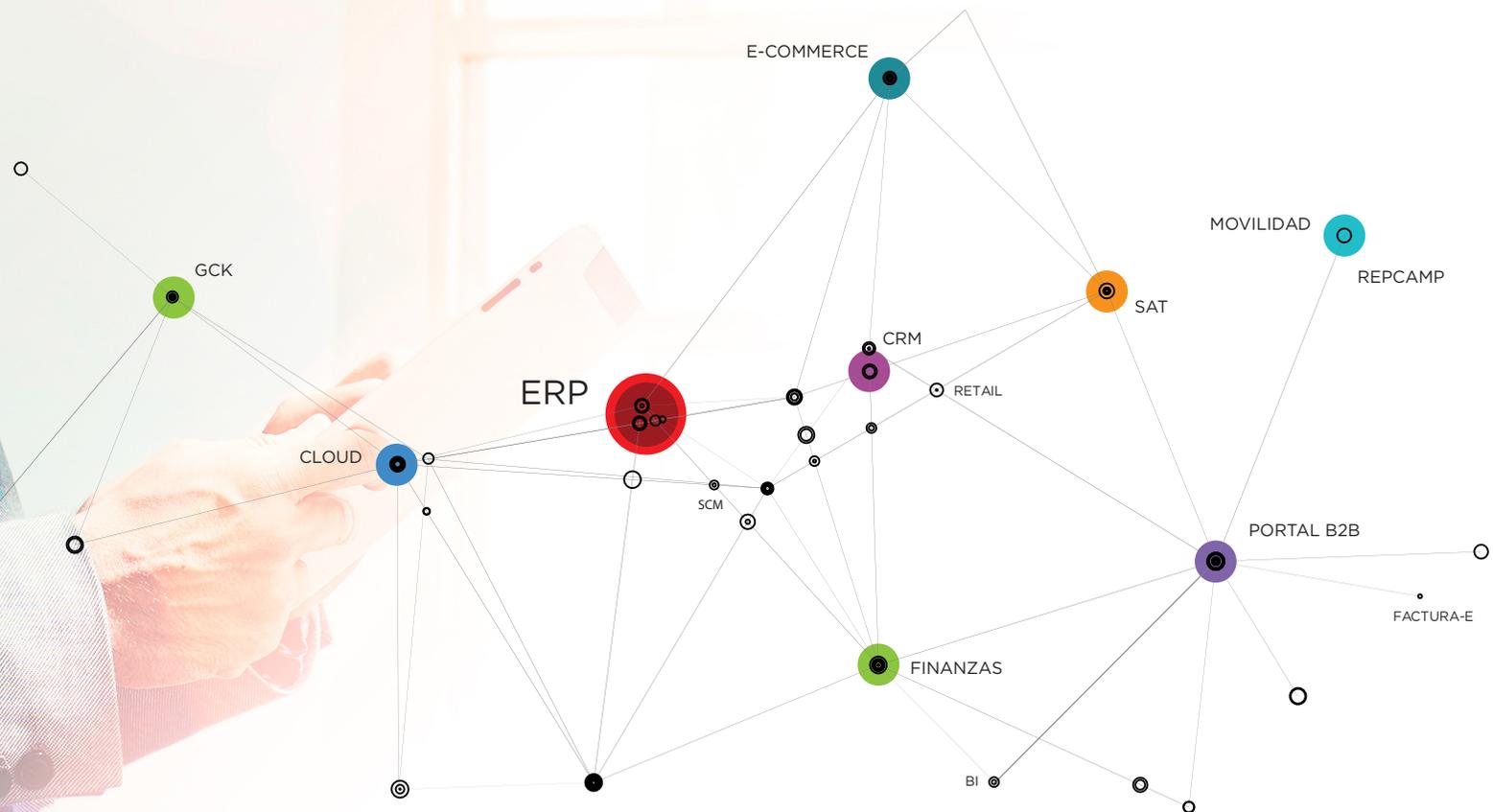




KRITERERP

THE NERVOUS SYSTEM OF THE DIGITAL TRANSFORMATION



About Us

With offices in Barcelona and Madrid, we are a consultancy and have developed business management systems since 1989.

The Team

Comprised of highly qualified engineers, economists, programmers, and technical personnel, we provide integrated technological solutions for business administration and communication that improve business productivity.

