PRESS RELEASE

MOVING LOGISTICS FORWARD
Lobster and lbase collaborate to drive logistics

Pöcking, 08/07/2019. Lobster (www.lobster.de), a manufacturer of standard software for data and system integration (Lobster_data), and lbase (www.lbase.software), a manufacturer of comprehensive transport and warehouse management software for logistics service providers, are now cooperating on data integration. This means that lbase customers can make good use of the many Lobster_data integration functions. In just a few clicks, using drag & drop and without any programming, business data and information can be seamlessly integrated, shared and processed between different systems and platforms thanks to this simple, fast and always state-of-the-art software.

"Seamlessly exchanged information, paving the way for material flows. Automatically determined goods movements. And all of the data on your screen in real time – that's what lbase is all about," explained Andreas Schellmann, CEO of lbase. "With our transport and warehouse management software, we have been offering logistics service providers innovative solutions that cover the entire transport chain for land, air, and sea for more than 20 years. From order entry, dispatch planning, and shipment tracking through to digital invoicing: simple, transparent, and flexible data integration is essential."

The lbase software is able to intelligently network all kinds of logistics processes. For example, the transport management system boosts efficiency through semi-automated dispatch planning and intelligent routing. In addition, real-time information and telematics functions enable optimum route monitoring and control. "To ensure seamless transport and warehouse management, we have to provide a flexible complete solution for automated processes and efficient data exchange with all key third-party systems," said Schellmann.

The chosen cooperation partner, Lobster, offers fast, flexible, transparent, and secure sharing of various process data between different systems. "We were impressed by how easy it is to use the data integration software. Transferring data from one system to another without having to program any interfaces, using only the necessary mapping expertise – that's just impressive," said the pleased lbase CEO. The company is perfectly complemented by Lobster, and the partnership will now enable it to implement lbase solutions for new and existing customers faster and more easily. "Furthermore, our customers will be able to bring new customers and their partners on board without any great effort," said Schellmann.

A good partnership: (from left to right) Wolfgang Dötsch (Head of Partner Management Lobster GmbH), Andreas Schellmann (lbase CEO), Martin Fischer (Managing Director of Lobster GmbH) and Marcus Eiser (lbase CSO).

"I was immediately inspired by the lbase motto: Keeping one step ahead of the current level of technology," said Martin Fischer, CEO of Lobster GmbH. "Our mindset is the same, so I am all the more excited about a partnership with one of Europe's leading logistics software providers," explained Fischer. "lbase combines experienced professionals from the fields of transport, logistics, and software who recognize new trends in the logistics market and, like us, develop custom solutions for their customers' business from these."

ABOUT LBASE

The lbase software suite covers all tasks performed by logistics service providers, from dispatch planning through to billing – with transport and warehouse management systems as well as many add-on components and offerings that can also be used on a standalone basis. lbase is a business unit of Axians ICT Austria. This full-service enterprise IT provider employs some 400 people at six offices in Austria and two locations in Germany and France. Axians ICT Austria is part of the French VINCI Group.

ABOUT LOBSTER

Good software adapts to a company's requirements – and not the other way round. Lobster's approach has been based on this premise since 2002. With simple-to-use solutions for complex topics, Lobster GmbH offers its customers three integration products: The Lobster_data standard software for data and system integration, Lobster_scm for digitalization and operational process integration, and Lobster_pim for seamless product communication. All state-of-the-art, always.

Lobster GmbH is making digital transformation a reality with its European-wide operations in Germany, Austria, Switzerland, the UK, France, the Nordic countries and the Benelux. The company employs some 120 people from its headquarters in Pöcking on Lake Starnberg. More than 1,000 national and international companies in all kinds of industries are currently benefiting from Lobster software products – and the numbers are rising.

Further information: www.lobster.de

FURTHER INFORMATION AVAILABLE FROM:
Lobster GmbH
Katrin Neubauer
Head of Marketing & Communications
Tel.: +49 (0)8157 590 99-0
Email: pr@lobster.de