



# Reserva ERP Platform

Reserva is the most comprehensive and affordable produce-specific ERP software platform in the industry.

**10+ years**

Helping produce businesses

**350+**

Companies

**2,500+**

Users

**4,000+**

Modules

**7 Countries**

Fully localized jurisdictions



## Produce Focused Solution

Working with all-purpose accounting systems with basic capabilities

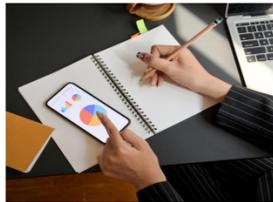
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## Inventory Management

Traceability, Lot Tracking, Shrink

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## Order Management

Disparate Systems, Duplicating Data Entry, Visibility, Lack of Process Traceability

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## Accounting

Manual payment processing, statements, and bank reconciliation

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## TCO

Expensive hardware, IT costs, software upgrades

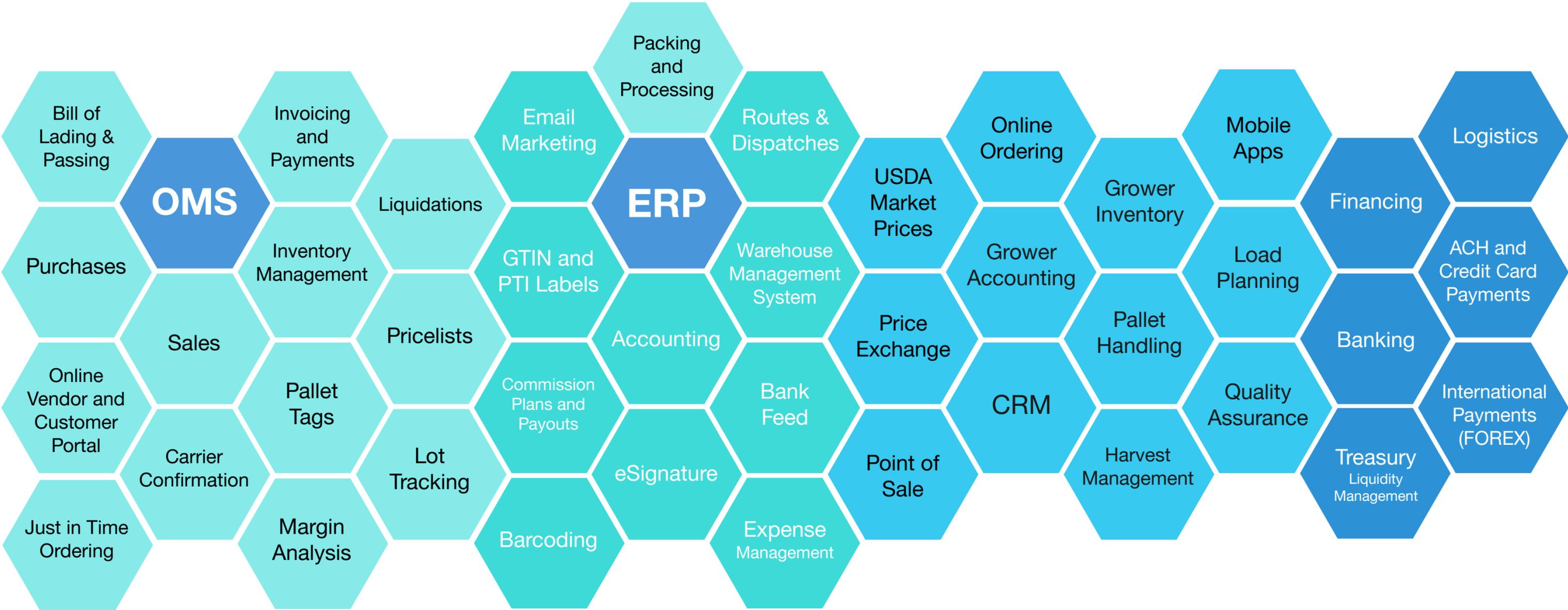
# The Problem

Disjointed systems and improvised tools have made running your business complicated and time consuming.

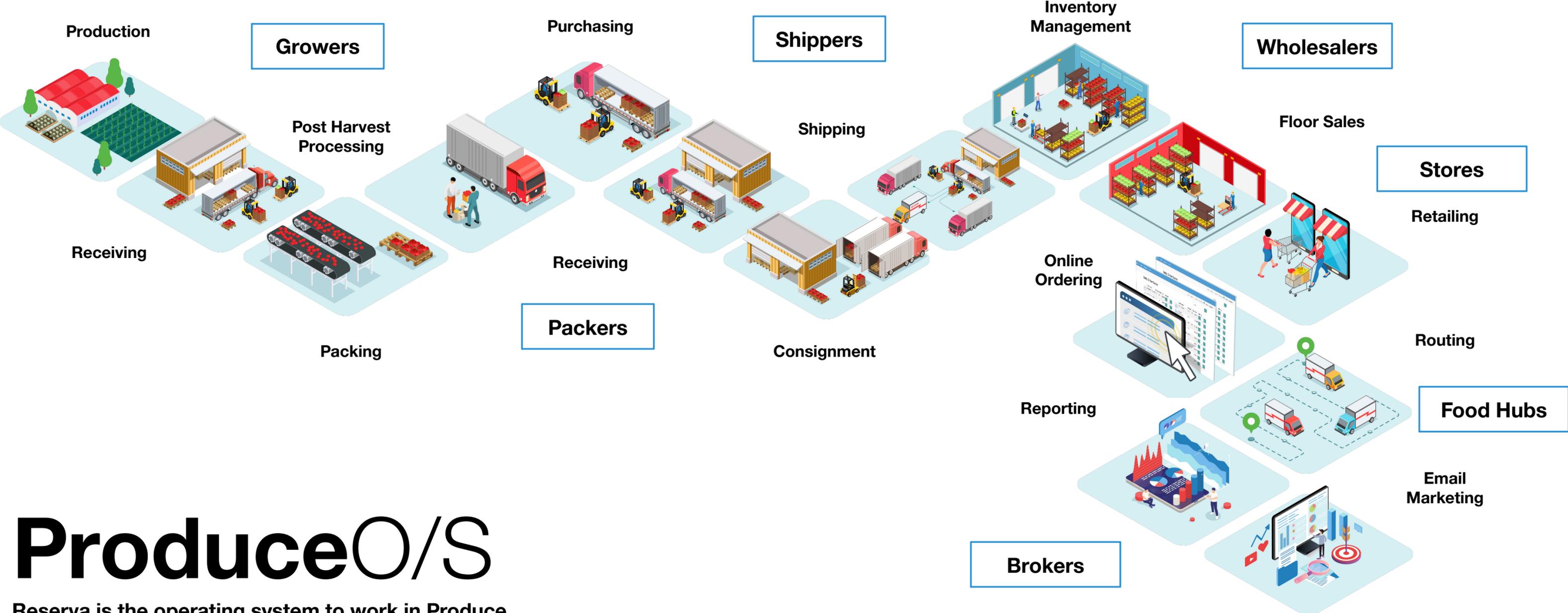
# The Most Compelling Enterprise Software for Agribusinesses

Reserva delivers superior value with a wider set of solutions. Our extensive apps catalog offers virtually unlimited options to address your specific challenges.

