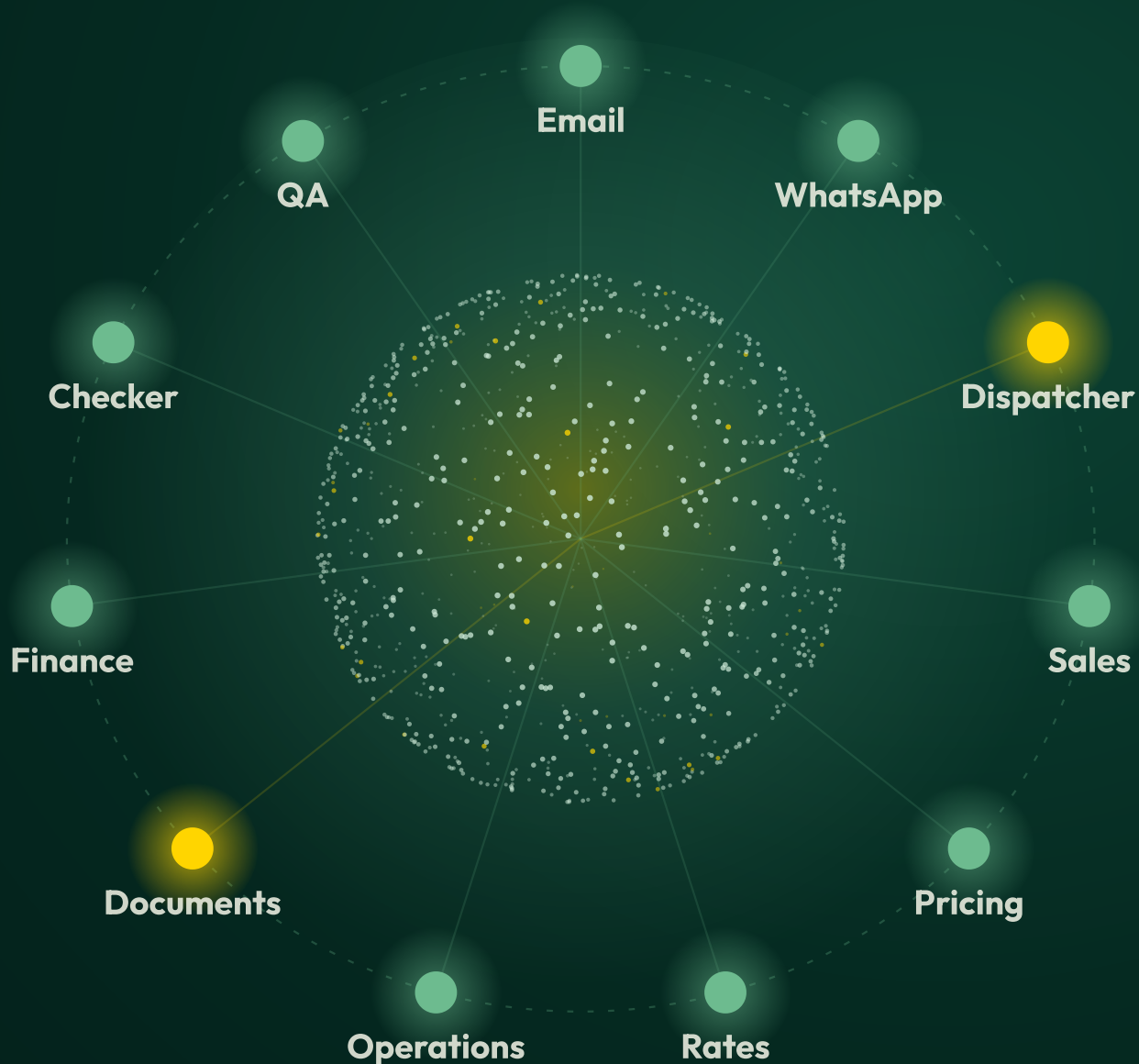




IT LOGISTICS SOLUTIONS

MINA ERP.