Experience and Know-How

25 years of experience in technology and management has enabled Kriter to create an extensive network of clients, and solidify our know-how and added values in a wide array of sectors.



With our consultancy services we develop and implement our own management software for companies throughout different industry sectors.

Hundreds of companies are using KRITER ERP to manage business and can attest to the quality of our products and service.



CONSULTANTS
SOFTWARE DEVELOPERS

SINCE
1989

Cloud and Mobility

The entire KRITER environment works in the cloud. It is a customizable, scalable, high-security environment accessible 24/7 including from mobile devices.

Update and Consistency

KRITER ERP is a complete solution that works using a single code for all clients and installations.

When we make an improvement for one particular client or when we release a new version, we implement the changes in all installations. All our clients are always working with the same updated version.

OPEN MINDED

Solutions based on a process of open innovation, continuous update and training, specialization, security, and creativity

A woman with glasses and a dark blazer is shown in profile, looking down at a tablet device she is holding. The background is a blurred cafe or office setting with coffee cups and a window. The text 'CLOUD MOBILITY CONSISTENCY' is overlaid on the right side of the image.

CLOUD
MOBILITY
CONSISTENCY

Proximity

Being near our clients is one of Kriter's added values.

Conceptual Proximity

Our software solutions have been developed here in Spain by consultants and engineers who know firsthand the difficulties and concrete specifications of Spanish business.

Physical Proximity

Having staff and offices in Barcelona and Madrid means we serve our clients in person, guaranteeing punctual and personalized service.

VALUES

At Kriter, we have a strong social commitment and uphold values like seriousness, commitment and solidarity.

A close-up photograph of two business professionals in a meeting. One person, wearing a blue suit and a striped tie, is holding a silver pen and pointing it towards a document on a table. Another person's hand is visible, holding a white pen. The scene is lit with warm, golden light, creating a professional and collaborative atmosphere. The word "PROXIMITY" is overlaid in white, uppercase letters in the center-right of the image.

PROXIMITY

Our position

KRITER ERP is the only ERP completely developed in Spain in accordance to the country's regulations and local companies' practices. We have over 25 years of experience in software solutions for business management.

Proximity to the manufacturer

Adaptability to changes

Specific Spanish functionalities

Competitive price

Fast implementation

Simple, problem-free maintenance

Intuitive and user-friendly

THE BRAND

Knowledge
Research
Innovation
Transformation
Empathy
Responsibility

POSITIONING



KRITER CONSULTING

We draw upon 25 years of experience to offer consultancy services specialized in the creation, implementation, support and maintenance of management systems, aimed at optimizing the digital transformation.