**ONE** ERP system that covers your entire organization from operations to accounting



# Solutions for an Integrated Produce Ecosystem



# ProduceO/S

Reserva is the operating system to work in Produce

# Beyond Software

Welcome to the future of  
work in the Produce Industry

# Introducing ProduceO/S<sub>by Reserva</sub>

**The Operating System of the Produce Industry**

What is the  
**Produce  
Operating  
System?**

**Software  
+  
Services**

**It's the seamless integration of  
software and services tailored  
to the produce industry**

# Reserva is more than Software

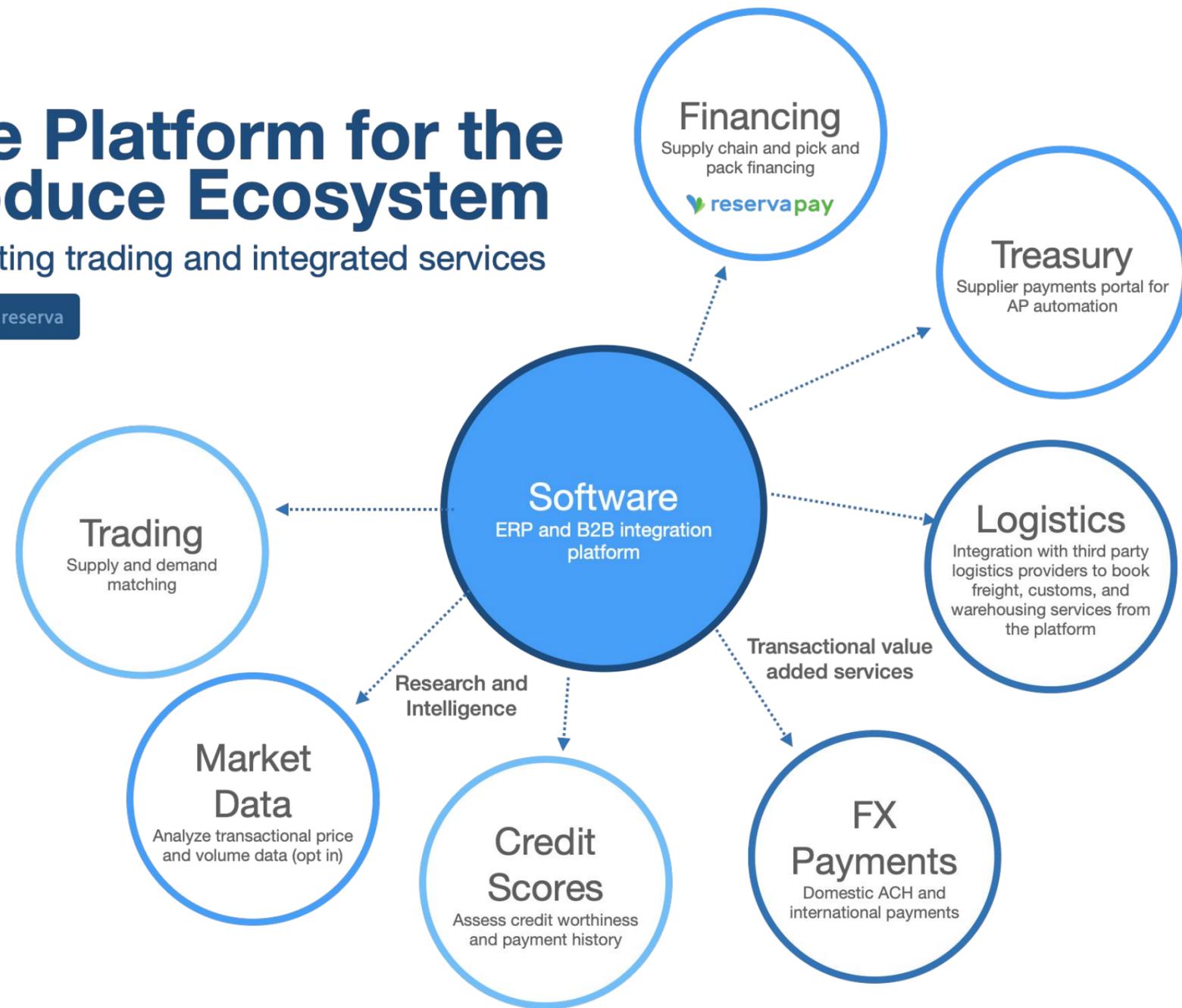
# ProduceO/S

Reserva is the operating system for the produce industry

## One Platform for the Produce Ecosystem

supporting trading and integrated services

Powered by  reserva



# Reserva meets your needs and budget

How Reserva supports small and large produce businesses

## Using Quickbooks



- Better inventory control
- Lot profitability management
- Produce traceability, labeling



- Financial solutions
- Live payments
- Treasury service
- AP automation

## Using complex ERP



- Modern, cloud based ERP
- Anywhere access
- Lower IT costs
- Bank integration

# ERP Highlights

Things we are really good at...

**We are also the only provider that:**

- ...does not charge for customizations
- ...does not charge for extra modules



## INVENTORY TRACKING

Order Management System  
with lot-based inventory tracking



## GROWER LIQUIDATIONS

Consignment load  
liquidations and grower  
accounting



## ONLINE ORDERING

B2B and B2C online  
ordering and payments



## PACKOUTS

Repacking and palletization  
management



Not ready for an ERP yet? Try our

# Order Management System (OMS)

Our Produce OMS is designed to help produce businesses grow while maintaining full traceability and eyes on margins.

Do the heavy lifting in Reserva, keep your books in your preferred accounting system.

## PURCHASING

- RFQs & Purchase Orders
- Confirmation
- Pickup Instructions
- Inbound Bill of Ladings

## SALES

- Quotes and Sales Orders
- Passing & Bill of Ladings
- Inventory Assignment
- Pallet Assignment
- Carrier Confirmations
- Margin Analysis

## INVENTORY TRACKING

## PTI AND GTIN LABELING

## RECEIVING

- Reception/Pick Tickets
- Pallet Tags
- Lot Barcode Labels
- GTIN Labels
- Quality Inspection Report

## SHIPPING

- Inventory Picking
- Lot and Pallet Barcoding
- Route Management
- Just in Time Procurement
- Carrier Check-in/Check-out
- 3PL Notifications

## INVOICING & PAYMENTS

## FULL TRACEABILITY



# Sales and Operations made easy

Reserva's Produce Order Management System is an essential tool to manage the entire supply chain, from PO to delivery.

The screenshot displays the Reserva OMS dashboard with the following components:

- Navigation Bar:** OMS, Marketplace, Sales, Purchases, Products, Inventory, Programs, CRM, Invoicing. User info: 36, 6, Reserva Demo, Reserva Support.
- Dashboard Header:** Search..., Filters, Group By, Favorites, 1-4 / 4.
- Setup Progress Bar:** Company Data (All done!), Products (Customize), Currencies (Add currency), Bank Account (Add a bank).
- Sale Orders (Sale):** New Order, 135 To Invoice, 76 To Reserve, 114 To Deliver, 38 Reserved.
- Purchase Orders (Purchase):** New Order, 44 To Receive, 137 To Invoice, 6 To Confirm.
- Supplier Invoices (Supplier Invoice):** New Bill, Import Bills, 65 Bills to Validate, 38 Bills to Pay, \$ 7,661,809.000, \$ 932,669.000.
- Customer Invoices (Customer Invoice):** New Invoice, 40 Invoices to Validate, 28 Unpaid Invoices, \$ 6,590,539.000, \$ 784,399.000.
- Footer:** Have a Question? Chat with us.



# Invoicing and Payments

The OMS comes with integrated with a powerful invoicing and payments solution for those companies looking to keep their full accounting elsewhere.

The Invoicing suite supports credit notes, credit limits, account holds and more controls to support order entry.

The screenshot shows the 'Accounting Overview' dashboard in the OMS. The top navigation bar includes 'OMS', 'Marketplace', 'Sales', 'Purchases', 'Products', 'Inventory', 'Programs', 'CRM', and 'Invoicing'. The dashboard is divided into several sections:

- Company Data:** Setup your company's data for reports headers. Status: All done!
- Bank Account:** Setup your bank account to sync bank feeds. Button: Add a bank
- Fiscal Year:** Define your fiscal years opening & closing dates. Button: Configure
- Chart of Accounts:** Setup your chart of accounts and record initial balances. Button: Review

Below these are four main data panels:

- Customer Invoices (Sale):** 40 Invoices to Validate (\$6,590,539.000), 28 Unpaid Invoices (\$784,399.000). Buttons: New Invoice. Chart: Past, 29 Aug-4 Sep, This Week, 12-18 Sep, 19-25 Sep, Future.
- Vendor Bills (Purchase):** 25 Bills to Validate (\$1,071,270.000), 10 Bills to Pay (\$148,270.000). Buttons: New Bill, Import Bills. Chart: Past, 29 Aug-4 Sep, This Week, 12-18 Sep, 19-25 Sep, Future.
- Bank (Bank):** Reconcile 61 Items, Create or Import Statements, 3 Checks to print. Balance in General Ledger: -\$1,224,197.500, Latest Statement: \$0.000.
- Bank 2 (Bank):** Configure, Create or Import Statements. Balance in General Ledger: -\$1,224,197.500, Latest Statement: \$0.000.
- Cash (Cash):** New Transactions. Balance in General Ledger: -\$105,150.000, Latest Statement: \$-100.000.

A 'Have a Question? Chat with us.' button is located at the bottom right.



# Liquidations and Grower Accounting

Calculate grower statements fast and accurately in real-time. Reserva keeps track of grower lots and loads for you, making liquidations easy to prepare.

Reserva's **vendor portal** allows growers to access their **grower statements** on demand reliably.