The AI-powered ERP for freight forwarders. Consulting, implementation and support, from one team.

EDITION
2026

WHO WE ARE

An IT logistics company, built around one ERP.

We are an IT logistics company. We consult on how freight forwarding businesses run, implement MINA ERP, the AI-powered ERP for freight forwarders, and stay with our clients after go-live. MINA runs a forwarder's back office: rates from agents, bookings, tracking, documents, invoices and follow-ups. Your team sells and decides; MINA runs the rest.

19 years

of freight ERP

Nearly two decades of building freight forwarding and logistics systems went into MINA.

11

modules, one system

CRM, SRM, operations, pricing, finance, HRM, reports, suggestions, administration, the Sphere and WhatsApp.

1 record

per shipment

From the first message to the final receipt, every desk works on the same record.

WHAT WE BELIEVE



People decide

Anything sensitive, like a price, a booking or a payment, waits for a person's written yes.



Your way of working

We learn your rules and SOPs first. MINA follows them; your team keeps its process.



Safe by design

Every outgoing message is checked in code before it leaves: no cost to a customer, no shipper name to an agent.



Any size

From a one-person forwarder to a full team, with each company's data kept apart.

IN THIS PROFILE

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OUR SERVICES

From your first meeting to every day after.

One team takes you from understanding your process to running it on MINA ERP. No demo and no trial: we start by learning how your company works today.



Consulting

We study how your office works today: who quotes, who approves, your agents and lines, how you follow shipments, invoice and collect.

Implementation

MINA ERP is set up for your company: users and permissions, branches and currencies, your documents and branding, and your owner's rules written in as hard rules..

Connection and data

Your mailboxes, your WhatsApp business number and your records are connected.

Training and go-live

Each team learns MINA on its own work.

Support and improvement

Anyone on your team can suggest an improvement from inside the app.



Consulting

We study how your office works today: who quotes, who approves, your agents and lines, how you follow shipments, invoice and collect. You get a clear map of your process and of where MINA takes the repetitive work.



Implementation

MINA ERP is set up for your company: users and permissions, branches and currencies, your documents and branding, and your owner's rules written in as hard rules.



Connection and data

Your mailboxes, your WhatsApp business number and your records are connected. Customers, agents and open files are moved over from your current tools.



Training and go-live

Each team learns MINA on its own work. At the start your team approves what MINA prepares, until it runs exactly your way.



Support and improvement

Anyone on your team can suggest an improvement from inside the app. You approve what gets built, and every update reaches you.



