

LOBSTER LOGISTICS CLOUD CUTS IT COSTS AND HELPS REDUCE CARBON EMISSIONS WITH AMD EPYC™ CPUS

Showcasing sustainability in the light of massive business growth through Infrastructure as a Service via AWS instances powered by AMD EPYC processors



CUSTOMER



logistics.cloud

INDUSTRY

Logistics

CHALLENGES

Provide an intuitive platform to share transportation data efficiently and securely along complex supply chains while improving sustainability and reducing cost of operations

SOLUTION

Switch to AMD EPYC™ CPU-powered AWS instances to run easy-to-use no-code software in a smooth, no-disruption transition

RESULTS

Availability of data across disparate systems via a single, straightforward cloud-based solution with greater sustainability and about 15% more performance at lower cost

AMD TECHNOLOGY AT A GLANCE

2nd Gen AMD EPYC processors

TECHNOLOGY PARTNER



innovations 
Part of Public Cloud Group

Lobster Logistics Cloud thrives on simplicity: Its software portal enables companies to organize and manage even the most complex flow of goods and information in a seamless and straightforward way. Lobster Logistics Cloud provides an infrastructure that spans the entire value chain, supporting organizations in building, running and managing global logistics ecosystems. These ecosystems rely on the near real-time availability of massive amounts of data for insight and informed decisions.

One version of truth

In the logistics arena, fragmented software packages make it challenging for organizations to exchange and share data efficiently and securely along complex supply chains. The business model of Lobster Logistics Cloud helps customers overcome this challenge by harnessing a cloud-based all-in-one software solution using AMD EPYC processor-powered AWS instances.

Providing an intuitive platform for the exchange of multimodal transportation data, Lobster Logistics Cloud enables all parties involved in logistics to connect quickly and securely. These parties include shipping companies, freight forwarders, carriers, subcontractors and any upstream or downstream supply chain participants as well as customs agencies or other regulatory authorities.

Mergers and acquisitions are fairly common in the logistics industry. Consequently, many logistics organizations are faced with a multitude of disparate systems for data acquisition and tracking. "We make each customers' diverse systems available to them via a straightforward web interface as a single, consistent cloud solution," explains Niko Hossain, CEO of Lobster Logistics Cloud. "That's exactly what our customers want."

Market demand drives massive growth

Drawing on the compute power of AMD EPYC processors, Lobster Logistics Cloud software automatically gathers, updates and processes multimodal data, delivering full transparency and supply chain visibility to its customers. It provides in-depth tracking, tracing and documentation. "Our no-code software is very easy to use. Customers confirm that our software provides a short learning curve and that customization via drag & drop is straightforward," Hossain points out. This ISO certified software solution also supports the hassle-free integration of technologies such as Internet of Things (IoT) tracking or blockchain services. Expanding on this foundation, the Lobster Logistics Cloud portal provides a marketplace for third-party services – including apps, cargo insurance, predictive analysis, risk analysis or regulatory compliance checks.

Joining the portal is easy, thanks to a simple, scalable subscription-based approach that comes with a "try before you buy" option. This option is very well received by small and medium-sized businesses. A growing number of large companies opt for Lobster Logistics Cloud because it facilitates their complex supply chain tasks. Lobster Logistics Cloud's fivefold growth in the recent business year speaks for itself. To some extent, this growth is self-accelerating. "For instance, a major global automotive company that uses our software has brought its suppliers on board" notes Hossain.

Effortless tracking and record keeping

The infrastructure provided by Lobster Logistics Cloud spans the entire multimodal supply chain, effectively eliminating any gaps or delays in the flow of logistics data.

"With AMD EPYC processors, we are seeing 15% more performance while helping to reduce our carbon footprint and our IT operating costs have come down by 10%."

Niko Hossain, CEO of Lobster Logistics Cloud

The services delivered via Lobster Logistics Cloud have proved their worth in the global distribution of Covid vaccines on a massive scale. "Only a few large shipping companies have refrigerated containers that are up to this task. We established a direct link to the eligible container providers," recalls Hossain. "Via this link, the stakeholders had all vital information on their dashboard. This way, they knew exactly where each vaccine consignment was at which point in time and at what temperature it was kept."