Send Liquidation Send Proposal View Proposal Draft Proposed Confirmed Closed

Q2 2022 \$ Margin Analysis 29 Sales Customer Invoices \$ Unit Metric 30 Purchases Supplier Invoices Supplier Refunds

Partner Account Manager  
Program Template **Consignment 10%**  
Pricing Consignment  
Commission Plan  
Pricelist  
 Product Specific Commission  
Commission (%) 10.000  
Commission (\$/unit) 0.000  
Start Date 05/31/2022  
End Date 05/31/2022

Reference Inconterm  
Payment Terms Allows Rebates

Plan Expenses Inventory Tracking **Liquidations** Conversions Commission

Show only Program orders

| Product                 | Variant   | In POs           | Received         | In SOs           | Delivered        | Invoiced         |
|-------------------------|---|------------------|------------------|------------------|------------------|------------------|
| HASS AVOCADOS, US       | HASS AVOCADOS, US [cartons 2 layer 26.0 lb(s) Ungraded] | 22,100.00        | 22,000.00        | 20,370.00        | 19,170.00        | 20,370.00        |
| BABY BOK CHOY           | BABY BOK CHOY [30 lb cartons 30.0 lb(s)]                | 260.00           | 214.00           | 210.00           | 210.00           | 210.00           |
| HASS AVOCADOS           | HASS AVOCADOS [cartons 2 layer 26.0 lb(s) 32]           | 1,056.00         | 1,056.00         | 0.00             | 0.00             | 0.00             |
| HASS AVOCADOS, US       | HASS AVOCADOS, US [cartons 2 layer 26.0 lb(s) 40]       | 600.00           | 0.00             | 0.00             | 0.00             | 0.00             |
| HASS AVOCADOS, US       | HASS AVOCADOS, US [cartons 2 layer 26.0 lb(s) 32]       | 120.00           | 120.00           | 120.00           | 120.00           | 120.00           |
| BABY BANANAS            | BABY BANANAS [cartons 60.0 lb(s)]                       | 250.00           | 250.00           | 0.00             | 0.00             | 0.00             |
| BRAMLEY SEEDLING APPLES | BRAMLEY SEEDLING APPLES [box-1 1.0 lb(s) 1]             | 260.00           | 240.00           | 160.00           | 160.00           | 160.00           |
| HASS AVOCADOS, US       | HASS AVOCADOS, US [cartons 2 layer 26.0 lb(s) 48]       | 6,400.00         | 6,400.00         | 6,380.00         | 4,780.00         | 6,380.00         |
| PERSIAN LIMES           | PERSIAN LIMES [40 lb cartons 40.0 lb(s) UNGRADED]       | 1,600.00         | 1,600.00         | 1,600.00         | 1,600.00         | 1,600.00         |
|                         |   | <b>32,646.00</b> | <b>31,880.00</b> | <b>28,840.00</b> | <b>26,040.00</b> | <b>28,840.00</b> |

[Terms and Conditions](#)  
[Comments](#)



# CRM & MARKETING

The **only** CRM designed for the produce industry. Manage relations and activities with both customers and growers

## LEAD PROSPECTING

Order Management System with lot-based inventory tracking

## SALES AND SOURCING TEAM PIPELINES

Designed to support both sales outreach and sourcing operations

## PRICELISTS

Prepare daily inventory sheets, order guides and pricelists right from your ERP

## EMAIL MARKETING

Design campaigns and mass mailing activities to reach your customers



# Reserva's 3Ps: Pipelines, Prospects, and Pricing

Organize and manage your sales process using Reserva's CRM. Create quotes, email campaigns, pricing sheets and seamlessly convert negotiations to sales orders.

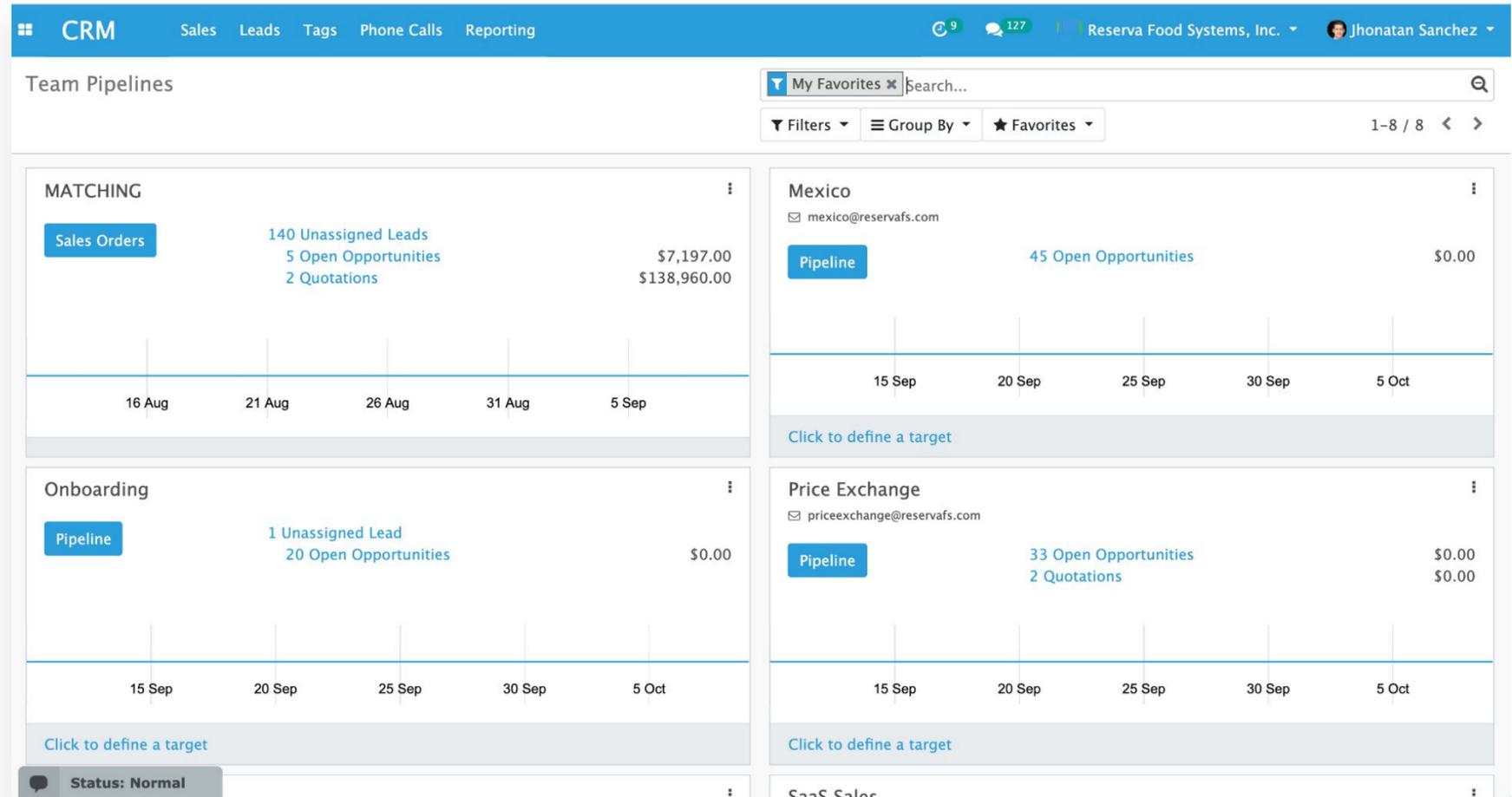
The screenshot displays the Reserva CRM interface for 'Team Pipelines / Opportunities'. The top navigation bar includes 'CRM', 'Sales', 'Leads', 'Tags', 'Phone Calls', and 'Reporting'. The user is logged in as 'Reserva Food Systems, Inc.' with 'ReservaFS Support' available. The main view is divided into three columns: Outreach (23 items, \$0), Engagement (9 items, \$0), and Pricing (4 items, \$0). Each column contains a list of sales opportunities with details such as company name, sales representative, star ratings, and status icons. A search bar and filter options are visible at the top right of the main view.