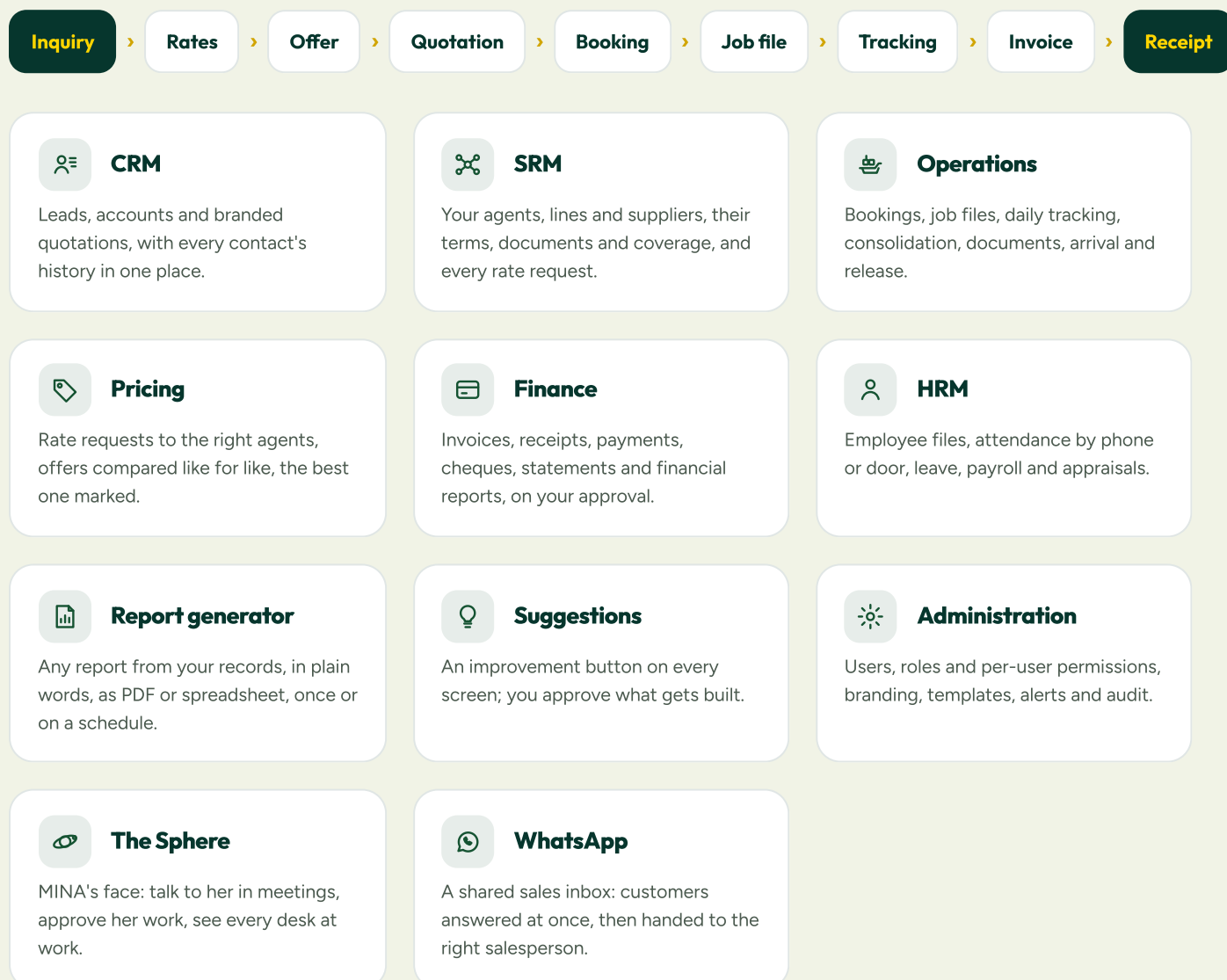
Who it is for

Freight forwarders of any size, from a one-person office to a full team, in sea, air and land freight, customs and consolidation.

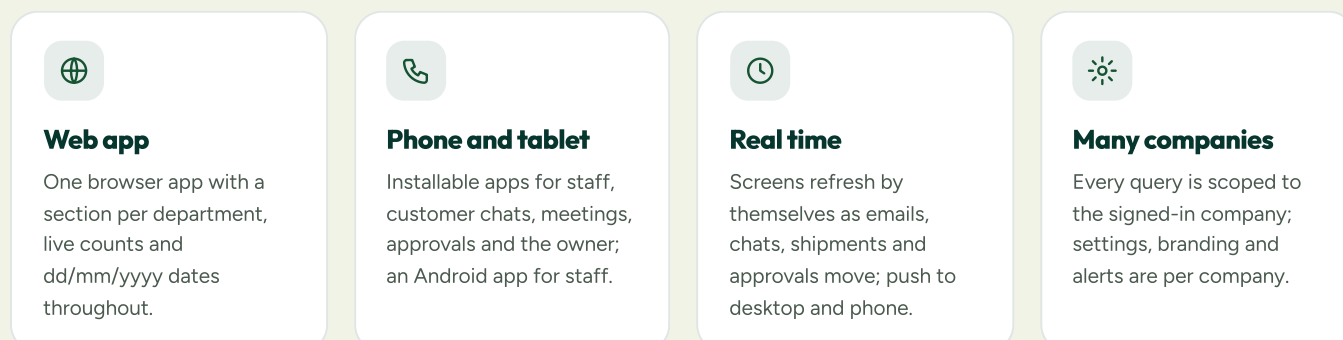
MINA ERP AT A GLANCE

One record, from inquiry to receipt.

