Fresa Technologies

Neutral IT Solution Provider

FRESA TECHNOLOGIES

Great Place To Work. Certified JUL 2021–JUL 2022 INDIA

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 ISO 42001:2023 – AI Management System (AIMS) certification, ISMS (Information Security Management System) & ISO/IEC 27001:2022 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:

- 30+ years of experience in using Oracle Technology
- 30+ years of experience in Shipping and Freight Forwarding solutions
- 30+ 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

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

- AI Document Intelligence New
- AI Shipment Creation from BL New
- AI Vendor Invoice Processing New
- 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
- Video call feature
- 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
- eInvoicing Integration for KSA, Malaysia & 6 African Countries
- EDI Interface to Agent/Customer's ERP
- AI Accounting Automation New
- AI - Convert Emails into Enquiries New
- AI Voice Assistant New
- Lead Generation & Follow-up
- Smart track and trace on website
- Container tracking – add on (3rd Party)
- 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
- Web Services API

- Latest Oracle Database (23ai) and Oracle APEX versions
- Single Master data for entire group companies
- Shipment details traverse from Origin to Final Destination
- Branch-wise profitability vis-a-vis End-to-End profit visibility
- Management Portal to visualize Group level profitability / performance
- Customer Portal capabilities
- Agent Portal capabilities
- Mobile App for Sales team
- API integration with 3rd Party applications (IN / OUT)
- AI integration capabilities

Fresa Global Integrated Modules

Fresa Global for Process efficiency

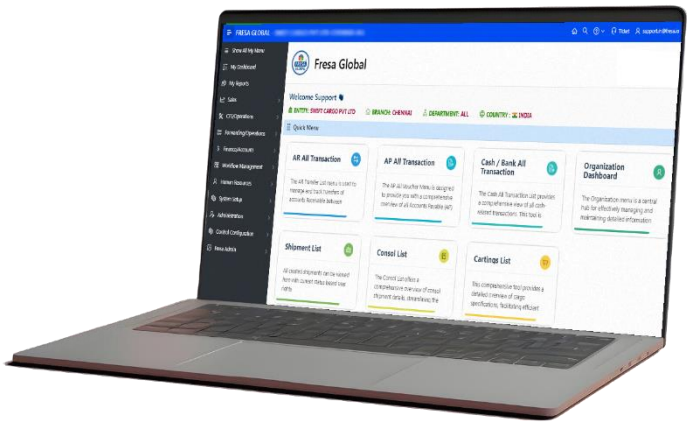
- Automates routine tasks to reduce manual errors
- Document extraction capability - extract Invoices / BLs / Manifest and other key documents
- Automated document extraction improves accuracy and efficiency and reduces manual entry time
- Container tracking through 3rd Party API - Provides real-time visibility into operations for better decision-making
- Centralizes data, eliminating duplication and inconsistencies
- eInvoice integration with Government portal
- Inter company financial transfers
- Auto mails to Customers / Agents
- Status updates through WhatsApp – improves
- Customer satisfaction

Fresa Global for Process enhancements

- Facilitates continuous improvements through data analytics
- Enhances collaboration by integrating cross-functional workflows
- Reduces redundancy across group entities
- Enhances inter-departmental and inter-entity collaboration
- Provides scalability to adapt to evolving business needs
- Enables faster implementation and new processes and innovations
- Simplifies financial transactions across group entities
- Reduces manual intervention in invoice booking
- Minimizes errors and accelerates financial processes
- Maintains audit trails for transparency and compliance