| Outreach (23)  | Engagement (9)  | Pricing (4)   |
|--|---|---|
| Consumer Fresh Produce, Inc.<br>Glenn Sheader                      | D'Arrigo New York (D'Arrigo Bros. Co. of New York, Inc.) Larry Hetz<br>● AVOCADOS<br>Larry Hetz   | Armata, E., Inc.<br>E. Armata, Inc.   |
| Consumer Fresh Produce, Inc.<br>Joe McCain                         | Marroko Valley, LLC.<br>● AVOCADOS<br>Aida Flores<br>aflores@marroko.com.mx   | Gold Medal Produce, Inc.<br>● AVOCADOS<br>Gold Medal Produce, Inc., William (Bill) Taubenfeld |
| Circus Fruits Wholesale Corp.<br>Rudy Perez                        | Mid-South Produce Distributors LLC.<br>Jonnathan J. Cordon  | New York Produce, Inc.<br>Marc Greenberg  |
| Fres Co, LLC.<br>● AVOCADOS<br>Stuart G. Rice                      | Coosemans New York, Inc.<br>Coosemans New York, Inc., Ray Hernandez   | West Pak Avocado, Inc.<br>West Pak Avocado, Inc., Josh Estebane                               |
| PUBLIX<br>Joe McCoy  | JD Produce Maspeth, LLC.<br>Ping Ng   |   |
| A & J Produce Corp.<br>A & J Produce Corp., Thomas Tramutola, Jr.  | Otay Mesa Repackers & Consolidation (Otay Mesa Repackers & Distributors, Inc.)<br>● TOMATOES<br>Otay Mesa Repackers & Consolidation (Otay Mesa Repackers & Distributors, Inc.), Charlie L. Cacho, Sr. |   |
| A & J Produce Corp.<br>A & J Produce Corp., John R. Tramutola, Jr. | Voita International Produce, Inc.<br>Voita International Produce, Inc., Mauricio Calvanese  |   |
| Armata, E., Inc.<br>Eric Mitchnick                                 | Peake, AI, & Sons, Inc.<br>Peake, AI, & Sons, Inc., Jack Gilkerson  |   |
| Armata, E., Inc.<br>John (Ackie) Acompora                          | Sunterra Produce Traders East, LLC.<br>● BROCCOLI ● MANGOES<br>Sunterra Produce Traders East, LLC., Paul Kolkau   |   |
| Armata, E., Inc.<br>Paul Armata                                    |   |   |
| Coosemans New York, Inc.<br>Peter Faraci                           |   |   |
| Fierman Produce Exchange, Inc.<br>Anthony (Tony) Alfano            |   |   |
| Gold Medal Produce, Inc.<br>Vinny Troyano                          |   |   |



# Sourcing and Sales Pipelines

Create custom pipelines to manage grower and customer relations with processes tailored to each group.



# Onboarding checklists and credit applications

From onboarding to daily trading, our CRM supports online applications, document signing, and more.





# Warehouse Management System (WMS)

Whether you are working with a 3PL, run from a single location or multiple warehouses, Reserva's WMS keeps inventory seamlessly integrated with purchases, sales, and accounting.



**INVENTORY MANAGEMENT**



**BARCODING AND LABELING**



**LOT AND PALLET TRACKING**



**QUALITY & FOOD SAFETY**



**PACKING, REPACKING AND PRODUCTION**



**DELIVERY ROUTES**



# Full Labeling Capabilities to ensure you are always compliant

From GTIN to PTI to Voice Pick, Reserva has all the labeling capabilities you need to create, print, and track labels.

reserva

COMMODITY:  
**Avocados**

|                           |                    |
|---------------------------|--------------------|
| VARIETY:<br><b>Hass</b>   | GRADE<br><b>#1</b> |
| Package<br>2 layer carton | Count<br>36s       |

HARVEST DATE: **05/08/2021** | PACKAGING DATE: **19/08/2021**

FARMER:  
**JSM Organics**  
163 Elizabeth St, New York, NY 10012, Estados Unidos

FINAL CLIENT:  
**Little Rascal**  
163 Elizabeth St, New York, NY 10012, Estados Unidos

TraceView Live Tracker

reserva

PALLET TAG: **17-1004**

COMMODITY:  
**Avocados**

|                         |                    |                   |
|-------------------------|--------------------|-------------------|
| VARIETY:<br><b>Hass</b> | GRADE<br><b>#1</b> | QTY:<br><b>80</b> |
|-------------------------|--------------------|-------------------|

|                           |              |                     |
|---------------------------|--------------|---------------------|
| PACKAGE<br>2 layer carton | COUNT<br>36s | WEIGHT<br>2,000 lbs |
|---------------------------|--------------|---------------------|

HARVEST DATE: **05/08/2021** | PACKAGING DATE: **19/08/2021**

FARMER:  
**JSM Organics**  
163 Elizabeth St, New York, NY 10012, Estados Unidos

FINAL CLIENT:  
**Little Rascal**  
163 Elizabeth St, New York, NY 10012, Estados Unidos

(01)18584526420133(13)210826(10)00189

**BANANAS / BABY**

cartons **40.0 lb(s)**

Reserva Demo  
Syracuse, NY  
United States

Pack Date  
**Aug26**

**46 78**

TraceView Live Tracker



# Shipping Dashboard

Shipping Operations and Control  
designed for the Produce  
Industry

## **Multimodal Tracking**

Track maritime, air, and inland shipments

## **Real Time Analytics**

Track temperature and location in real time

## **Predictive Insights**

Leverage data to improve margins and reliability

## **Inbound and Outbound**

Control inbound and outbound logistics

## **Seamless ERP integration**

Natively integrated in your Reserva account



# Business Communication Platform

## ProduceO/S

Reserva is the operating system to work in Produce



**Email**



**SMS**



**Video  
Conferencing**



**IP Phone**



**Internal Chat**



# Advanced Applications

Beyond traditional ERP applications

## POINT OF SALE SYSTEM

Mobile and touch-screen friendly POS with live scanning

## EMAIL MARKETING

Design beautiful email campaigns and online ordering distribution lists

## ONLINE ORDERING

B2B and B2C online ordering and payments

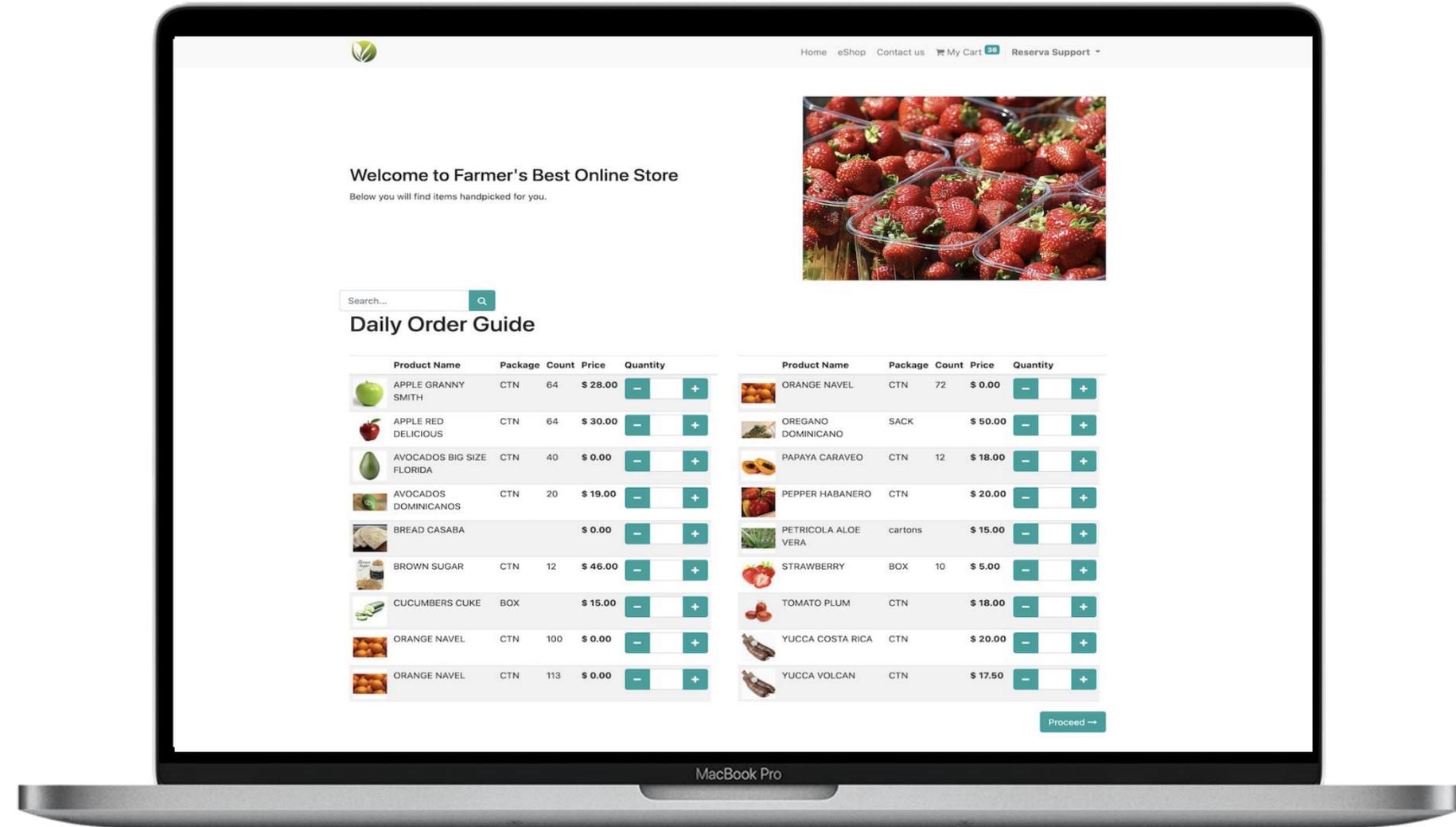
## FOOD PRODUCTION

Manage complex production processes with recipes and version control



# Online Ordering

Transform your ordering process by allowing your customers to easily place orders online. Reserva's eShop supports B2B and B2C payments



# Email Marketing

Put your promotions in autopilot using Reserva's built-in email marketing platform. Send out daily promos, order guides, and more directly to customers or prospects.

