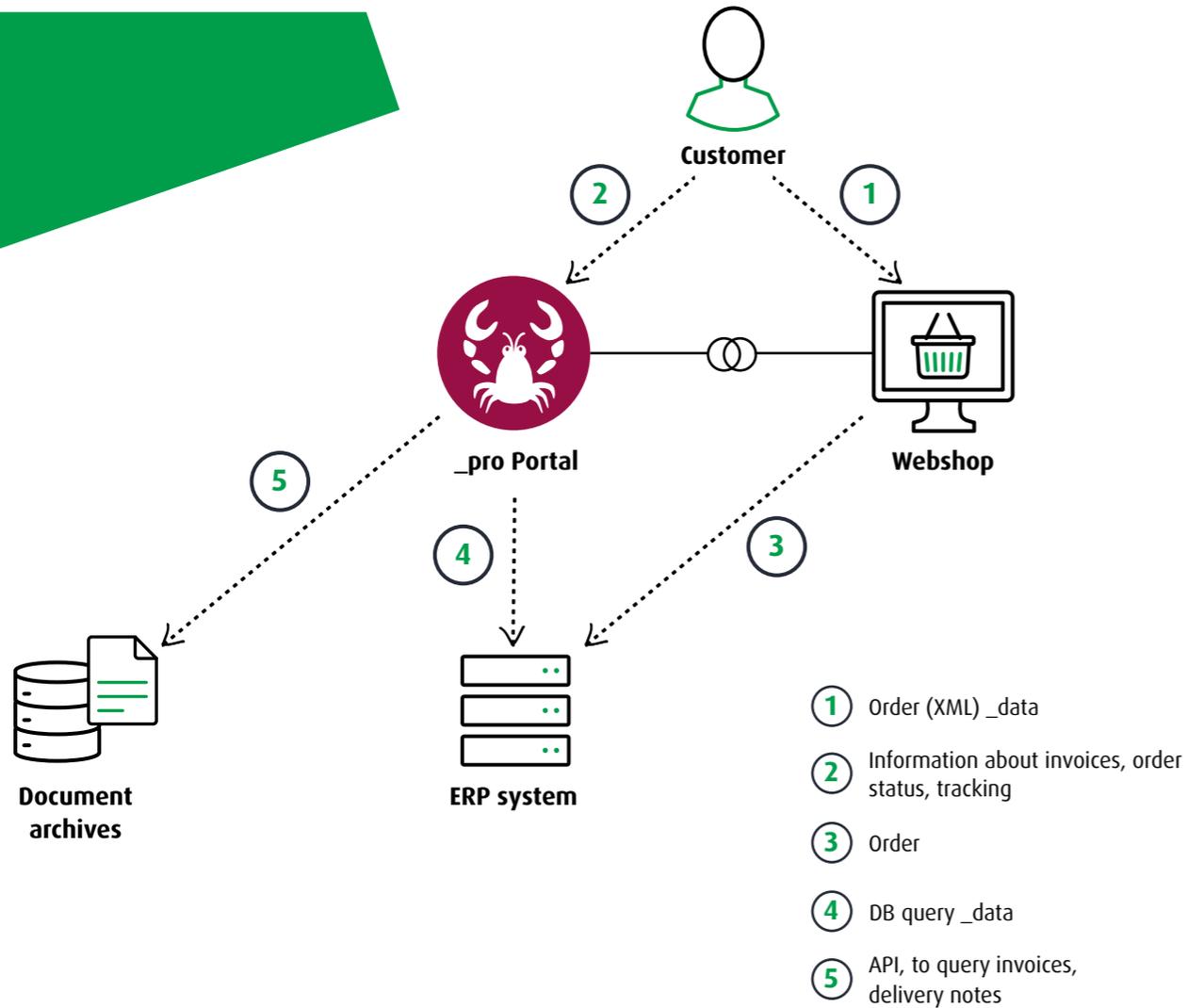
„Since introducing Lobster_pro into Lindt's global transport world in 2013, we have demonstrated that with a functionally good and flexible system, high transparency and process structure can be established to identify and correct vulnerabilities in the value chain. The configuration options for the customer – form layout and graphical storage of workflows – complement the system perfectly and accelerate project implementation. We will continue to optimise processes at Lindt in order to remain cost-efficient, streamlined and agile in the future. Lobster_pro can play an essential role here in Lindt's local markets.“

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



CATCHING SEASONAL PEAKS.

