

Lobster PIM implementation

The Lobster PIM service includes consulting and planning of data structure etc tailored for the customers needs. Connecting and embedding the system in the existing infrastructure and databases is included.

As central place to bundle all product data information in all available languages, Lobster PIM is the standard solution needed for successful multi channel marketing and commerce.

Provider

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

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Referenzkunden

Example of 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

Marketing

- × Consultancy and conceptual design
- × Project management
- × Print marketing
- × Digital marketing
- × Multichannel marketing
- × Event marketing

IT

- ✓ Consultancy and conceptual design
- ✓ Project management
- ✓ Development standard systems
- ✓ Development individual systems
- ✓ Individual programming
- ✓ System set-up
- × System administration
- ✓ Software installation
- ✓ Software maintenance
- × Hardware installation
- × Hardware maintenance
- ✓ Hosting

Media production

- × Consultancy and conceptual design
- × Project management
- × Graphic design
- × Web/app design
- × Copywriting
- × Template creation
- × Illustration
- × Photography/imaging
- × Video film creation
- × Audio creation
- × 3D visualisation
- × Digital printing
- × Offset printing

Fulfilment

- | | | |
|--------------------|------------------------|-------------------|
| × Letter shop | × Complaint management | × Order picking |
| × Order processing | × Returns management | × Invoicing |
| × Shipping | × Warehousing | × Debt collection |

Support

- | | | |
|----------------------|-------------------|------------------------|
| × Content management | ✓ 1-level support | × Marketing consulting |
| ✓ Data management | ✓ 2-level support | ✓ Call centre |
| ✓ Quality management | × 3-level support | ✓ Training |

IT services

Focus areas	Consistent product information, Integrated data management, Coordination of translation processes,
Partner	www.a-f.ch , www.advellence.com , www.celum.com , www.cyberhouse.at , www.das-concept.de , www.fcko.de , www.fhcon.de , www.hoerl-im.de , www.media-office-gmbh.de , www.payone.de , www.pixelboxx.de , www.priint.com , www.quinscape.de , www.sdzecom.de , www.six.de , www.wps.ch

Media production services

Focus areas	Supplying web and print channels with consistent product information, Database publishing for efficient advertising and e-commerce
Partner	www.pixelboxx.de , www.priint.com

Support services

Focus areas	Lobster_pim is a standard software "Made in Germany" - support and documentation are available in German and english.
Partner	www.a-f.ch , www.advellence.com , www.celum.com , www.wps.ch

Own systems in the market overview

Lobster PIM (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

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