<https://eshop12.onreserva.com/shop/category/daily-order-guide-1>

Start Promotion

End Promotion

Send from

Reply To

Frequency

Add link to order products

Change Style

Headers

Banner

Body

Title Content | Title - Subtitle

Wine Clubs | Two Columns

Three Columns | Image - Text

Text - Image | Image

Separator | Tag Line

Signature

+ Marketing Content



## Reserva's Daily Order Guide

Your platform is ready for work. It will help you reduce the costs of digital signage, attract new customers and increase sales.

Enjoy,

  
Lissandro Matute  
Founder

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**Reserva Food Systems Demo**  
499 S Warren Street Syracuse NY , United States  
crm@reservafs.com | +1 646 580 5155

| Contact

# Point of Sale

Sell from anywhere with the convenience of a touch screen, live inventory and price lists

- Mobile and wireless
- Sale from warehouse or the road
- Scan lots
- Floor sales
- Print or email sales receipts
- Verify availability in real time

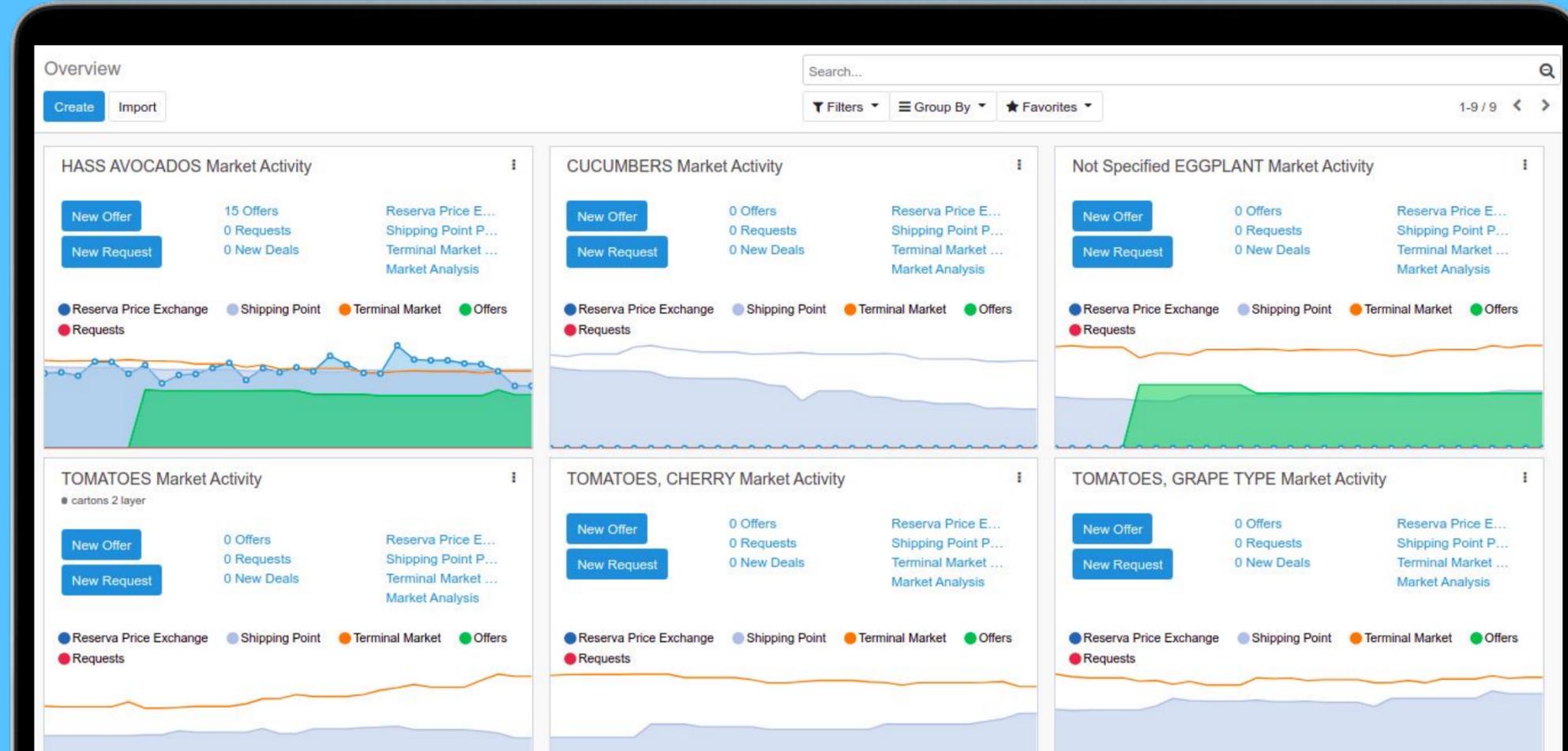


# Market Data

## Live Market Insights

Your own command center to keep an eye on the market. Leverage multiple data sources beyond USDA data, including Reserva's proprietary Price Exchange Data service

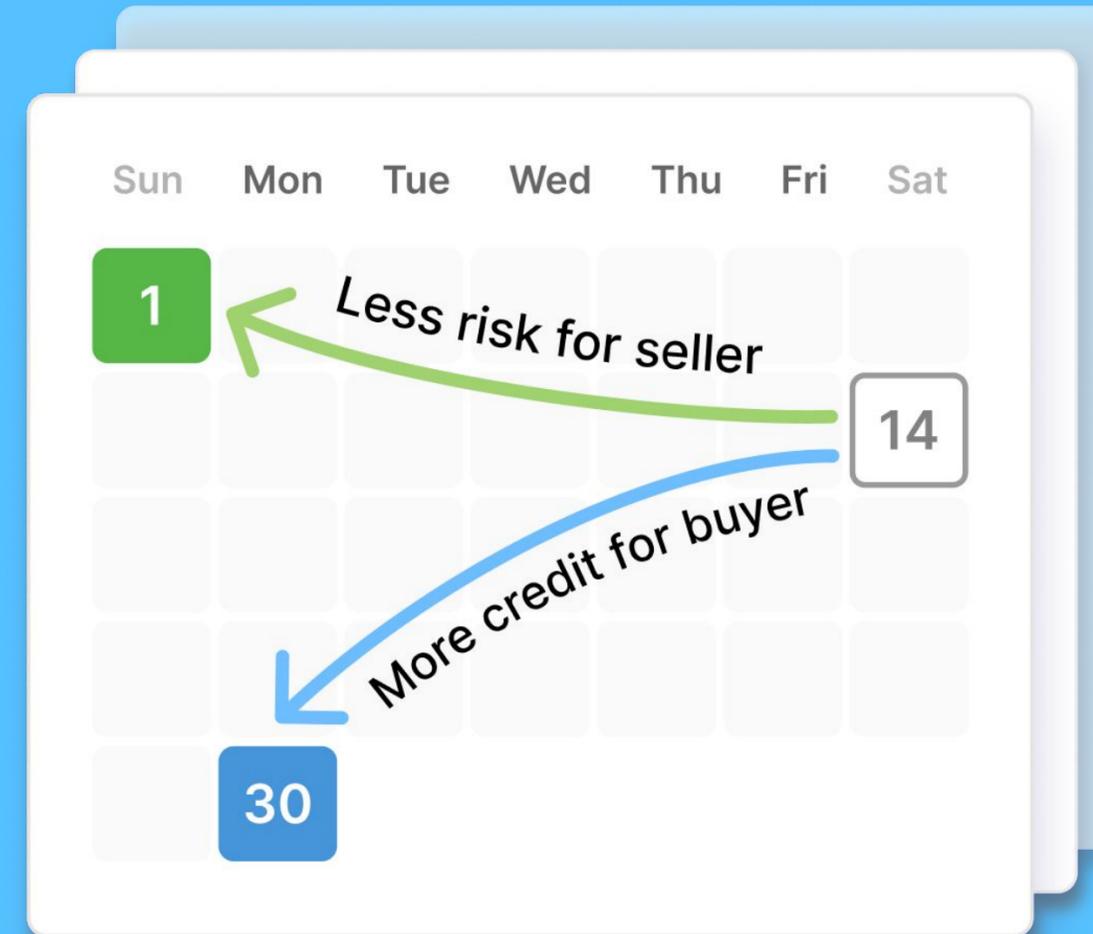
Everything you need to run and grow your business while keeping an eye on the market



# Reserva Pay

## A Live Credit Verification and Payment Solution

A revolutionary credit verification and payment solution for produce companies. Reserva Pay eliminates sellers' need to extend credit and worry about collections.



