SO THAT YOU DON'T RUN OUT OF BREATH TOO QUICKLY.

EMPOWERING WORK ON THE BEST SUPPLY CHAIN THROUGH OPTIMAL MANAGEMENT AND TRANSPARENCY WITH LOBSTER_SCM
REVOLUTION, BABY!
We're already in our fourth industrial revolution. And, yes, it is already in full swing. But its speed is unparalleled in human history. It has picked up incredible steam thanks to digitalisation. The exchange of information is its engine, so to speak. And globalisation enables ever greater possibilities.

Never has value creation been so decentralised as it is today. Sure. A big challenge. Or indeed the greatest opportunity to shape one's future in the globalised world of today and tomorrow through the optimal organisation of supply chains.

It’s high time to tackle the matter. To speed up processes with patterns through electronic connection via EDI, web services or web portals. To eradicate errors in media changes. To give customers, suppliers and service providers direct access to shared data. To facilitate management of processes above and beyond company boundaries. To create transparency.

In short:
It’s high time for Lobster_scm.

WHAT HAPPENS TO THE WHOLE WHEN SUCCESS IS IN THE DETAILS?

BECAUSE ONLY EASY INTEGRATION ENABLES SEAMLESS MANAGEMENT OF SUPPLY CHAINS...

...their organisation into single, clear business objects has become essential – today more than ever. Because numerous data formats, portals and requirements need to be considered. Transparency is a must. Controllable. Compatible. Quick. All down to the smallest processes.
BECAUSE A COMMON BASIS RESULTS IN MORE PROFIT, MORE CUSTOMERS AND MORE SECURITY...

...all participants in the supply chain can respond to requests faster with Lobster_scm. Suppliers are easier to manage. Partners enjoy clear transparency. And customers can be better integrated into the workflow. In short: unwelcome risks can be simply minimised through superior information security.

WHAT IF ANYONE COULD DO IT WITH EVERYONE?

MOVING AHEAD.

With agility and pragmatism: from the bottom up! Meaning, from single process modules to the entire process landscape. Because, in the end, the key to success lies in pragmatic details. Top down works too, but it’s not the only way to do it. If a top down process already exists, the most suitable modules will be integrated. If not, we’ll orientate ourselves to customers’ practical experience and best practice. Smaller processes, which had previously burst big dreams in their execution, will become smart precursors to even smarter, individual solutions through Lobster_scm.

What’s important: with the Lobster_scm platform, there’s no need to restructure the entire business right away. Step by step, Lobster_scm first optimises smaller, single, self-contained processes into transparent and clearly manageable business objects. These can then be (gladly) combined, like mosaic tiles, into an even greater whole.

What’s truly great: this not only works in a single company, but also for all participants in the supply chain. For suppliers. For partners. For customers. With Lobster_scm, anyone can do it with everyone. Even if each speaks a different language.
IS YOUR SUPPLY CHAIN EASY TO GRASP?

CLEAR. INTUITIVE. QUICK. THE USER INTERFACE OF LOBSTER_SCM.

It couldn’t be simpler. The Lobster_scm user interface is also implemented as a web application in HTML5. What’s more, it runs in the latest web browsers without additional plug-ins.

Unlike ordinary web solutions, where the displayed pages are always fully loaded from the server, the application reacts to user inputs like a native application. Clear. Intuitive. Quick. The user is the star. Configuring instead of programming is the name of the game. Drag and drop is how it’s played.

Processes and procedures are modelled and represented via dynamic graphic tools as workflows. Their creation is largely intuitive and significantly simplified compared with creating scripts. For maintenance and support purposes, the processes in the configured solution can be quickly grasped.

Instead of fixed templates, fields, screens and documents can be very simply created with free rein. After all, commercial property varies from company to company (e.g. job, order, shipment, delivery note) when it comes down to the details.

... specific customer solutions can be created directly in the web application through the simple configuration of pre-finished commercial property. Company hierarchies, master data, workflows, event handling - programming is generally not required thanks to the flexible building block system of Lobster_scm for adaptation of the standard product.

BECAUSE CONFIGURING IS EASIER THAN PROGRAMMING...

BECAUSE APPROVAL MECHANISMS ENSURE MULTI-CLIENT CAPABILITY...

... organisational units are specifically assigned to the companies involved in the scenario. Data access and data visibility can be efficiently managed through company hierarchies. Individual approvals can be permitted on a cross-hierarchy basis or also excluded within a hierarchy.