LOBSTER_PRO AS AN INFORMATION PORTAL AT ALCAR WHEELS.



To ensure that every customer finds their ideal wheel rim when changing tyres in the specialised trade at central associations and retail chains, the IT in the background must function smoothly. ALCAR Wheels therefore relies on Lobster for system, data and business integration. Because: stocks, price lists, orders and much more must always be up-to-date.

The manufacturer of steel and light alloy wheels uses Lobster_pro for its entire range of services and can also cover all its new, continuously developing requirements with the software. This extensive flexibility is possible because the Lobster solution can be easily integrated into existing systems such as web services.

For some time now, the company has offered a customer portal in its webshop. Customers only have to log in and then effortlessly enter their ALCAR Wheels portal. Every invoice is stored in the right place and can be accessed online around the clock. A tracking system informs where goods are in the delivery process in real time. In addition, it is possible to quickly find required documents via article and order numbers. And ALCAR Wheels can also react with flexibility to unforeseen incidents, thanks to Lobster_pro.

In addition, with Lobster, ALCAR Wheels increases the customer experience: A jointly developed dashboard shows customers at a glance what they have purchased and the respective order status. Greater transparency is virtually impossible.

CUSTOMER PORTAL WITH MANY EXTRAS.

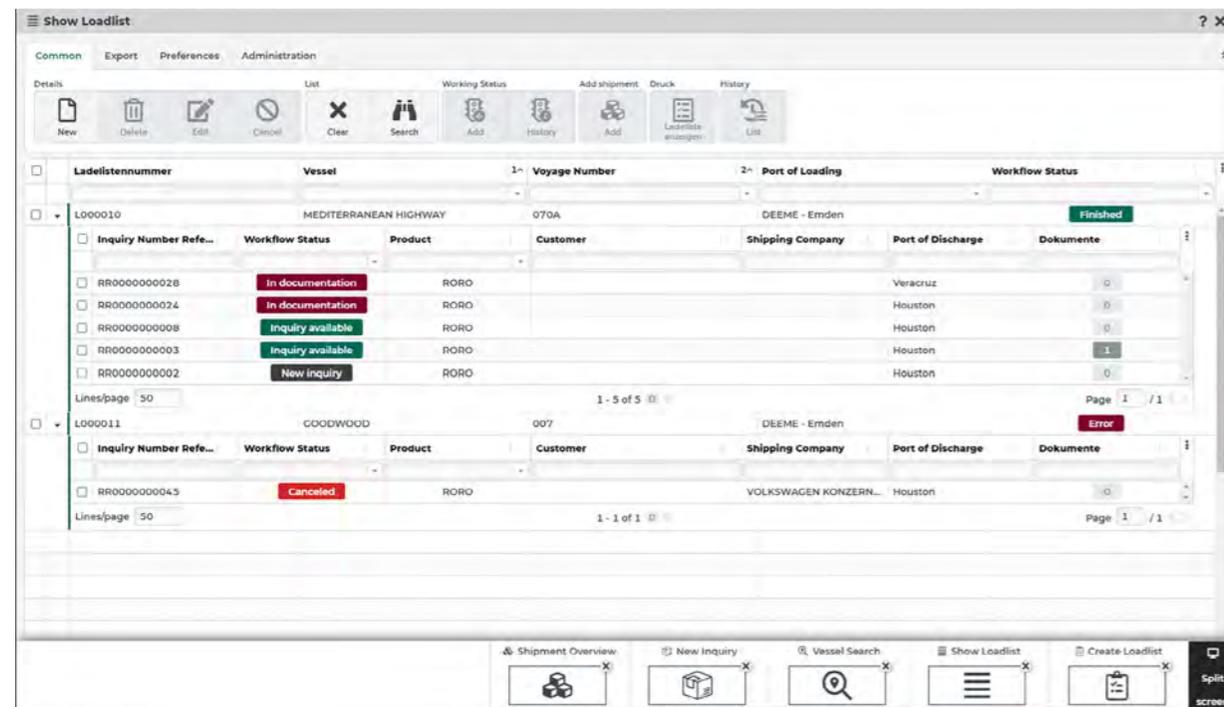
**LOBSTER_PRO IN USE AT THE SERVICE PROVIDER
PWL FOR MARITIME LOGISTICS.**



The PWL Group offers its customers the full range of maritime logistics services in the areas of liner and project shipping, supply chain logistics, and port and ship services. When implementing a modern portal solution for customers based on Lobster_pro, a number of requirements needed to be met:

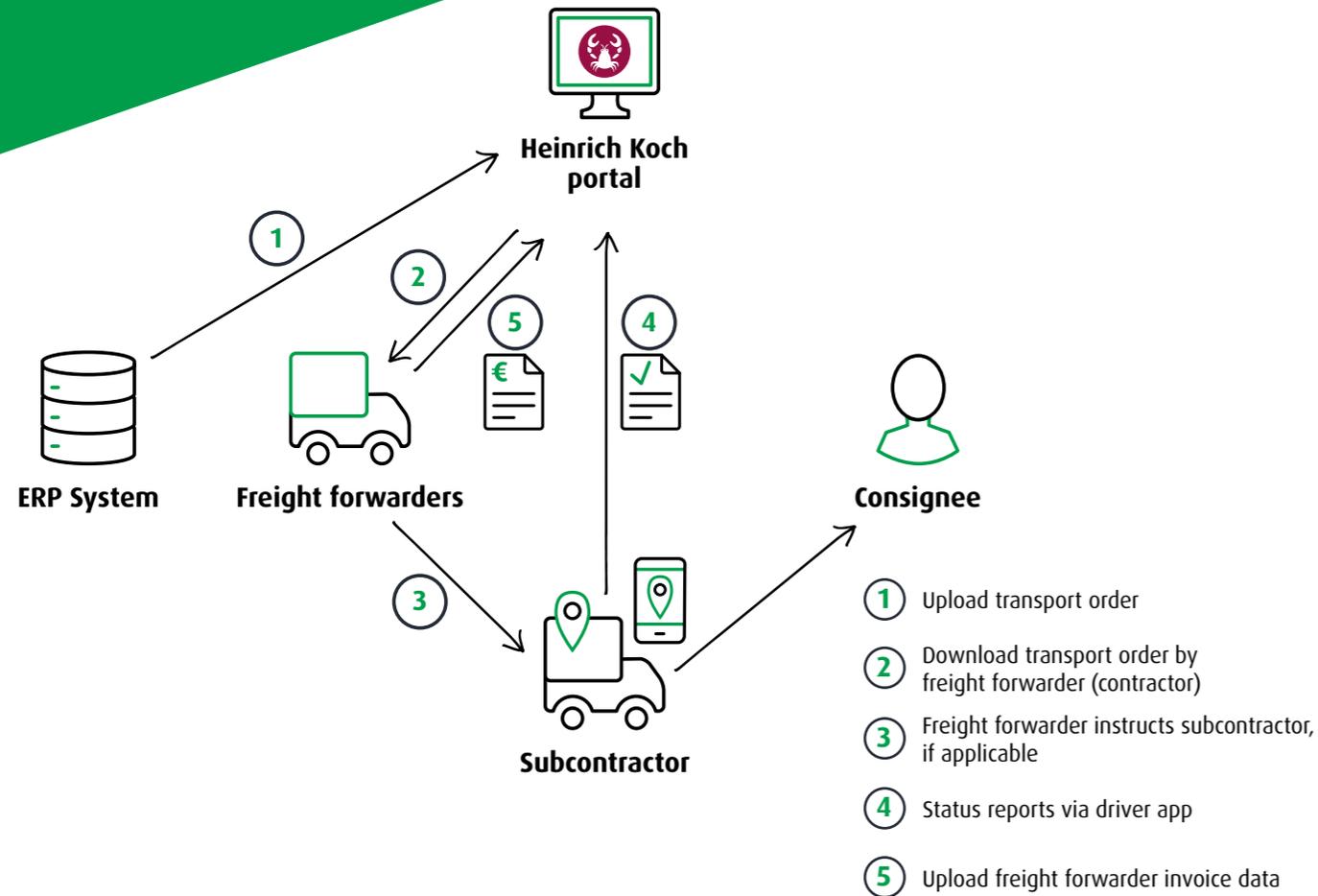
- Reduction of unstructured e-mail queries
- Provision of a customer portal for displaying enquiries with ship departures, offers and bookings, including all the associated documentation
- Automation of processes without losing customer contact
- Reduction of unnecessary data entry tasks for employees
- Clear and intuitive user guidance
- Ability to react flexibly to changing customer requirements