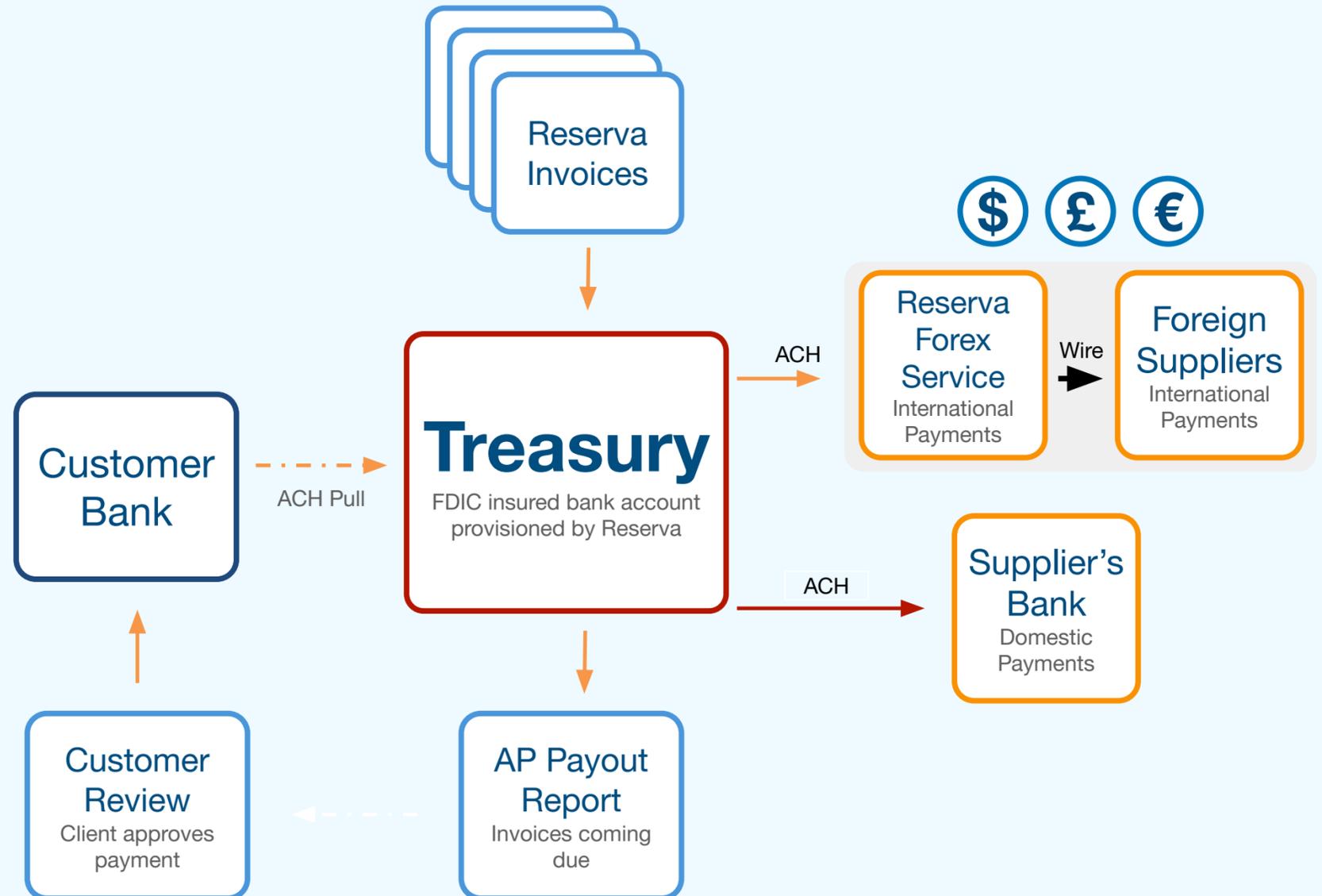
# Treasury

## Supplier Invoice Payout Automation

Put your AP in autopilot with Reserva's Treasury service. Treasury consolidates all your supplier invoices by due date ensuring you take the maximum credit while paying on time. Treasury works with Reserva Pay, giving clients the option to get extended credit when they need it.

AP Automation

Vendor Financing



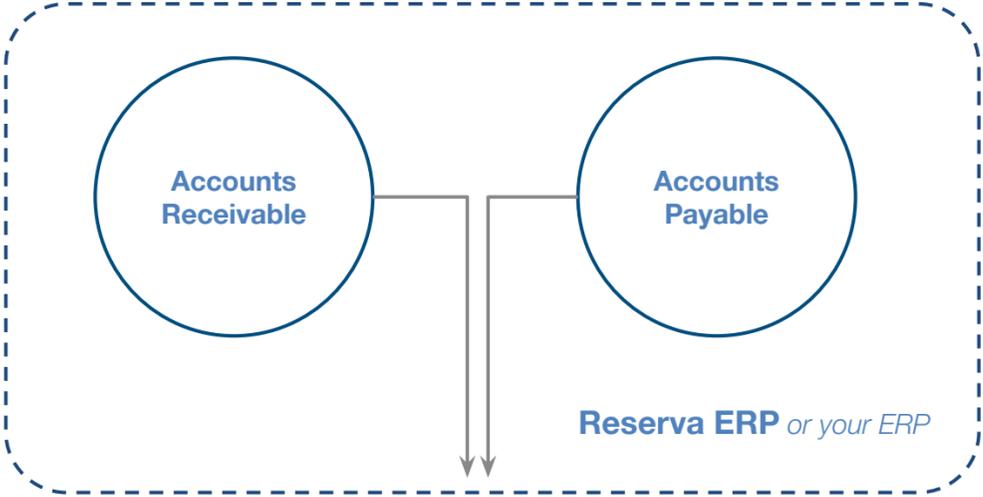
# Reserva Treasury

Liquidity Management  
AP Automation  
Vendor Financing

## Fully automate your collections and vendor payments...

Get paid and pay your vendors on time without worrying about cash flow.

Reserva Treasury helps you maximize vendor terms while chasing your customers for you.



### Collections

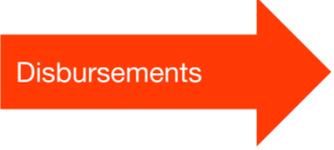
- ACH Deposit
- ACH Pulls
- Incoming Wires
- Credit Card



**AR Automation**  
Automatically issue reminders and collect payments

**AP Automation**  
Consolidate, schedule and make vendor payments

**Financing**  
On demand financing to cover cash flow gaps



### Payouts

- Domestic ACH Payments
- Domestic Wires
- International Wires
- Foreign Currency Payments
- Real Time Payment Processing

### Working Capital

- Trade Finance
- Short Term Credit
- Dynamic Discounting



**Forex Management**  
Manage FX exposure with hedging and same-day int. payments

**Liquidity Management**  
Real time cash flow planning and management

# TraceView

# Unprecedented Traceability

## Comprehensive farm-to-shelf tracking

From GTIN to PTI to Voice Pick, Reserva has all the labeling capabilities you need to create, print, and track labels.

The image displays three screenshots of the Reserva TraceView system. The first screenshot shows the main tracking interface with a search bar for tracking numbers and a 'Reserva Tracking System' section. The second screenshot shows a detailed product history for 'Peppers, Bell type' (MXD Yellow and Green), listing various stages from 'Productos del campo' to 'My Company: Transit location'. The third screenshot shows a printed label for 'Avocados' with the following details:

|  |   |                            |  |
|--|---|----------------------------|--|
| COMMODITY: <b>Avocados</b>   |   | PALLET TAG: <b>17-1004</b> |  |
| VARIETY: <b>Hass</b>   | GRADE: <b>#1</b>  | QTY: <b>80</b>             |  |
| PACKAGE: <b>2 layer carton</b>   | COUNT: <b>36s</b>   | WEIGHT: <b>2,000 lbs</b>   |  |
| HARVEST DATE: <b>05/08/2021</b>  | PACKAGING DATE: <b>19/08/2021</b>   |                            |  |
| FARMER: <b>JSM Organics</b><br>163 Elizabeth St, New York,<br>NY 10012, Estados Unidos | FINAL CLIENT: <b>Little Rascal</b><br>163 Elizabeth St, New York,<br>NY 10012, Estados Unidos |                            |  |
|  |   |                            |  |
| TraceView Live Tracker   | 1 23456 78910 4   |                            |  |

# Reserva Integrations





## Multi Company

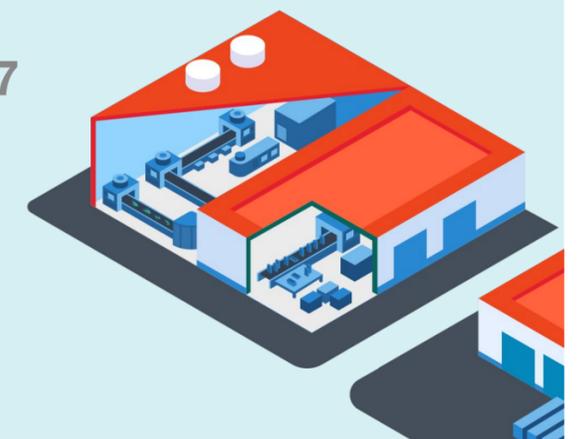
# Designed for Vertically Integrated produce companies

Reserva's multi-company environment supports organizations across different countries and different language settings. Everything in one place, gain full visibility to production, harvesting, packing, transportation, and distribution using Reserva's proprietary technology.