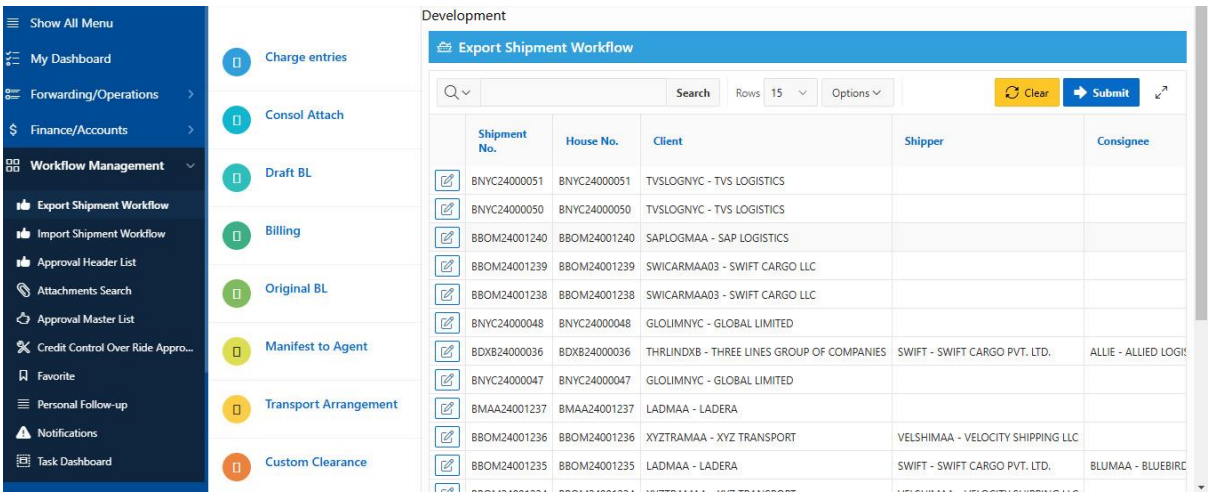
User friendly Screens and Menus

- Intuitive design for ease of use
- Customizable dashboards to suit individual user preferences
- Reduced training time and higher adoption rates
- Role-based user access rights
- Task assignment and Approvals
- Increased accountability and transparency
- Help / Tutorials in each screen / modules



Workflow based Suite

- Automates approval process to reduce delays
- Tracks task progress and identifies bottlenecks
- Workflow based application
- Ensures compliance with predefined operational protocols
- Department-wise KPI

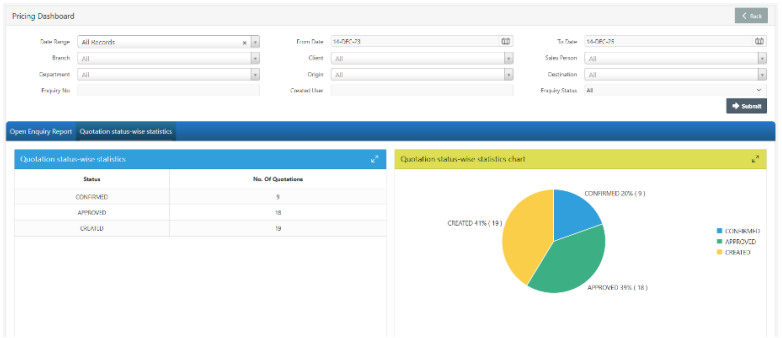


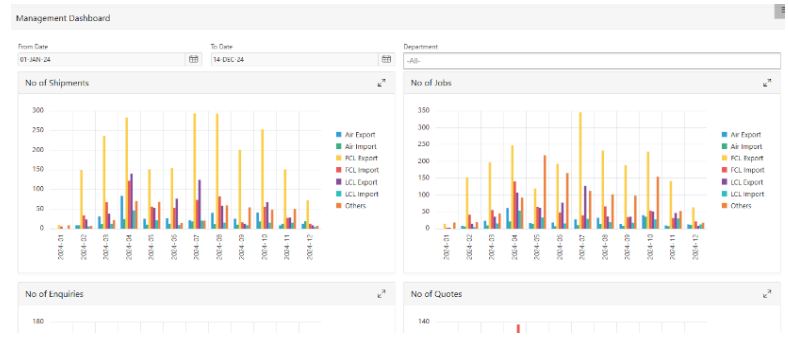
EDI / Integration capabilities

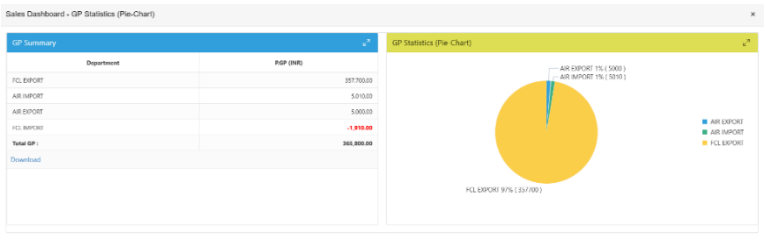
- Digitally signed Bills of Entry, Shipping Bill, Import General Manifest (IGM)
- Consol General Manifest (CGM) and EGM
- JSON EDI Format of Cargo Summary Notification (CSN) for
- Sea Arrival Manifest and Departure Manifest (SAM & SDM)
- Sea Departure Manifest (SDM) for Exports in JSON EDI Format
- eAWB EDIs such as FWB, FHL & FSU for Air Freight Shipments
- (IATA eFreight Format)
- Electronic Bill of Lading Advice (EDI)
- USA Automated Manifest Submission AMS EDI
- Japan Advance Filing Rules (AFR) EDI Submission
- Denied Party Screening (DPS) Direct API Calls for Compliance
- Automatic creation of Import Job File by mapping Agents Manifest EDI File Fields in Several EDI Formats
- Standard XML EDI file feeds for Shipment Tracking
- WhatsApp Status update feature on Shipments movements to Clients

