



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

About Us

Fresa Technologies INC headquartered in New Jersey, USA 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.

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.

Fresa has acquired ISMS (Information Security Management System) & ISO/IEC 27001:2013 certification and obtained ISO 9001:2015 Quality Management System (QMS) Certification. We are proud to announce that Fresa is the first company in obtaining ISMS certificate from Freight Forwarding Software solution providers.

Quick Facts about the Team:

- 25+ years of experience in using Oracle Technology
- 25+ years of experience in Shipping and Freight Forwarding solutions
- 25+ years of experience in Infrastructure Management and Backup solutions
- 20+ years of experience in Back office setup for Shipping Industries
- 10+ 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.

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
- WhatsApp status updates ^{New}
- Video call feature ^{New}
- 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
- E-invoice India GST Integration ^{New}
- E-Invoice KSA Integration ^{New}
- EDI Interface to Agent/Customer's ERP
- Lead Generation & Follow-up
- Smart track and trace on website
- Container tracking – add on (3rd Party) ^{New}
- 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
- 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

Fresa Sales Mobile App is a simple application that provides all the needed information for the sales team and allows them to access precious details about their valuable customers from Fresa application instantly.

Fresa Sales Mobile App reduces the amount of manual entries/follow-ups and saves time by providing timely reports to sales team, which in turn improves their productivity.

Fresa Sales Mobile App can help our customers enhance their overall profitability by securing more business through their Sales team.

Key Features of Fresa Sales Mobile App

- Sales Dashboard
- List of Customers
- Customer-wise Outstanding
- Maintain call list
- Create sales call record
- Sales Follow-up List
- Keeps track of Sales person call location

Fresa Sales Mobile App is an add-on module of Fresa Gold application

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.

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
- E-Invoice India GST Integration ^{New}
- E-Invoice KSA Integration ^{New}
- User defined dashboard & bookmark
- Monthly reporting to Management
- Multi-currency handling
- Monthly GP from dashboard
- List and detail entry option in screens
- Track and Trace on website
- WhatsApp status updates ^{New}
- Video call feature ^{New}
- Dashboard with graphical chart
- Copy existing shipment details
- User access restriction - IP/office time
- EDI Interface(Dubai Trade, ICEGATE)

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

Email Management Solution

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-sized enterprises in the freight forwarding, shipping, transportation and logistics industries.

We provide best email service

- Email Services
- Email Marketing
- POP3 & Webmail
- Unlimited Storage
- Unlimited Users
- Request a Quote
- Anti – Spam
- 99.9% Up times
- Anti – Virus
- Online Support
- Emergency Phone Support

Introduction

Generating Leads for a Business plays a vital role in the Marketing field, as it is the beginning step for Marketing & Sales. Fresa Leads is an online Lead Management Software best suitable for Freight Forwarding Companies to capture the leads for sales pipeline using digital techniques with substantial changes in recent times.

Fresa Technologies offers best freight forwarding software and other IT services for freight forwarding, shipping and logistics businesses. As a new feather in the crown, here we offer a lead generation software for the business.

Fresa Leads helps the freight forwarding business to create more sales with higher conversion rate. Fresa Leads stores unlimited contacts using existing customer data, website leads, social sites, professional networks, etc.

How Fresa Leads Works?

- Through Fresa Leads Software you can maintain unlimited Contacts.
- A standard introduction letter with personalized mail can be sent for each contacts saved. Follow up mails can be sent in a fixed time interval.
- Fresa Leads provides a great way to organize, track and nurture sales leads.
- Fresa Leads tracks all the interaction with customers and helps the sales team by updating vital information about each lead in the sales funnel.
- Automates follow-ups and ensures the sales team responds to each lead and clients queries immediately.
- Activity stream enables to update all the communications with recent follow-ups.
- All interactions can be stored in one place for quick references.

Fresa Leads features

- Maintain unlimited clients with unlimited contacts
- Templates to maintain corporate standards
- Automatic consistent follow-ups to convert the leads
- Landing page with your latest product updates
- Activity streams enables to update all the communications with follow-ups
- All interactions can be stored in one place for quick reference
- Fresa BPO will help you to generate the leads (commercials applicable)

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 Cheque
- Job closing
- Handling accounts receivable (AR)
- Handling accounts payables (AP)
- Bank reconciliations
- Preparing management reports

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

Fresa Startup is a key offering from Fresa for Freight forwarding startup companies and it includes unmatched services from our partners Site Ground, Zoho, Freight Global Network, etc. Fresa Startup is a bundled pack that is exclusively designed considering our Customers essential IT requirements with low cost and easy to setup.

Benefits of Fresa Startup Pack

- Domain registration
- Premium DNS name service
- One page of your company details in **Freight Global Network**
- Logo design for your new Company
- Email signature design
- One page Company profile – flyer design with all your services
- Website design and hosting for one year
- Email ID in Zoho mail service
- **Fresa Lite** software
- Get instant professional service for your startup company
- One stop solution for all your IT requirements by Fresa
- On-time hassle free renewal of domain & email
- Quick configuration by expert professionals

Fresa Startup Pack Cost

- Choose a cost effective price as per your requirements
- Option to choose for single user or three user or five user subscription
- Yearly Payment

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Products and Services



10 Branches **10+ Years** **45+ Countries** **1500+ Customers**



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