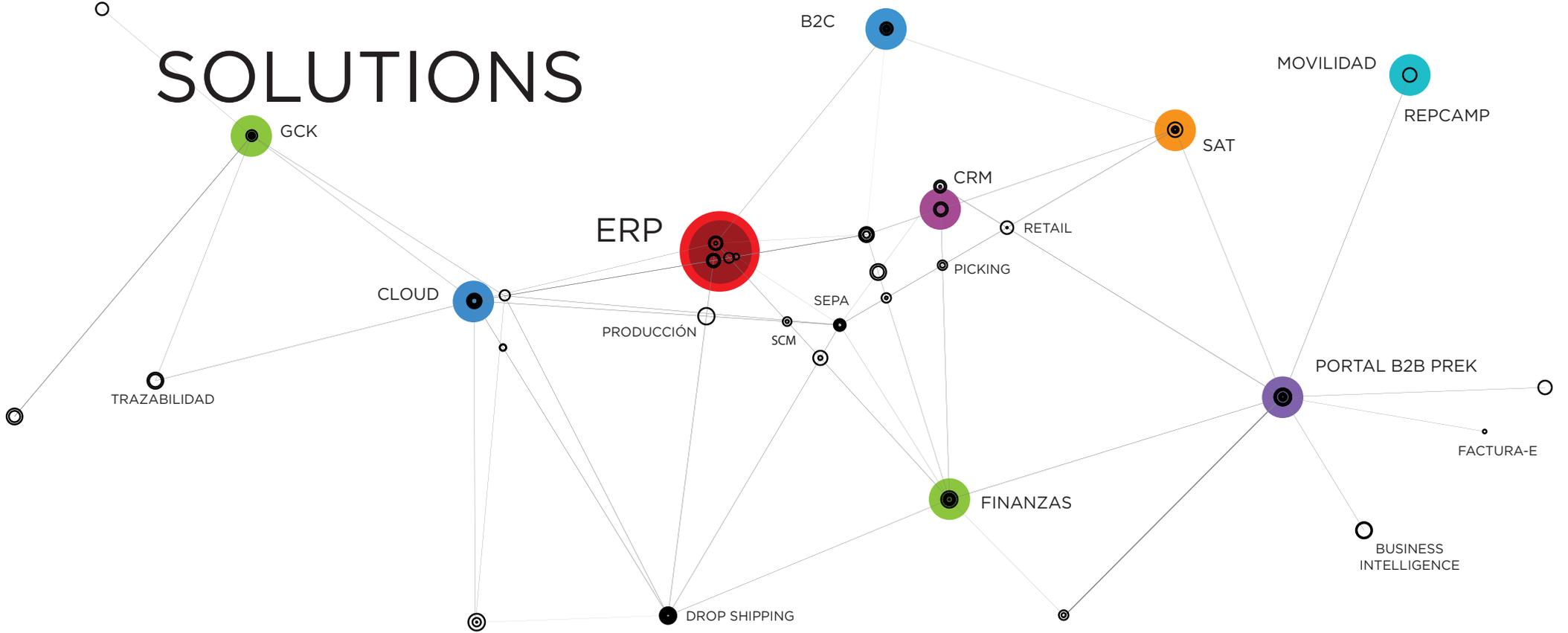
KRITER ERP

It is the central nervous system of a company. It enables integrated control of all manufacturing, business and administrative processes required by any SME undergoing digital transformation.

KRITER'S EXPERTISE

Over 25 years and with more than 500 clients we have accumulated experience in almost all sectors. We offer this back to our clients through our consultancy and in Digital Kriteria, our digital magazine.

SOLUTIONS



KRITERERP

The ultimate business solution

KRITER ERP: COMPLETE, SCALABLE AND EFFICIENT MANAGEMENT PRO-

Business planning that enables an improved overview of the business, and increases the adaptability needed to accelerate your business strategies and improve productivity. This makes KRITER ERP the best option to gain firm control over operations while also enabling you to anticipate and respond to market and technological changes that impact your performance and growth.

Achieve new goals by knowing your company's true potential for growth with various modules:

Purchasing	e-invoicing
Warehousing/Tracking	Finance
Picking/Drop Shipping	Knowledge Management
Business management/CRM	Technical Assistance
Production	EDI
POS terminals	Cloud
Projects	

The nervous system of the digital transformation

Expand your business processes:

Business resource portal/B2B

Mobility/RepCamp

CRM

E-Commerce/B2C



KRITER FINANCE

Accounting

ACCOUNTING PROGRAM INTEGRATED INTO THE KRITER ERP

General and budgetary accounting fully integrated into KRITER ERP's business management. Any movement is automatically reflected in accounting, avoiding errors and imbalances.

Control and integrate the economic and financial management of the entire company

Management of fixed assets and depreciation. You can always check the current status of your fixed assets by looking at a precise overview in real time.

You can see their value and their accumulated depreciation and reconcile fixed assets in accounting.

Payment portfolio management.

Stores all the information needed to speed up collections and payments with clients and providers.

Reports and statistics.

100% user-defined. Reports and filters are completely customizable by the user. The application offers standard templates for letters, checks, IOUs, reports, definable balances, statements, VAT and IGIC (Canary Islands tax) records, AEAT declarations, budgetary deviations, report and statement management, forecast collections and payments, P&Ls.

A feature of KRITER ERP that can
be used separately





Empower your sales team

REPCAMP: A SALES NETWORK

RepCamp is a powerful mobile application that gives your sales reps all the information and tools they need to do business whenever and wherever they need them.