### PRODUCTION & HARVEST



### FOOD PROCESSING & PACKING



### DISTRIBUTION & STORAGE

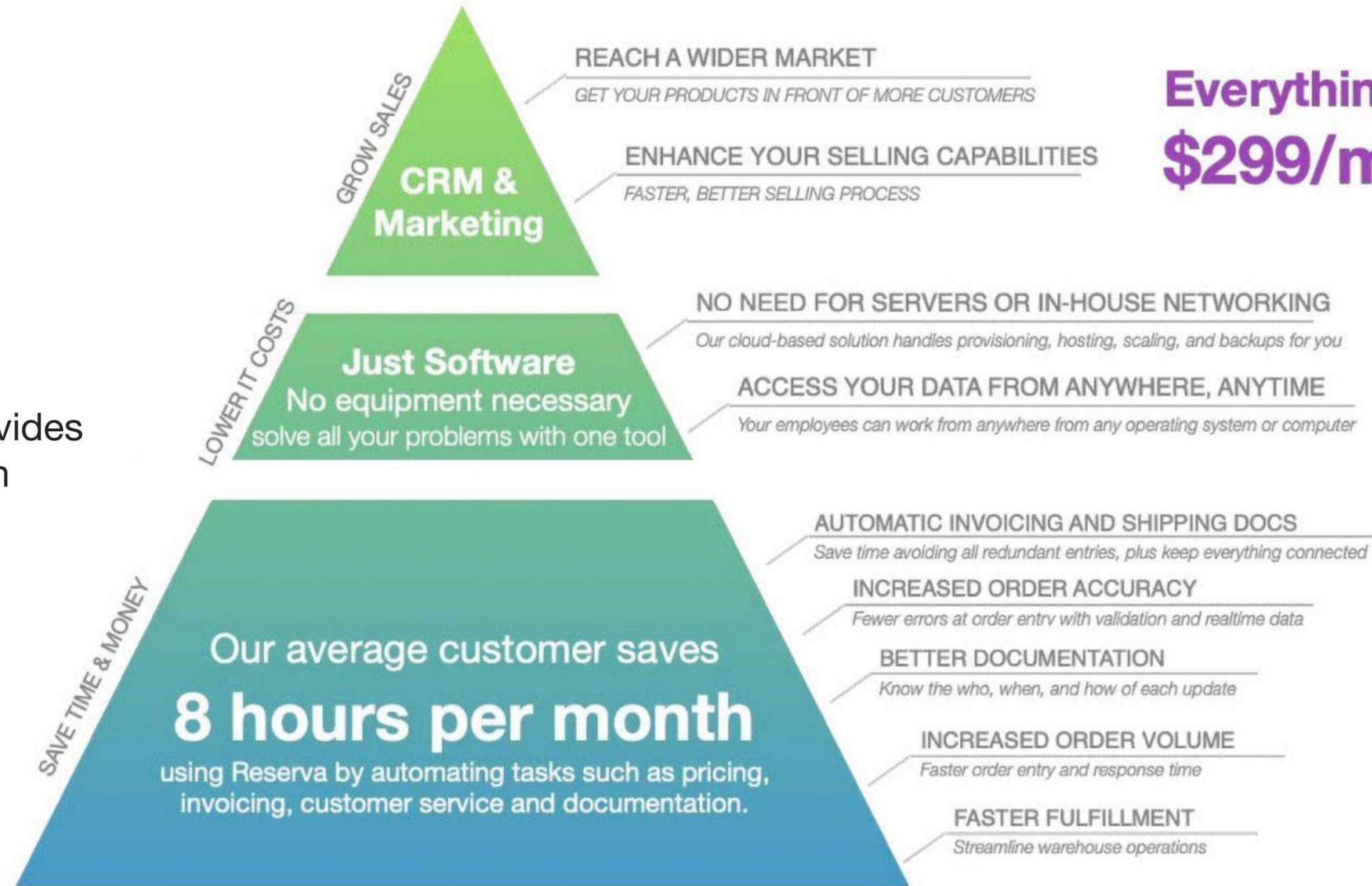


### RETAIL

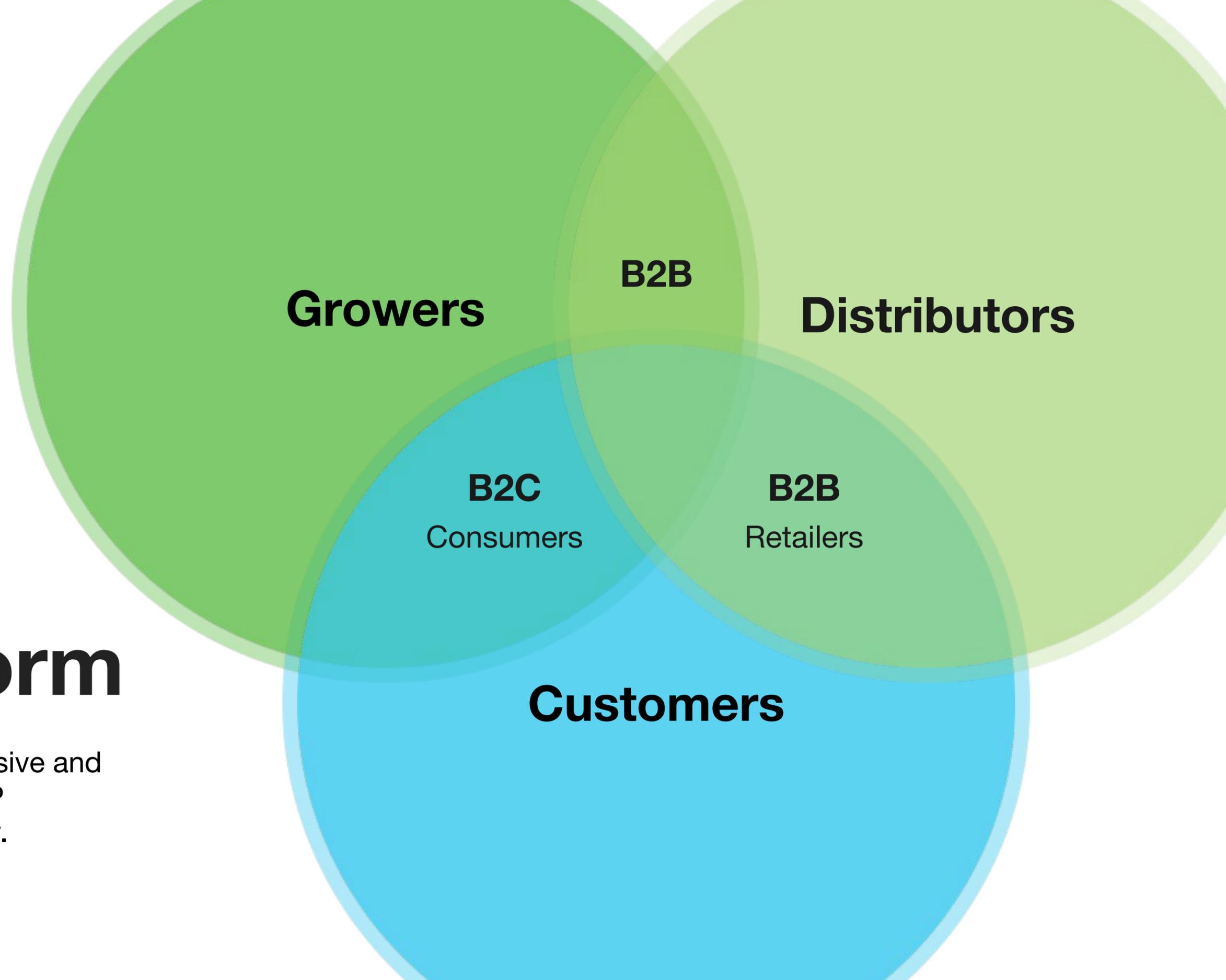


# Fast ROI

All inclusive pricing model provides peace of mind so you focus on growing your business



