

Lobster PIM

Lobster_pim - the PIM-solution with integrated data management.

Lobster_pim is the solution for efficient product information management (PIM). All product information normally not hold in one central place are bundled and easy to access in one place in the PIM.

Lobster_pim is the basis for consistent product data across all channels. Omnichannel marketing is only possible with coordinated translation services and consistency of product data .

First installation: 2005

Provider

Lobster PIM GmbH
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www.lobster-world.com/en/lobster-pim/

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Reference customers

Some Lobster_pim Customers:
(CaseStudies: <https://www.lobster-world.com/en/lobster-pim/>)

John Deere,
Thonet Möbel,
Lehner Vertriebs AG,
Gerstaecker,
OTTOs,
Scheu-Dental,
Erich Jaeger,
GKD

Application

✓ Business-to-Business ✓ Business-to-Consumer ✗ Consumer-to-Consumer

Operator

✓ Media service providers ✓ Companies ✓ Publishers

Integrations

✓ Standard API ✗ Converter
✗ Connector, Plug-in ✓ Data Hub

Products

✓ Advertising material, office equipment ✗ Books, teaching aids ✗ Mercandises, promotional items
✗ Large formats ✓ Catalogues, price lists ✗ Packaging
✗ Newspapers, magazines ✗ Technical documentation

Media channels (internal / external)

✓ ✓ Print	✓ × Apps	× × Messenger
✓ ✓ Website, webshop	✓ ✓ E-books	× × Office applications
× × Online, Mobile	× × Video/Audio	× × Search engines
× × Out-of-Home	✓ ✓ E-mail	× × Online marketplaces
✓ ✓ E-paper	✓ × Social media	

Additional informations on media channels

The Lobster_pim module "Graphical page planning" offers to select and place products on a virtual catalog page. This raw layout including the product data is then passed to Adobe InDesign® where the designer can do the final touches.

Lobster_pim is compatible to Database-Publishing-Solutions available in the market.

The module priint:comet offers deeply integrated solutions. Print-advertising materials - from flyer to catalog - can be produced fast and highly automated.

Features

✗ Closed shop	✓ Database publishing	✓ Editorial system
✗ Open shop	✗ Online data check	✓ Translation management
✗ E-shop in-house development	✓ Correction workflow	✓ Marketing management
✗ E-shop standard system	✓ Technical workflow	✗ Media planning, media booking
✗ Printed file upload	✓ Commercial workflow	✗ Customer relationship management
✓ Print on demand	✓ Media asset management	✓ Cross-media management
✓ Individualisation	✓ Product information management	✗ Content marketing management
✗ Personalisation	✗ Web content management	✗ Communication
✓ Creation of publications	✓ Text database	

Modules

Elasticserach

Elastic search indices can be individually produced and are live updated. External systems can access these indices and therefore get live updates if desired.

Graphical page planning

Pre plan products and layout on a whiteboard style system.
Export as PDF or as InDesign file for further work.

priint:comet-Schnittstelle (SOAP)

Gestattet die automatisierte bzw. vollautomatische Erstellung von InDesign-Dokumenten direkt aus dem PIM-System.
Bietet ein integriertes Änderungsmanagement.

System basis

Frontend devices	Desktop (JAVA-basierter Client), Webbrowser
Frontend operating systems	Systems where JAVA can be run, or systems where a modern webbrowser can be installed and a screen bigger than 1200 width can be accessed
Frontend web browsers	All modern, Chrome preferred
Frontend technology	JAVA-basierter Client or vaadin based Javascript Framework for Webbrowser
Server operation systems	alle mit JAVA Unterstützung or where a modern Webbrowser can be installed
Server technology	JAVA, Web-Server
Webserver	Apache, Tomcat
PDF engine	
Database system	SQL-Datenbank (mysql, MS SQL, Oracle usw.)
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	The Lobster_pim module "Graphical page planning" offers easy pre-layout of products for print which can be fine tuned in Adobe InDesign®.
Order systems	
Databases	
Other	

Licence models

Costs for system setup	On request, depends on needed modules and implementing time.
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Buying license	✓	On request
Rental license	✓	On request

Own services in the market overview

Lobster PIM implementation (Lobster PIM GmbH)

Lobster PIM GmbH

Lobster GbmH develops software solutions for frictionless data management. Lobster_pim is the product information solution to bundle all product information in one place and distribute it to all desired output channels.

Provider information

Founding year	1997
Total number of employees	140
Number of employees in Germany, Austria and Switzerland	
Locations	Pöcking (München), Bielefeld, Duisburg, Hamburg, Berlin, Chesterfield (UK)
Industry specialisation	
Certificates	

Systems and services

Lobster PIM
Lobster PIM implementation