Key Features

Powerful mobile application

CRM

Cross-platform

Order processing

Multiple product catalogs

Sales analytics

Client information

Online/Offline

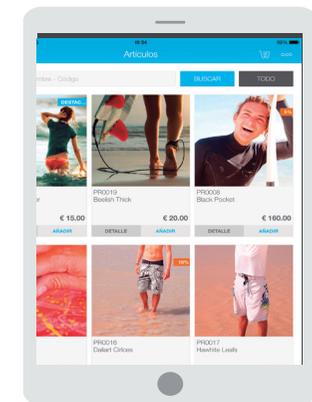
Multimedia library

Pricing policies

Agent management

ERP integration

Manage technical assistance



INCREASE YOUR SALES

All the client information you need in one dashboard - geolocalization, statistics, orders, tasks, and more - and a user-friendly product catalog.



PREK

Online portal

BUSINESS RESOURCES PORTAL

A solution that facilitates relations between your company and your clients and suppliers in a user-friendly and intuitive environment. A strategy for a world that prioritizes the short-term: build client relationships, boost sales and profits.

Control and integrate the economic and financial management of the entire company

Based on the same principles used in online banking, KRITER ERP Business Resources Portal (PREK) gives authorized users (suppliers, clients, internal personnel) access to the business management system.

Work in an intuitive environment with maximum security and features according to role.

Key Features

Client portal

Online catalog

Online order management

Monitor sales processes

Manage and monitor issues

Increase online business

Expand your business

Significantly better 24/7



KRITER STORE

E-Commerce

TODAY'S CLIENT IS MORE DEMANDING AND HAS CHANGED THE WAY WE BUY, SELL, AND UNDERSTAND THE MARKET

Integrated with KRITER CMS, a content manager based on Opencart, and directly aimed at sales and revenue growth. You can focus on marketing and online conversion strategy

while minimizing catalog maintenance tasks thanks to KRITER STORE's excellent automation tools.

24/7 store

Easy and intuitive management

SEO optimization

Responsive

Integration with third-party applications

Batch optimization of images

Product catalog management

Sales management

Customized OpenCart extensions

Marketing and loyalty tools

API for Android and iOS devices

Personalized reports

The professional
e-commerce solution



CAPRICHIO ANDALUZ

Food Manufacturing / Cordoba

“Guaranteed tracking of our products throughout production, distribution, and commercialization was a legal requirement and with KRITER ERP it was easily achieved.”

Francisco Serrano. IT Manager.

Capricho Andaluz, founded in 1998. Recognized brand among manufacturers, distributors and consumers. It has a great variety of brands to cover all market expectations, offering virgen, suave, monovarietal, premium, single-serving olive oils and more.

Initial situation. An important amount of annual invoicing created the need to modernize management tools. New technological support that could handle the information generated by the production, commercialization, monitoring and tracking of the products was required.

Choosing KRITER ERP. KRITER ERP provided the management tools necessary to integrate any activity into the administrative workflow: orders, purchases, pick-ups and deliveries, replacements, logistics, statistics, pricing, orders book and collections.

Implementation. Implementation lasted four weeks including user training. The Picking module was later incorporated to optimize workflow of warehouse orders using wireless PDAs.



BENEFITS

All products and their respective particularities were managed from production to distribution and commercialization.

The information system included modules specific to the business such as stock management, inventory control, orders and returns, notification management, commission management, and barcode labeling. It also incorporated features such as automatized supply management, financial management integrated with business management, evaluating risk and managing portfolio holdings.

With regards to use-by date, production, due date, and quality, the software was customized to regulations requiring full control over each product lot that left the plant.

Control of lot and use-by date traceability throughout supply chain and distribution processes was achieved for both original lots and re-packaged lots, conforming to regulations and controlling the location of each product and finding each lot at its destination point.



TEXTILES VALEA

Textile / Valladolid

“The combination of KRITER ERP solutions facilitated information in a simple and flexible way. We managed and performed administrative processes wherever needed.”

José Luis Valea. General Director.

Textiles Valea is a business dedicated to importing and distributing fabric, motifs, and accessories for the making of occasion wear to Spain and Portugal and has extensive experience in the sector.

Initial situation. The incorporation of new product references and new importers to provide the latest items in the sector necessitated a corresponding incorporation of new administrative processes and the availability of the best information in real-time.

The complexity of import management, the distribution of products with multiple references

and the effective control of delivery period and supplies presented an important challenge in a competitive market. Business management with good and fruitful client relationships had to be guaranteed.