BECAUSE DIRECT ACCESS TO DATA IN EXISTING SYSTEMS AND DATA BANKS SPEEDS THINGS UP...

... Lobster_scm facilitates the involvement of several operational systems through the Lobster_data integrated data hub, as does the simple creation of interfaces and access to data of the individual operating systems. The enormous outlay for redundant data retention is no longer necessary as a consequence.

BECAUSE EASY INTEGRATION OF PARTNER SYSTEMS ENHANCES FLEXIBILITY...

... cross-company logistical networks integrate a great number of partners. Via the integrated data hub Lobster_data, Lobster_scm permits partner companies to create interfaces with ease, both with customers, suppliers and service providers. In addition, pre-completed data structures also allow for targeted search enquiries and individual extensions.

KEEP A TIGHT GRIP ON EVERYTHING, EVERYWHERE:
- Client capability
- Role concepts
- Administration
- Configuration
- Usage
LOBSTER_SCM conquers the complexities of your logistics world. The specific characteristics of your processes form the basis of the solution. Orchestrate your business processes. If you integrate one process after the other you will progressively improve. Lobster_scm will assist with digitisation and automation. Media disruptions and typing out data is a thing of the past.

LOBSTER_SCM integrates your partners' and your own systems. For successful collaboration with a number of partners and IT systems, integrated data management is the key. That’s our conviction. Lobster_scm is therefore building on one of the best integration tools on the market: Lobster_data.

LOBSTER_SCM focuses your attention. Lobster_scm brings your process into focus and consequently uses established technologies. It diverts your attention onto the exceptions where you need to intervene and make adjustments. Everything else will continue, even without you. Management-by-Exception becomes a reality. Log in, view notifications, take action.

THE PERFECT WORLD IS JUST A FEW CLICKS AWAY.

LOBSTER_SCM creates clarity and transparency. Overviews, reports and dashboards are our world. Naturally tailored to you. For example, transparency might mean: Already knowing what the truck’s load is when it drives onto your yard.

LOBSTER_SCM is one system for all. Regardless of the area of application, each of our clients uses exactly the same software. Specific adjustments to fit with your processes take place without programming. A version update therefore also runs with no problems. You always stay at the latest level. And the best thing is, you can configure your solution yourself. Your IT department will love that too.

Top! 5 benefits of Lobster_scm

1. Lobster_scm conquers the complexities of your logistics world.
2. Lobster_scm integrates your partners’ and your own systems.
3. Lobster_scm focuses your attention.
4. Lobster_scm creates clarity and transparency.
5. Lobster_scm is one system for all.

Benefits of Lobster_scm

- Top!
- 5
- Benefits
- Of
- Lobster_scm

Shipment tracking

Workflow

Internal systems

External systems

Specific supply chain
WHAT IF SUCCESS RAN SMOOTHLY?

The world of logistics is complex. Truly so. And getting it under control is crucial for success. The solution: you dissect it into individual components. And things are suddenly easy. Comprehensible. Configurable.

Old hat? Certainly not. Because with Lobster_scm, you can configure masks as uniquely as your business objects require. Without any programming knowledge. And that’s the trick! Tailor-made logistics solutions are built quickly and piece by piece – by yourself, or together with us. Ready. Set. Running.

FOUR STEPS TO THE SUPER SUPPLY CHAIN.

MODELLING BUSINESS PROCESSES
- Defining the intended procedure and milestones
- Defining commercial property with life cycle

INTEGRATING PARTICIPANTS
- Joining up partner systems and your own systems
- Implementing data exchange

ORCHESTRATING OPERATING PROCESSES
- Warning and controls
- Adding to operating processes in a meaningful way

GAINING TRANSPARENCY AND AN OVERVIEW
- Status-independent overviews for each item of commercial property
- Dashboard and reporting

The compatible interplay of our software solutions, Lobster_data, Lobster_scm and Lobster_pim, ensures efficient performance. The data hub of Lobster_data is at the heart of all this, coordinating product communication and all e-business transactions in sales and logistics processes. From order to delivery of a coherent concept. Perfectly compatible for integrated data management.

ISN’T IT WONDERFUL JUST TO THINK AHEAD?

... we have set out to create a no-fass IT for the future. Far from the technological treadmill. Toward an IT that supports, participates, eases and invites an exciting tomorrow. We think it’s high time. Because tomorrow, today will be yesterday. And now has already past.

