



PRESS-KIT

KRITER SOFTWARE

DIGITAL MANAGEMENT SOLUTIONS

Kriter Software, developer of business management solutions.

Since its foundation in 1989 Kriter has focused on the development of standard, highly customizable solutions that meet the digital/technological needs of medium-sized business across many sectors.

Based on innovation, durability, proximity and quality of service, the Kriter model of management and development guarantees its clients stable solutions and quick responses to clients' evolving technological needs using the latest advances in the field.

The ecosystem of applications in the Kriter catalog centers around its management platform, KRITER ERP. Its functionality is enhanced by interconnected applications covering e-commerce solutions (B2B and B2C), such as business mobility, with CRM tools for the sales force.



YEAR FOUNDED: 1989

EMPLOYEES: 30

ANNUAL TURNOVER: 2,5 Millones €

HEADQUARTERS: Mataró (BCN)

PRODUCTS

KRITER ERP

Solución de gestión multisectorial especialmente diseñada para cubrir y optimizar integralmente todos los procesos de la empresa: aprovisionamiento, almacenes y logística, producción, comercialización de productos y/o servicios (proyectos), SAT, finanzas, etc.

<http://www.kriter.net/kriter-erp>

PREK (B2B PORTAL)

24/7 B2B solution that facilitates the relationship between business, clients, and suppliers through an intuitive website, increasing the capability of the ERP by expanding access to more users through internet.

<http://www.kriter.net/prek>

KRITER STORE

Integrated e-business platform that maximizes the effectiveness and flexibility of online business, facilitating scalable growth by coupling to the KRITER ERP or any other platform.

<http://www.kriter.net/kriter-internet>



RepCamp is a cloud platform that provides mobility to sales teams, multiplying their trade capacity with a conveniently integrated CRM tool to its ERP (catalog, orders, statistics, visitor management, etc.)

<http://www.repcamp.com>

JOAN MORA BOSCH

CEO & FOUNDER



Joan Mora Bosch, founder of Kriter, born in 1963 in Arenys de Mar, Maresme, Barcelona. His professional studies gave him the opportunity to work with computers and learn to program at a very young age. His family roots encouraged his curiosity and entrepreneurial spirit.

Founded Kriter Software in 1989, focused on the development of standard, highly customizable solutions that meet the digital/technological needs of medium-sized business across many sectors.

Since then, save a unique period in service of his community as Mayor of Mataró (2007-2011), he hasn't stopped leading a great team of professionals determined to create useful and competitive products that increase the productivity of their clients.

Innovation and durable revolution are fundamental badges, as well as the assertion of traditional values such as seriousness and trust.

Committed to sharing business experiences, having always worked with colleagues in diverse associations and projects. Was founding member of GENTIC association TIC in Mataró y Maresme (gentic.org), President of the Spanish chapter of EO Entrepreneurs' Organization (eonetnetwork.org), member of the board of ASEITEC (aseitec.org), and is currently founding member and activist of the Spanish chapter of Conscious Capitalism (consciouscapitalism.org)

<https://www.linkedin.com/in/joan-mora-bosch-4089b015>

MARC MORA APARICIO

REPCAMP PRODUCT MANAGER



Marc Mora Aparicio, RepCamp Product Manager, born in Cabrera de Mar (1988), Maresme, Barcelona. Computer Engineer (UPC-TCM).

After working four years for an international Swedish company, Marc began at Kriter Software in 2011. In 2014, he drew upon his experience as system architect and project lead on a great variety of products related to the mobile sector and oriented towards business productivity to create RepCamp (www.repcamp.com), a mobile cloud platform for sales reps.

Since then, he has focused on his tasks as Project Manager of RepCamp including overseeing the international expansion of the product.

His international experience, especially his volunteer work at the Hwange National Park in Zimbabwe, has given him a unique global perspective that empowers the vision of Kriter Software.

<https://www.linkedin.com/in/marc-mora-aporicio-1b26121a>

GRAPHIC RESOURCES

KRITER SOFTWARE

www.kriter.net/press/kriter.zip

REPCAMP

www.kriter.net/press/repcamp.zip

PHOTOGRAPHIC RESOURCES

www.kriter.net/press/fotopress.zip