Everything for just **\$299/month**



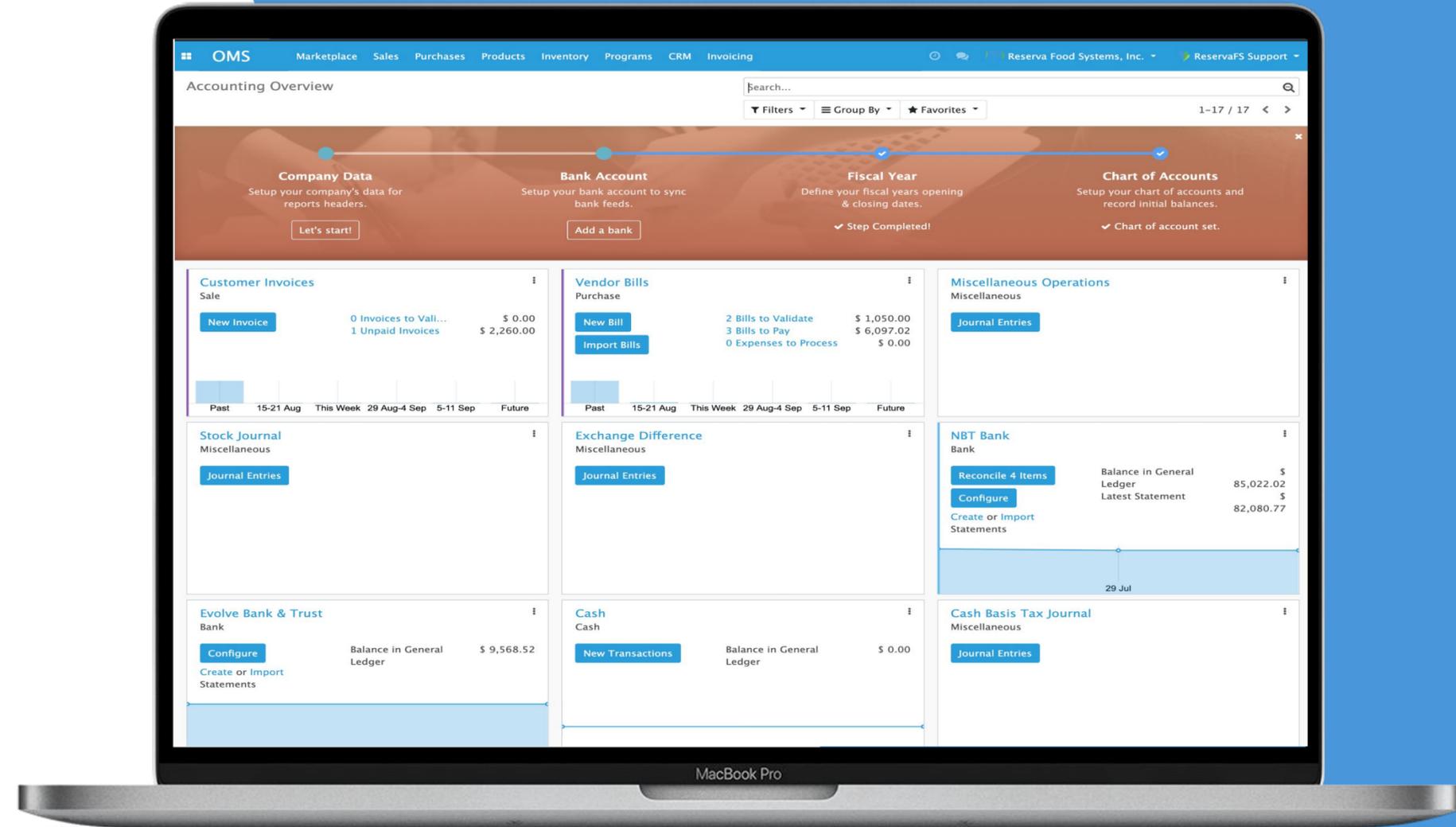
# Reserva ERP Platform

Reserva is the most comprehensive and affordable produce-specific ERP software platform in the industry.



# Powerful, yet simple

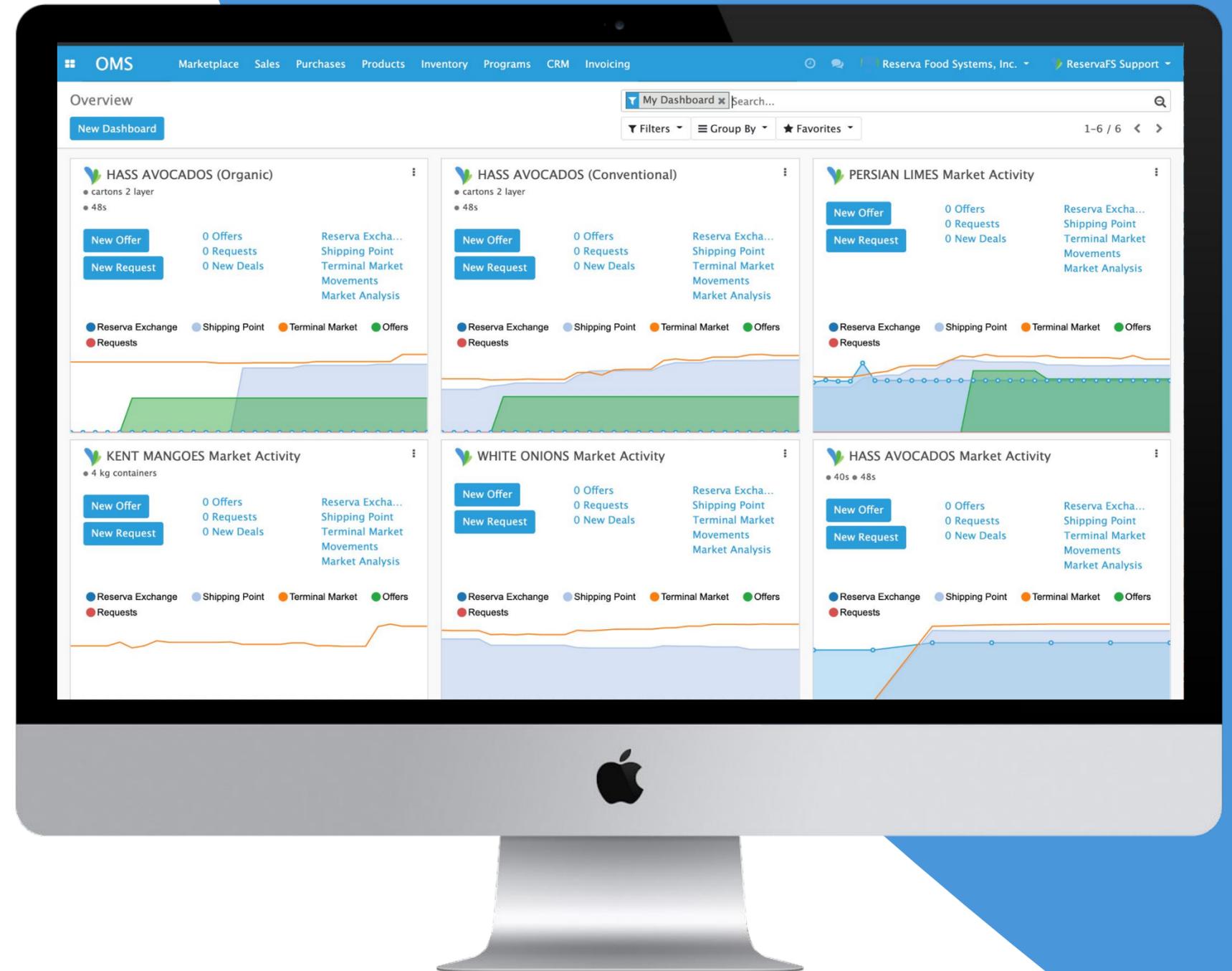
Easy-to-use ERP built natively in the web  
like the tools you already use





# Combine Trading, Market Insights and Operations

From market pricing to accounting, all your produce operations combined in one seamless platform.





# Anywhere access

Reserva's true cloud infrastructure allows you and your team to be connected anytime, anywhere from any device

Also works natively in iOS and Android through our marketplace trading app





## Headquarters

499 S Warren Street, Suite 709  
Syracuse, NY 13202

## Phone

+1 (954) RESERVA

## Email

[sales@onreserva.com](mailto:sales@onreserva.com)

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