Choosing KRITER ERP. KRITER ERP provided a business management solution and the integration of an administrative web portal which allowed authorized users access to the ERP; for example, using the mobile app, the sales team could manage sales from beginning to end.

The solution included specific modules for the distribution business; for example, warehouse

management, inventory control, orders and returns, multi-user management of commissions, sales, and purchases.

Implementation. The tool's implementation period lasted two months, and included user training.

BENEFITS

Optimized administrative processes, concentrating on information control more than its automatization. Supported sales growth by making available an up-to-date product catalog, ensuring the availability of those products and enabling the finalization of orders.



M DEL RIO E HIJOS

Distribution / Madrid

“We achieved stability and reliability throughout the entire administrative process, from supply orders to shipment.”

Carlos del Rio. General Manager.

With over 25 years of experience M del Rio e hijos, SA, is dedicated to retail business in home improvement, swimming pools, garden, hardware, decoration, discount and small appliance. They maintain exact control over thousands of references that they manage daily. They have achieved stability and reliability throughout the entire administrative process.

Initial situation. Significant growth made it necessary to have a management and information system that facilitated the daily administration of business processes.

Choosing KRITER ERP. KRITER ERP provided the tools necessary for sales management, making accurate purchase forecasts and managing the variety of product presentations. It included specific modules such as warehouse management, inventory control, orders and returns, notification management, commission management, and barcode labeling. It also incorporated features such as automatized supply management.

Implementation. The tool's implementation period lasted two months, and included user training.



BENEFITS

Thanks to KRITER ERP, a standard and customizable tool, all information could be centralized and precisely controlled. Automatized processes allowed for up-to-date valuations that could immediately respond to changes in client needs and demand.

The critical processes of business management such as merchandise requests to domestic and international suppliers were optimized.

Kriter demonstrated flexibility in handling adjustments that came up and displayed a strong commitment to the project.



LOREFAR

Distribution / Barcelona

“With rapid growth, both in the catalog and as a result of internationalization, KRITER ERP was more than capable of meeting the needs that came up.”

Xavier Martín. Associate General Manager.

Lorefar SL is a Spanish company founded in 1986 and is a leader in the domestic market in manufacturing, distribution and sales of lighting and air circulation supplies. They manufacture, sell and distribute lighting and air circulation systems for the domestic market and have more than 1500 clients.

Initial situation. International expansion coupled with an increased network of suppliers and distributors made it clear that a new management system was needed. Rapid growth caused the first symptoms of stress in the previous software. Reporting errors and application crashes

were clear indications that LOREFAR needed a tool that would evolve with the business. In addition, all information involving the sale of a product had to be integrated.

Choosing KRITER ERP. It was critical that the new management solution would organize the huge amount of information the company had to handle in order to do business.