With Lobster_pro, the PWL Group has been able to implement a central customer portal for processing enquiries, offers and bookings that precisely meet these company-specific requirements. The customer submits an enquiry via a predefined input screen and receives a proposal from PWL, which is then aligned through communication with the potential client. Once the business partners have agreed, the final version of the offer is released via the web portal and the booking data is created – i.e. complete transparency is established from the initial enquiry to the completion or delivery of the order.



PORTAL FOR CUSTOMERS AND TRANSPORT COMPANIES.

LOBSTER_PRO IN OPERATION AT LOGISTICS COMPANY KOCH INTERNATIONAL.



Thanks to Lobster_pro, Koch International not only offers its customers a convenient online portal, but also a partner portal for all parties involved along the supply chain. The company has now successfully completed the transformation from paper-based to digital processes.

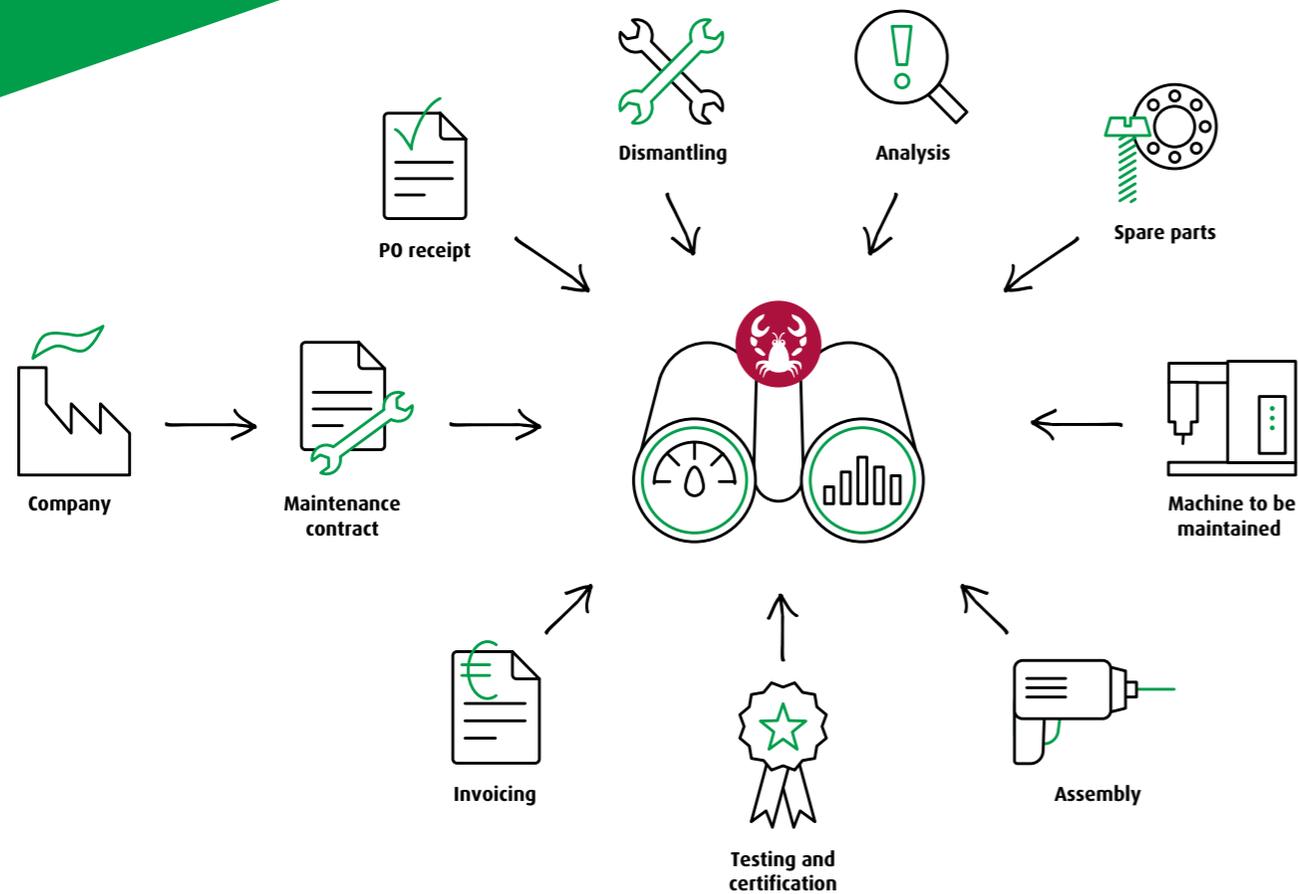
In the web-based customer portal, various services such as pick-up, delivery or procurement orders, can be selected in real time and entered directly into Koch International's system. As a further service, customers can track online where goods and merchandise are currently located.