Every inquiry, email, offer, booking, job file, tracking event, invoice and receipt lives in one record. Every desk, human or AI, works on the same data.



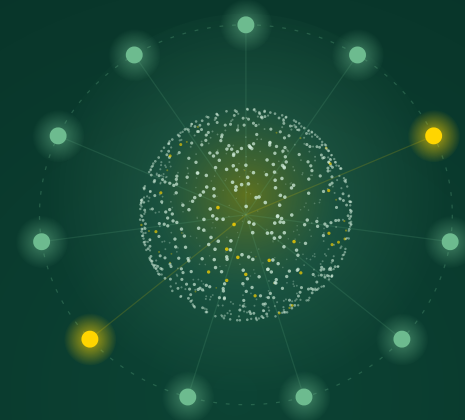
THE PLATFORM



HOW THE AI DESKS WORK

A team of AI desks, inside your ERP.

Each desk has one job. Every message goes through the same seven steps, and only the release step can send. Anything that matters waits for your team's yes.



In

Read

Direct

Work

Check

Release

Out

Sphere

The leader: assigns, follows every desk to the end, raises only real cases

Email Reader

Reads every incoming email, names the case and routes it

WhatsApp

Reads every message and knows who is writing before it answers

Dispatcher

Gives every task to the right desk by fixed rules

Sales

Answers new customer chats and hands them to the salesperson

Pricing

Rate requests, replies read, offers compared

Rates

Approves every incoming rate or holds it with the reason

Operations

Booked shipments: pickup, documents, arrival, free days, release

Documentation

Shipping instructions, B/L drafts and checks, delivery orders

Finance

Prepares document requests and collection lists; never posts

Checker

Checks every draft against its sources and the rules

Pool

Holds every follow-up and returns it on time

Catcher

Takes every failed task, finds the cause, proposes the fix

QA

Finds why a task is not moving and reports it

Database

Watches the database's health and warns early

Developer

Builds approved improvements, tested on the real case



A checker tests every draft against its sources and your rules before release. Failures go to a catcher that finds the cause; anything put off waits in the pool with its reason and its time, and comes back on time.



CRM

01

One place for every prospect and customer, from the first contact to a quoted, approved deal.

- Leads and accounts with their owner, contacts and a dated history of every action
- A duplicate guard before any lead, account or customer is saved, with a safe merge plan
- Customer master: tax ID, registration, customs brokers and customer documents
- Account statement with aging as a branded PDF; receipts reprinted on demand
- The company profile shared in one click, in English or Arabic
- A next step on every lead; the daily leads report for the sales meeting flags leads without one
- Lead distribution across salespeople, with a contact cool-down so no lead is called twice
- Credit terms per customer: requested by sales, approved by accounting, enforced on invoicing
- Branded quotations built from the inquiry, sent by email or WhatsApp; the customer approves through a link

MINA AI Captures leads from WhatsApp chats and ads, reads the route and cargo from the conversation, and prepares quotations on a salesperson's request. Nothing reaches the customer until the salesperson says send.



SRM

02

Manage the agents, shipping lines and suppliers you buy from, and every rate request sent to them.

- Suppliers by type: overseas and local agents, shipping lines, airlines, transporters, customs brokers, vendors
- Supplier issues: disputes, claims, service, document and rate issues with owner and status
- Coverage by country and port; trade lanes with preferred suppliers per lane
- Payables account requests approved by accounting before any ledger account opens
- Supplier file: financials with payables aging, the credit terms they give you, contacts
- Documents with expiry dates, and a guard on any change of bank details
- Agent network by country, mailing lists per country and the wording of your rate request
- Rate requests on the inquiry itself: one email per agent company, checked for completeness before it goes

MINA AI Reads every agent reply, attachments included (PDF rate sheets, scans, images), asks about anything missing the same hour, reminds only the agents who have not answered, and judges every incoming rate: approved, or held with the reason.



