

# Fresa Technologies

Neutral IT Solution Provider

## Disclaimer

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision. The development, release, and timing of any features or functionality described for Fresa Technologies products remains at the sole discretion of Fresa Technologies.

# Corporate Profile

Fresa Technologies Private Ltd headquartered in Chennai, India is a global I.T. services company that enhances the value of its client's investments by using well-defined processes and best practices to align Information Technology (IT) with the business strategy. We deliver services and solutions to clients in the commercial sectors. Fresa Technologies started its operations in April 2012.

Fresa Technologies initially focused on providing application solutions for the Freight Forwarding ERP and Databases, Enterprise Mobility and Web technologies to commercial sector. Leveraging its success in commercial space, Fresa Technologies strategically aligned its investment across Middle East.

Our core development team is a combination of skilled individuals, who have been leading the development and quality team for some of the most renowned solutions / applications.

Fresa Technologies focus on the development of custom software products and delivery of IT services that integrate existing and emerging technologies within large organizations. Fresa Technologies provides end-to-end business solutions that leverage technology. We provide solutions for a Freight environment where business and technology strategies converge. Our approach focuses on new ways of business combining IT innovation and adoption while leveraging an organization's current IT assets. Our Research & Development Department continuously explore new technologies to give our clients the best, generating a high level of satisfaction in them.

In Fresa Technologies, clients find a partner that is dedicated, exceedingly fair, completely professional, with a strong work ethic and technical capability that is consistent and reliable. Our financial strength and growth goals are shared and performance is rewarded. Each employee, client and partner contributes to an atmosphere of optimism, entrepreneurship, and creativity.

Quick Facts about the Team:

- 25+ years of experience in using Oracle Technology
- 20+ years of experience in Shipping and Freight Forwarding solutions
- 20+ years of experience in Infrastructure Management and Backup solutions
- 15+ years of experience in Back office setup for Shipping Industries
- 9+ years of experience in Enterprise Mobility (iPhone, Android and Cross platform)

Fresa Gold is a web based online ERP application and it is a fully integrated Freight management software intended for the Freight Forwarders, NVOCC, IATA Cargo Agents, Transporters, Couriers and Logistic service providers to efficiently organize, manage and monitor their day-to-day business activities.

The integrated modules capture information from initial sales, quotation and shipment details with status update mails to various internal and external stakeholders involved in the life cycle of the shipments.

It is a browser based user friendly system which can be easily integrated with other systems.

Fresa Gold is highly scalable and helps in optimizing resources with reduced administration cost and increase the quality of service and profitability.

Fresa Gold is suitable for Corporate Customers who wants to setup the server in their own premises or private cloud.

## List of Modules

- Sales
- Quotation
- Customer Service
- Operations
- Documentation
- Accounts
- Track and Trace
- Dashboards
- Scanned Document Storage
- Management Information System (MIS)
- Warehousing
- Human Resources (HR)

## Salient Features

- Responsive web based application
- Latest technology
- Anywhere, Anytime, Any device access
- User wise configurable home page
- Enter once, re-use it from Quote till Invoice
- Manage multi company, branch, currency
- Wizard based functional processing
- Attachments of documents
- Preview of attached documents
- Bulk shipment upload to save time
- Advanced shipment search facility
- Department-wise dashboard
- Proration profitability
- Customization on reports
- Integrated with finance module
- Multi-level approval process
- Smart track and trace on website
- EDI Interface to Agent/Customer's ERP
- Lead Generation & Follow-up
- Dashboard with graphical chart
- Monthly reporting to Management
- Monthly GP from Dashboard
- Monitor back office processes
- Centralized accounting process
- Customer credit portal (CCP)
- Vendor payment portal (VPP)
- Smart Report tool integration
- User defined reports - My Reports
- User defined interface & themes
- Email Marketing
- Key performance indicators (KPI)
- Auto mail to customer and Agents
- Auto Invoice generation
- Auto Purchase invoice booking
- Job costing sheet
- Workflow process
- Exception monitoring tool
- Tariff Management

## Sales & Quotation

- Customer profiling
- Digital documents
- User rights based view to Salesman
- Call sheet entry
- Call sheet calendar and monitor
- Sales lead and tracking
- Dashboard - Sales
- Customer wise profitability report
- Air, Ocean LCL/FCL & Land Quotation
- Quotation level profitability
- Copy existing quotation to new quote
- Promotional flyers from system
- Priority based product sheet



## Customer Service



- Sailing schedule
- Enquiry Sheet
- Export Bookings (Air, Ocean LCL & FCL)
- Import Bookings (Air, Ocean LCL & FCL)
- Dashboard – Customer service
- Customer service follow up monitor
- Attaching documents into booking
- Status update mail to customers
- All booking details in single report
- Copy existing booking into new booking
- Costing sheet view at booking level
- Co-Load job generation from booking
- Company defined HBL number format
- Pre-defined BL format
- Pending booking & arrival reports

## Documentation

- Export Job (Air, Ocean FCL & LCL)
- Import Job (Air, Ocean FCL & LCL)
- Invoice generation from provisional sales
- Book purchase invoice from provision
- Clearance job (Air, Ocean and Land)
- Commercial invoice and packing list
- All jobs details in single report
- Copy existing job to new job
- Quick job search
- Pre-Defined BL Format
- Attaching documents into Jobs
- Status update mail to customers
- Dashboard - Documentation
- Costing sheet at job level
- Export cargo manifest
- Pro-forma invoice
- Transportation Job
- Project job & Service job