Koch International also arranges transport orders that involve the processing of many partners. For example, freight forwarders or subcontractors. Plus, lots of documents and receipts. Here again, Lobster_pro generates multiple benefits, such as self-service functions for master data or invoice releases, and balancing pallet accounts.

By using Lobster_pro, Koch International was able to significantly streamline its overall process volume and reduce the number of manual tasks per tour by 60 percent. Transport partners also benefit from Lobster_pro through more transparency in the processes, faster payment settlement, direct storage of status reports, as well as direct involvement from the drivers. A win-win situation.

MAINTENANCE HAS TO BE ORGANISED.

LOBSTER_PRO IN USE WITH THE MAINTENANCE COMPANY TECTRION.



For Tectrion, a service provider in the chemical industry, maintenance and repair orders are at the heart of its business activities: Order acceptance. Dismantling. Analysis. Damage documentation. Spare parts procurement. Assembly. Testing and certification. A maintenance order goes through many process steps before invoicing, each of which is supervised by a different contact person. In order to be able to track maintenance measures continuously despite this high degree of work distribution, it seemed necessary to orchestrate individual steps – right through to the recording of operating data in the SAP system.

Accordingly, Tectrion was looking for software that could easily handle very different data formats from various systems and was capable of documenting maintenance and servicing

processes – from order acceptance to the localisation of, for example, an engine or a bicycle, right through to the completed service. When looking for a solution to these diverse requirements – logistics, data integration and dashboard – the company discovered Lobster_pro. An initial application produced the intended result, so that since 2017 the software has been expanded and adapted to the changing circumstances step by step.

Increased customer satisfaction – for example through the retrieval and use of data via a web interface – as well as digital added value, are cited by Tectrion as the advantages of the transparent management of its maintenance orders with Lobster_pro.

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„We were looking for a software solution that could easily handle entirely different data formats from diverse systems and be able to combine them individually.“

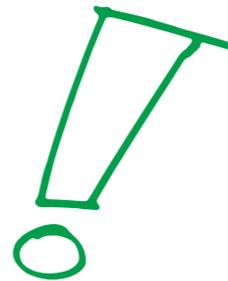
Daniel Wirtz
Innovation Manager & Process Manager
Tectrion GmbH

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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 standardised 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. Thanks to innovative no-code technology. 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.

#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.



*Don't run out of breath.
With Lobster pro.*



Lobster

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