Operations

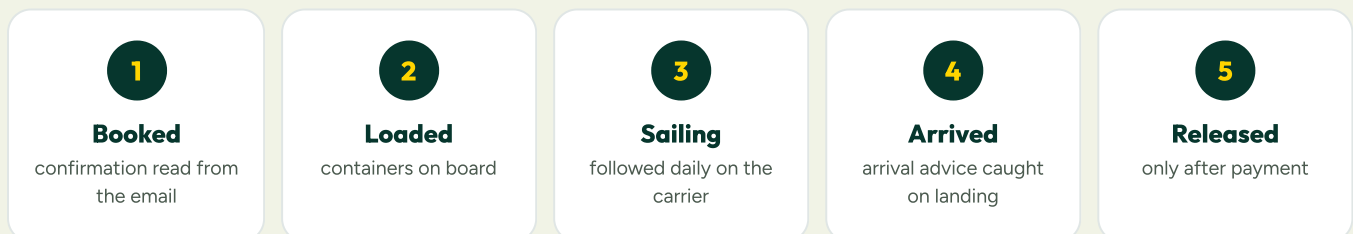
03

Run every booked shipment, from the booking request to the closed file.

- Booking requests with a booking clock: the line's confirmation followed day by day, with clear stages and escalation
- Job files opened only on an approved customer and a confirmed booking, with a check for an existing file
- Air files with airline, flight, MAWB and HAWB, and chargeable weight from pieces and dimensions
- Arrival advice recognised the moment it lands; the ETA updated and operations alerted
- Shipping instructions drafted as soon as a booking is confirmed; short customer updates when dates move
- Consolidation for LCL and air: masters and houses, co-load, capacity fill, file profit, house B/L and AWB
- The booking confirmation read from the email: carrier, vessel, voyage, booking and B/L numbers, dates, cut-off, containers
- One shipment record: confirmation, emails and attachments, tracking, charges, financial documents, cargo, drafts, notes, tasks
- Tracking board: booked, loaded, sailing, arrived, released, with what needs attention today
- B/L draft check: the agent's draft compared field by field with the file, and the correction email drafted
- Delivery order release requested from the app, never before the customer has paid
- Closing the file, with a daily review of everything still open

MINA AI Files every email and attachment in the right shipment, adds the container numbers it finds, reads agent invoices into the charges, follows every running shipment daily on the carrier's tracking, and tells the shipment's owner what matters.

A SHIPMENT'S JOURNEY





Pricing

04

Get your agents' costs fast, compare them like for like and hand the salesperson one clear offer.

- Inquiries with one stage each: new, shared, quotes in, ready to quote, on hold, won or lost
- Rates already on file shown before a new request is sent
- A rates repository of 20', 40' and 45' prices per lane and carrier, with validity and scope
- Direct win: a deal agreed by phone or WhatsApp goes straight to operations
- The pricing desk and the inquiry owner told the moment an offer lands
- A new inquiry with route, Incoterm, service leg and cargo; agents pre-filled by origin country
- Rate comparison by agent; the best offer explains its choice: full all-in, the legs the Incoterm needs, the right container
- One agent, one rate: a later correction on the same inquiry replaces the earlier figure
- An approved price list for customer quotes, with a manager's approval below the set margin

MINA AI Logs the inquiry first, sends your approved request to the right agents, reads every reply including the fine print, asks about gaps, compares the offers and gives the salesperson one PDF with the best marked. These are costs: your salesperson sets the price.



WhatsApp

11

Your WhatsApp business number becomes a shared sales and service inbox with an AI first responder.