The seamless temperature tracking implemented via this link supports the stakeholders in automated record keeping for regulatory compliance. AMD EPYC processors provide the reliable compute power that is indispensable for such services. The same approach is now being applied to other temperature-sensitive goods – such as fruit shipped from South America or Africa to the markets in Europe or North America. "The demand for such services is huge," Hossain confirms.

Strong commitment to sustainability

Sustainability is on everyone's agenda these days. This is particularly so in the logistics industry which is completely dependent on energy for transportation. In collaboration with specialist partners, Lobster Logistics Cloud supports the sustainability efforts of its customers. For instance, third-party algorithms help customers determine the most energy-efficient routes for their estimated date of arrival. Lobster Logistics Cloud also evaluates and supports innovative approaches to improving its customers' energy efficiency. "We did a case study with a trucking company who installed cameras on their trailers to identify spare freight capacity they are willing to share with others via the cloud," Hossain explains. "Also, we are working with organizations such as CarbonCare to help our customers facilitate CO2 computations on each leg of their shipping routes."

The global reach of AWS – powered by AMD EPYC CPUs

Amazon Web Services (AWS) plays a pivotal role in the business model of Lobster Logistics Cloud. The company uses a balanced mix of t3a.medium and t3a.xlarge instances. Powered by AMD EPYC processors, these virtual machines consistently deliver on the expectations of Lobster Logistic Cloud. "AWS provides the performance, scalability and flexibility that are critical to our business. We need to be able to scale our infrastructure on the fly. This infrastructure needs to be failsafe because more than 150 companies rely on it 24/7," Hossain points out.

In all matters related to AWS, Lobster Logistics Cloud counts on experts from a regional service provider named Innovations ON.

These experts provide comprehensive managed services in the AWS arena and support Lobster Logistics Cloud as trusted advisors. "We don't need to commit any resources to cloud-related issues such as upgrades or expansions. Innovations ON keeps these things off our backs," says Hossain. "After all, our focus is on developing excellent software for our customers rather than dealing with cloud configurations," Hossain emphasizes.

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Niko Hossain, CEO of Lobster Logistics Cloud

Smooth transition to AMD EPYC processors

When the time had come for Lobster Logistics Cloud to replace a previous AMD processor generation in its AWS instances by more advanced processors, the company turned to Innovations ON. "The transition to AMD's latest EPYC processors went smoothly. We experienced consistent performance with no disruption during the switch," confirms Hossain. Currently, 70 AMD EPYC based virtual machines provide the compute power that enables Lobster Logistic Cloud customers to seamlessly manage their logistics operations. "AWS provides us with a multi-redundant system, enabling Innovations ON to implement changes via an update or staging cycle on the fly. That keeps us flexible," says Hossain.

Innovation pays dividends

Another benefit of remaining within the AMD processor family is that Lobster Logistics Cloud experiences continuity across AMD processor generations. "Following the switch to AMD EPYC processors, our developers can continue to use their familiar tools and libraries."

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Hossain is very pleased with the outcomes of the processor switch. "With AMD EPYC processors, we are seeing 15% more performance while helping to reduce our carbon footprint and our IT operating costs have come down by 10%," he notes. "The switch to AMD EPYC pays off. It only takes some straightforward configuration changes to boost performance and save energy."

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About Lobster Logistics Cloud

As a software provider, Lobster Logistics Cloud focuses on the development and distribution of innovative digital platform solutions for B2B applications. Lobster Logistics Cloud software is based on no-code technology. Headquartered in Tutzing, Germany, Lobster Logistics Cloud specializes in providing an open integration platform for the entire logistics industry. The company offers unique opportunities for connecting existing and new systems or solutions to create end-to-end transparency and optimize the control of logistics processes for all participants. For more information visit logistics.cloud.

About Innovations ON

Part of the Public Cloud Group, Innovations On, provides professional guidance, consulting and support services to small and medium-sized businesses as well as to enterprises. Headquartered in Ulm, Germany, the company focuses on public cloud services provided via AWS. The services portfolio offered by Innovations ON includes cloud consulting, managed public cloud services, SAP in the public cloud, work transformation, cloud-native application development, data & Artificial Intelligence (AI), and public cloud security. For more information visit innovations-on.com.

About AMD

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