BECAUSE, AT LOBSTER, WE LOVE TO LOOK BEYOND OUR OWN NOSES...

NO FUTURE WITHOUT I.T.
Time, it seems, is flying faster and faster. Yet, it’s one of life’s few constants. What’s really getting faster are development cycles. Unstoppable. What used to take a day is now done in 20 seconds. And we humans have to struggle to keep up in this rat race. Faster! Everything revolves. Around data integration. Around supply chain management. Around product information management.

It’s time to think. To rethink. Make technology work for us again. Let’s focus on being human, our strengths. Grasping complex connections. Making the right decisions. At Lobster, that’s what we have set out to do. That’s why we won’t rest on our laurels. That’s what we stand for: the winds of change. A strong breeze. The sails are hoisted. Let’s make the most of it. Welcome on board.

OUR ONE-FOR-ALL PRINCIPLE.
The compatible interplay of our software solutions, Lobster_data, Lobster_scm and Lobster_pim, ensures efficient performance. The data hub of Lobster_data is at the heart of all this, coordinating product communication and all e-business transactions in sales and logistics processes. From order to delivery of a coherent concept. Perfectly compatible for integrated data management.

BECAUSE, AT LOBSTER, WE LOVE TO LOOK BEYOND OUR OWN NOSES...
FLEXIBILITY AND CONFIGURABILITY
Good supply chain management software must be able to precisely reflect the business processes of a company. The solution should be fully configurable by the customer’s IT staff, without the provider having to make adjustments through programming.

Lobster_scm is a system of building blocks and knows what works; it relies on its well-founded, flexible IT concepts and readily adapts them. All configurations are compatible with new software versions. Always.

OPERABILITY
The software should be run with access to a modern user interface, which the end user can operate without having to install a software component. It should be simple and intuitive to operate, making use of convenient functions such as drag & drop.

Lobster_scm is showing off its best side in the form of a modern HTML5 web application. All users benefit from it, right down to the administrators.

INTEGRATED DATA MANAGEMENT
How many partners do you work with within your supply chain? How many different IT systems are involved? – That’s what we thought!

That’s precisely why integrated data management is one of the key components of good SCM software. Hitch-free collaboration between all of the partners working within a supply chain is only made possible with seamless data exchange, in which the respective systems of the partners remain unchanged. Lobster_scm builds on one of the best integration tools on the market: Lobster_data.

GLOBAL USE
Does your company operate internationally, or even globally?

In that case, you need a dedicated globetrotter of a supply chain management system.

The software must be able to convert units, offer time-zone dependent support and be multilingual. Of course, it is essential to have the option of adding additional languages and company-specific language options (specialist vocabulary) at any time.

Lobster_scm is a dedicated globetrotter. From Upper Bavaria to the world.

CONCENTRATING ON WHAT IS ESSENTIAL
You rightly expect to be able to use tried and tested communication standards with ease. This presupposes that the relevant industry standards are included in the system when it comes to data formats. With SCM software it should be about standard software, not special solutions requiring a great deal of maintenance. Your process knowledge should be the deciding factor when setting up tailor-made solutions.

Lobster_scm brings your process into focus and consequently uses established technologies. This means that you can focus an adding value to your USPs instead of reinventing the wheel.

MANAGEMENT BY EXCEPTION
A well-structured process normally works smoothly in most cases. It should be possible to monitor processes by means of the data flows using SCM software. And if there is a hitch, the SCM software should let you know. This means you can concentrate on the cases where additional management and follow-up telephone calls are required.

Lobster_scm benefits from a supply chain event management function which can be flexibly configured to offer you support at critical points.

COSTS & BENEFITS
Compare the process models offered by software providers. Does introduction involve unwieldy development steps or are you able to save a lot of time by installing a test system and productive system and then simply getting started? Does the provider support agile processes?

Lobster_scm combines the flexibility of a customised solution with the rapid implementation of a standard product. You can build your solution up step by step. Yesterday was all about risk; now you have full control. License purchase or leasing model? In this respect too, Lobster will adapt to match your vision.

CAN IT REALLY BE SO EASY?
BECAUSE THE ANSWER IS YES!
WHEN YOU TAKE A FEW EASY THINGS INTO CONSIDERATION. HERE’S A SHORT LIST OF THESE EASY THINGS.