- A two-way inbox on the official WhatsApp Business platform, with ad leads attributed
- AI first reply in the customer's language, day or night; it never quotes a price on its own
- Captured inquiries confirmed by a person before they reach pricing
- Approved templates for business-initiated messages, and the 24-hour window shown
- Staff message MINA on the same number for status, tracking, best rate or documents, within their permissions
- A welcome that greets known customers by name and names their running shipments
- Hand-off to a salesperson when the lead is ready; supervisors reassign or return the chat to the AI
- Delivery ticks, retry on failure, photos, documents and voice notes
- Service levels: a nudge at 30 minutes and escalation to management at 2 hours

MINA AI Knows who is writing (customer, agent or colleague) before it answers, qualifies lightly and hands over. Prices come only from the approved list, through the price guard.



Finance

05

Full double-entry accounting tied to the job files, so the profit on every shipment is always current.

- Charges on every shipment: cost and income, the agreed cost against the agent's invoice
- Checks for duplicates and replacements at posting, and a warning for a charge already billed
- Cross-currency settlement with the exchange difference handled
- Void requests: anyone may ask, only an approver can void, and the invoices reopen
- Statements per customer and supplier; trial balance, aging, profit and loss, balance sheet
- Customer invoices and supplier cost vouchers posted from the file, in the currency you choose
- Receipts and payments by cash, transfer, card or cheque, settled oldest first, in part or on account
- Cheque register: record, clear on the value date, or return a bounced cheque
- Chart of accounts, receivables, payables, banks and currencies
- Commissions that mature with the file, and branded PDFs for every document

MINA AI Prepares invoice, receipt, payment, cost and expense requests from the evidence (the accepted quotation, the bank slip, the supplier invoice). It never posts: a person with the right approval posts under their own login. A line with no source cannot be approved.

FROM THE FILE TO THE BOOKS

1

Charges

cost and income on the file

2

Invoice

posted from the file

3

Receipt

settled oldest first

4

Statement

per customer and supplier

5

P&L

profit per file, always current



HRM

06

The staff side of the company, with self-service on the phone.

- Employee files: personal and employment data, positions, reporting lines, documents and departments
- Leave and hourly permission requests from any screen, approved by HR
- Attendance by phone with a PIN and a rotating office QR code, an office kiosk and flexible hours
- Payroll: salary structure, deductions, a monthly run posted to the ledger, payslips on the staff phone
- KPI scorecards and appraisals with targets and bands that HR can edit
- Self-service HR profile: own details, requested documents and leave balance
- Work calendar with holidays and temporary working hours
- Attendance by the office smart door lock: the first unlock of the day is the clock-in
- Termination locks the person out of the phone app at once; an end-of-service settlement calculator

MINA AI Staff ask MINA about their own tasks, shipments and reports from the phone, while salaries and other people's personal data stay private.



Report generator

07

Any report from your records, kept by date and delivered to exactly who you name.

- A reports menu that keeps every generated report by date
- The management daily report: new inquiries, shipments confirmed, tracking updates, rates received
- Finance reports as PDFs: trial balance, aging, ledger, statements, profit and loss, balance sheet
- Ask for a new report in plain words on WhatsApp, in the app or by voice; permissions and the PIN apply
- A shipments review built every morning: urgent, action and tidy-up, per shipment
- Task reports per person, the leads report and a personal report for every employee
- Scheduled reports: each salesperson's inquiries, the offers per inquiry, running shipments, the weekly employee report

MINA AI Builds the report you ask for from the records, checks it before it goes out, and sends it only to the people you name.



Suggestions

08

Let anyone improve the app from the exact spot they are looking at.

- The "s" button on every screen: one line, saved with the screen and the function
- Administrators triage the full log: new, planned, done or dismissed
- A daily review every morning: new suggestions, what was done and what waits for approval
- Everyone follows their own suggestions and confirms whether each one is fixed
- The person who suggested is told when the status or the reply changes
- Approve, then build: nothing is built without the owner's approval

MINA AI The developer desk works the approved items from the real case, and the AI desks log what slows them down with a proposed fix.



Administration

09

Configure the company, its people and what each person may see and do.