## Accounts



- Interlinked with all the Jobs
- Standard Chart of Accounts (COA)
- Accounts period definition
- Credit limit control
- Corporate currency facility
- Accounts receivable (AR) ageing
- Accounts payable (AP) ageing
- Job ledger
- Accounts register
- Bank reconciliation
- Month wise profit and loss report
- Balance sheet report
- Trial balance report
- Dashboard - Accounts - graphical chart
- GST (India), VAT (Dubai) and TDS

## Management Information System (MIS)

Dashboard to view the below details in a single page (Month wise with charts)

- Number of Bookings
- Number of Jobs
- Number of Quotations
- Sales vs Cost
- Budget vs Actuals
- Provisional GP
- Accounts Receivables (AR)
- Accounts Payables (AP)
- Turnover
- Tradeline-wise Profitability
- Weekly/Monthly Sales Report
- Top 10 Customers – Revenue & GP
- Top 10 Salesman – Revenue & GP



## Human Resources



- Employee Details Report
- Daily Time Sheet activity
- Pay Slip
- Leave Maintenance
- Employee profile
- Digital documents



## Warehousing

- Warehouse Inventory in Dashboard.
- Location wise stock report
- Customer wise stock report
- Product wise stock report
- Lot wise stock report
- Customer specific location allotment
- Goods receipt note (GRN)
- Cargo delivery order (DO)
- Copy location from old to new
- Product details upload
- GRN / DO Product upload



Fresa XPress is an integrated ERP with Sales, Customer Service, Operations, Warehousing, Documentation and Accounting. It covers Ocean, Air and Land, Export and Import processes with dashboards to monitor and manage exceptions. It has strong MIS (Management information service) capabilities. It is a browser based user friendly system which can be easily integrated with other systems.

Fresa XPress is suitable for startups, small and medium sized companies.

## List of Modules

- Sales & Quotation
- Operations
- Customer Service
- Documentation
- Accounts
- Management
- Courier Modules
- Warehousing

## Salient Features

- Web based application
- Any Where, Any time, Any Device access
- Enter once, re-use it from Quote till Invoice
- Documents attachment
- Preview of attached documents
- Calendar view to follow-up tasks
- Easy user interface
- Dashboard & multi report facility
- Advanced shipment search facility
- Integrated with finance module
- Multi-level approval process
- User defined dashboard & bookmark
- Monthly reporting to Management
- Auto mail to customers and agents
- Auto invoice generation
- Auto purchase invoice booking
- Multi-currency handling
- Monthly GP from dashboard
- List and detail entry option in screens
- Track and Trace on website
- Dashboard with graphical chart
- Copy existing shipment details
- EDI Interface(Dubai Trade, ICEGATE)

Fresa BPO Services is to provide value added services to the customers and enable them to derive benefits by outsourcing the processes. Advantages of BPO is to centralizing the processes to generate higher productivity, quality data on the system, reducing the cost and focused on revenue generating processes in front office. We have strong domain experience in Freight Forwarding, shipping, NVOCC, warehousing and logistics industry with IT technical background.

## **We provide the following BPO services**

- Receiving documents from client / agents
- Verifying the documents
- Entering into the system and attaching the same
- Updating the shipment status to client / agents
- Following up with client/agent
- Tracking the shipment status and update into system
- Pro-active escalation of the issues to front office
- Verifying and validating the contracts
- Raising invoices and follow up for collections
- Booking purchase invoices and preparing cheques
- Job closing
- Handling accounts receivable (AR)
- Handling accounts payables (AP)
- Bank reconciliations
- Preparing management reports

Fresa Web is a product which will provide the complete web solution for Freight Forwarding and shipping industry's requirement. As we have experience in this industry, we will be providing the template which is having suitable services with useful links like converter, global tracking etc.

To help our clients excel in their business promotion endeavors, we add new functionality, professional image and engagingness to existing websites to revive their revenue generation capability. Our designers at Fresa understand the mercurial demand of users, search engines and businesses; and direct our efforts to bring stagnant businesses into motion. Fresh look, revised site map and latest web standards are core areas we emphasize on under website remodeling activities that we undertake.

## We provide complete web solution

- Domain registration
- Web designing
- Web hosting
- Web services
- Unique design
- Responsive interface
- Search engine marketing
- Search engine optimization (SEO)
- Social media marketing
- Social media optimization
- Online chat
- Online booking
- Online tracking
- Useful links
- Latest news

### A Responsive Website Design



\* Mobile, iPad, Tablet friendly..

Fresa Mail is an email management solution that helps in trouble free business communication and storage of email data and documents. We help in registration of your domain names. The service is uniquely offered to the small and medium size enterprises in the Freight Forwarding, shipping, transportation and logistics industries.

## We provide best email service

- Domain registration
- Email services
- Webmail
- Email marketing
- POP3 & SMTP
- Out of office messages
- Unlimited storage
- Unlimited users
- Anti - Spam
- 99.9% Uptime
- Anti - Virus
- Online support
- Emergency phone support



Fresa docs helps to manage all your documents online. The following are the advantages of using Fresa document service:

## Manage documents online

- Central location for all your documents
- Control who can access which document
- Document access roles per department
- Document access roles per user
- Detailed audit logs
- View or report document activity



## Head Office:



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## Branch Office:

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## Our Products

- ⦿ Fresa Gold
- ⦿ Fresa XPress
- ⦿ Fresa BPO
- ⦿ Fresa Web
- ⦿ Fresa Mail
- ⦿ Fresa Docs

### Group Websites



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