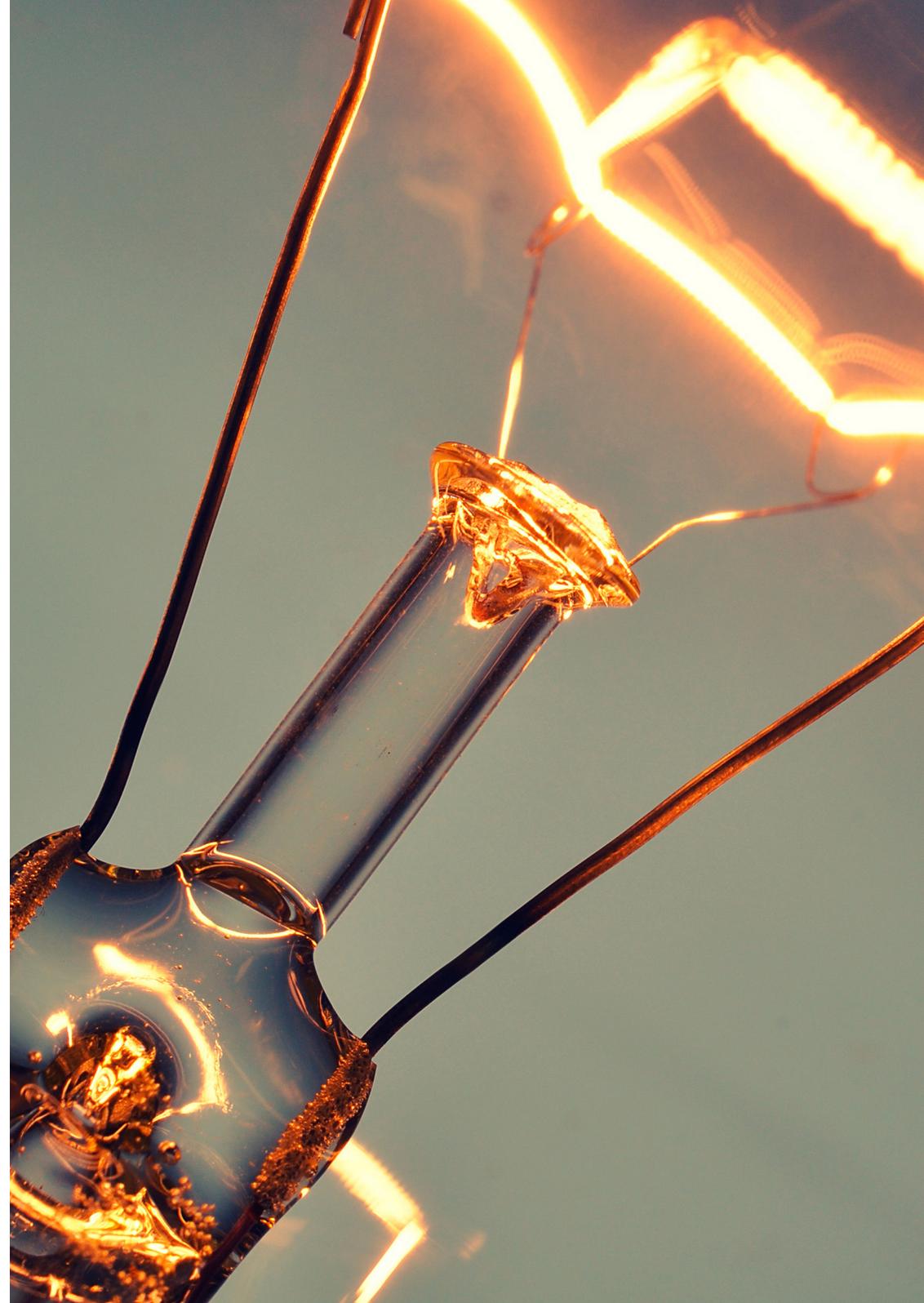
Implementation. The tool's implementation period lasted four months. Thanks to the solution's flexibility, implementation occurred simultaneously with user training, testing and approval.

F A R O
BARCELONA

BENEFITS

Essential administrative processes were optimized as was the process of purchase requisition from domestic and international suppliers, primarily Asian. Once the order was received, LOREFAR staff controlled the stock of all of the company's seven warehouses and were able to transfer goods from a storage warehouse to a distribution warehouse for shipment to clients.

Moreover, to guarantee the standardization of the entire process every area was given customized forms that could be applied to both clients and suppliers. The application incorporated regulations regarding the handling of electronic waste.



PILSES

Distribution / Pontevedra

“It is an easy and intuitive solution. It has allowed us to quickly and easily perform 99% of our daily processes.”

José Souto. Deputy Manager.

Pilses focuses on selling machinery and tools. They offer highly competitive commercial services and technical assistance.

Initial situation. Growth created the need to modernize to management tools that could handle increasing work, incorporate sector regulations, and provide maximum flexibility and customization.

Choosing KRITER ERP. Kriter customized the ERP to meet business needs. It included modules specific to distribution such as warehouse management, inventory control, orders and re-

turns, and multi-user management of commissions, sales and purchases. It provided a very satisfactory warehouse automatization that allowed all workflow to be easily defined. It also integrated the statistics module enabling the creation and management of reports and analysis of all operations.

Implementation. The tool's implementation period lasted two months, and included user training. Thanks to the solution's flexibility, implementation occurred simultaneously with user training, testing and approval.

Benefits

Enabled optimization of administrative processes and focused more on controlling information than automatizing it.

With the improvement in warehouse information and its automatization, complete control over stock was gained. The tool to calculate inventory needs enabled a better management of warehouse stock and guaranteed a high availability of merchandise.





BARCELONA

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