- Users with role tiers, and per-user permission switches for every sensitive function
- Settings for alerts and their recipients, WhatsApp, AI knowledge, monitored mailboxes and filters
- Branded document templates for invoices, vouchers, statements, booking and shipping documents and reports
- Wall announcements with acknowledgements, and team chat with files, mentions and shared records
- Approvals history: every decision kept, with who asked, who decided, when and what changed
- Search across emails, inquiries, shipments, customers, suppliers and vouchers, within each person's permissions
- Company profile with letterhead, logo and colours; the brand colour themes the app, light or dark
- Notifications with history and deep links, pushed to desktop and phone
- A built-in user manual, help on every screen and a guided tour
- Several companies in one system, each company's data kept apart

MINA AI Sends daily and evening briefings to management, and raises tasks to people with a cap per person and a check that they are done.



The Sphere

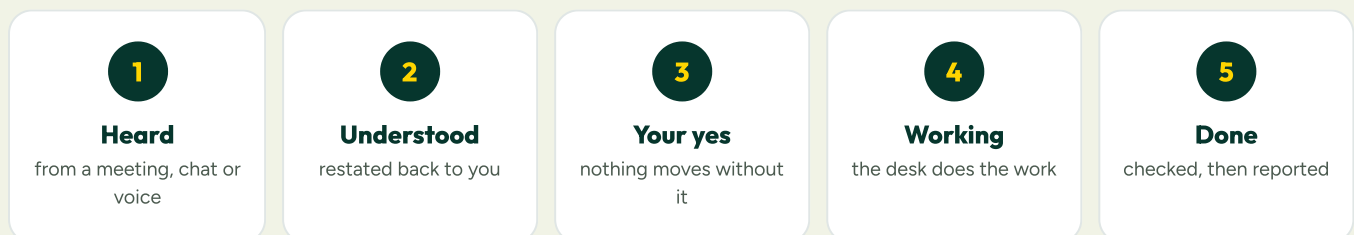
10

The owner and the team talk to MINA, approve her work and see what every desk is doing.

- Meetings on a tablet or phone: she listens in Arabic and English, wakes on her name and answers from the records
- Meeting mode turns agreements into tasks and notes; assistant mode works for one person
- Task cards in five steps: heard, understood, your yes, working, done
- The MINA Brain: the task pool on one screen, now, up next, waiting on people, done today
- Phone apps for the team and the owner: decisions, approvals and the business at a glance
- A raised hand: when she has something useful she glows and chimes, and speaks only when asked
- Scheduled meetings: she is reminded, joins on time and prepares the data
- A PIN on the speaker's own WhatsApp before any company figure or approval
- Approvals on WhatsApp, numbered, with Yes, No and Details, one at a time

MINA AI Each message is read, given to the right desk, prepared, checked, and only then released. The Sphere raises to the owner only a real case.

EVERY TASK CARD, FIVE STEPS



SECURITY AND TRUST

Safe by design, not by promise.

The sensitive rules are enforced in code, before anything is sent, not left to judgement after.



A guard on every message

Before anything leaves, code checks who receives what: no cost or margin to a customer, no shipper name to an agent, no customer list, no competitor names. A refusal is a hard stop.



A person's yes

Prices, bookings, payments and anything that changes data or leaves the company wait for a written yes. Voice alone never approves.



A PIN for figures

Company figures and approvals need a one-time PIN sent to the person's own WhatsApp.



A full audit trail

Every decision is kept with who asked, who decided, when and what changed; approvals are recorded under the approver's own login.



Money stays guarded

No ledger account opens without approval, duplicates are caught before posting, and no cargo is released before payment.



Data kept apart and encrypted

Each company's data is separated at the database layer; keys and tokens are encrypted at rest.

The rule MINA prepares; people decide. Nothing that changes data, moves money or leaves the company happens without the right person's yes.

CONTACT

Let's map **your way of working.**

Book a consultation: we learn how your company works today and show you how MINA ERP would run it.



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