Management Portal

- Simplifies management report to monitor group company performance real-time
- Reduces time spent on manual data collection and reporting
- Enables Faster, informed decisions based on real-time data
- Helps senior management to monitor performance of their Companies / Branches
- View centralized Receivables & Payables cash flow
- Salesperson-wise performance for Group Companies
- Customer ageing at Corporate level
- Top N Customers across the group
- Enables to view Company-wise / Branch-wise /
- Department-wise profitability

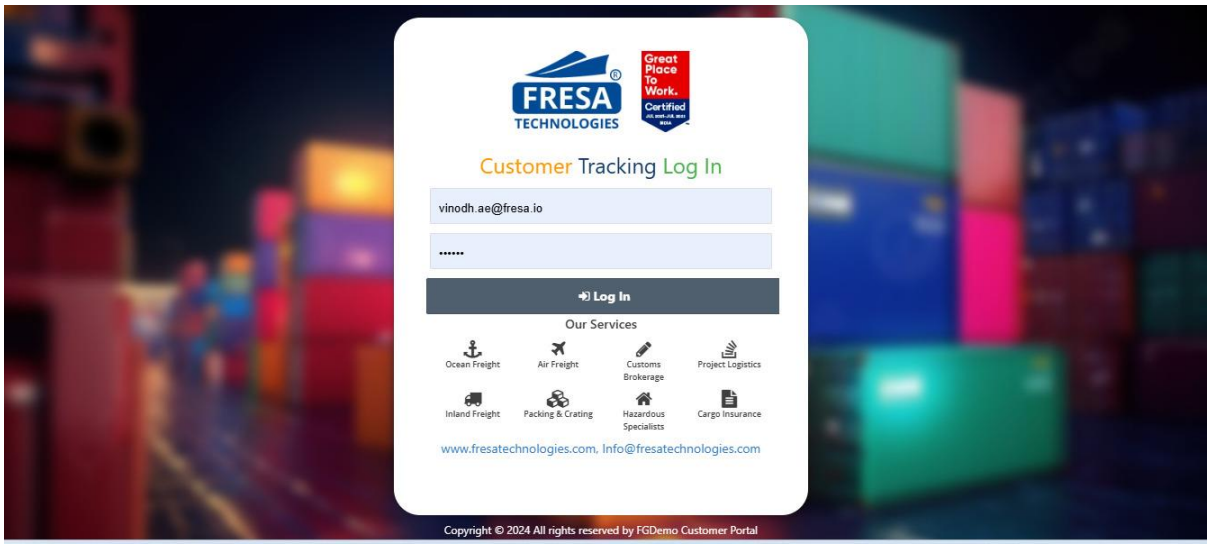






Customer Portal

- Customer Portal is secured and available 24/7 access to view:
  - -Shipment Status / History
  - -Create eBooking
  - -Generate Draft BL
  - -View invoices and process online bank payment
  - -View Statement of Accounts
- Customer Portal login can be enabled in your website
- Facilitates improved visibility to Customers and access to
- real time visibility
- Reduces Customer inquires by offering self-service portal
- Improved Customer experience
- Reduced support cost
- Enhanced customer satisfaction



Agent Portal

Agent Portal can be designed as per your business needs:

- Manifest update
- Pre-alerts / Shipment status
- Pick Up / Delivery status
- Debit / Credit notes tracking
- View Statement of Accounts
- Document upload and management (invoice copies / KYC documents)
- Agent Portal is secured and available for your agents 24 x 7
- Provides your Agents as a self-service platform
- Any updates done by your Agents will reflect in Fresa system instantly
- Integration with Agent system through API

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Products and Services

12 Branches **15+ Years** **60+ Countries** **1800+ Customers**

Disclaimer: This presentation is intended to outline the general features and capabilities of Fresa products and services. The products and services explained in this presentation is for information purpose only and the features may be incorporated as per your product preference / subscription. The products and services in this presentation is not a commitment to be delivered to your subscribed model.