

Mahyu, Modules eCommerce Ecosystem.

Introduction

Logistics is the fundamental engine of both domestic and global commerce, serving as the economic backbone that sustains nations and industries alike. It functions as a circulatory system, **moving raw materials, work-in-progress goods, and finished products** to meet *consumer demand and power industrial growth*. Over the past decade, eCommerce logistics has expanded at an average annual rate of approximately 20%, significantly outpacing the traditional cargo sector, which has grown at closer to 4%.

In response to this structural shift, Mahyu has **developed a hybrid**, vertically integrated logistics model purpose-built for the digital economy. By combining the proven reliability of conventional logistics operations with **the intelligence and agility of modern digital infrastructure**, Mahyu enables seamless data integration from origin to destination, door to door. These unified vertical architectures connect eCommerce sites, transportation, customs, warehouse operator and last-mile delivery into a single operational framework, creating a more resilient, efficient, and sustainable foundation for the future of global logistics

eCommerce Logistics System Integration, SatuFen & Rochests

SatuFen, a scalable eCommerce logistics vertical developed by Mahyu, provides a seamless digital solution for **Indonesian Hajj and Umrah pilgrims** to ship purchased souvenirs as unaccompanied baggage directly from Saudi Arabia to their doorstep in Indonesia.



Operating as a door-to-door (end-to-end) platform, SatuFen is built on a multi-layered digital architecture:

Front-Layer Interface: Allows Saudi retail and logistic partners to easily upload detailed product information and manage orders.

Middle-Layer Intelligence Engine: Automatically calculates all-inclusive landed costs, including Saudi export fees, Indonesian customs duties, taxes, and last-mile delivery, providing full price transparency upfront.

Back-End Integration Layer: Securely transmits structured shipment and compliance data directly to Indonesian Customs via API, ensuring a smooth and compliant clearance process.

The platform currently operates through a strategic partnership with **MBS Express**, directly serving pilgrims by simplifying the souvenir shipping process from Saudi Arabia to homes across Indonesia.

Following the successful commercial deployment for Indonesian pilgrims, Mahyu is launching its second-generation platform, **Rochests**. The platform collaborates with **airport warehouse operator** for both operations and sales enablement, and is designed to support high-volume, **vertical-multidirectional (import-export) eCommerce trade** across major global marketplaces and leading regional platforms.

Rochests provides eCommerce platforms with a structured algorithm suite that able to fully digitizes the complex Indonesian cross-border process into the eCommerce. The two architectures will then able to integrate and to automate **landed-cost calculation, regulatory compliance, logistics orchestration, and payment settlement**.

By integrating real-time *with customs, airport-warehouse, and delivery partners*, we enable a frictionless consumer experience: eCommerce shoppers able to see and pay the all-inclusive price at checkout, track their shipment's journey upon arrival in Indonesia, and are protected from surprise fees, failed deliveries, and payment disputes.

Rochests is powered by a **rules-based and algorithmic import and export logistics engine** that automates *data capture, process and administration exchange and execution* with **minimal human intervention**. This reduces operational overhead, improves margin predictability, and creates a defensible system layer that is **difficult** for traditional forwarders or marketplace-only solutions to replicate.



Strategically, **Rochests** positions Mahyu Indonesia at the convergence of three powerful forces: **accelerated eCommerce growth, regulatory digitalization, and logistics platformization**. Together, these dynamics create a long-term opportunity for MI to evolve into a foundational infrastructure layer supporting cross-border SME reciprocal commerce across continents.

In this phase, Mahyu Indonesia should have dedicated team of **three operational staff** to support administration and ongoing monitoring of Satufen's Saudi Arabia corridor, alongside **two sales executives** focused on recruiting local exporters and SME customers for Rochests.

Summary

The era of offline workflows, paper-based administration, and sequential processing is rapidly coming to an end. The future of logistics is defined by **real-time, digital, and parallel** operations that deliver step-change improvements in efficiency, transparency, and cost effectiveness. Mahyu is built to lead this transformation. By integrating **three critical verticals**, traditional logistics operations, eCommerce logistics system integration, and open digital infrastructure, we are establishing Indonesia's first unified logistics ecosystem. This architecture enables **true end-to-end** coverage of the national logistics cycle while supporting the accelerating digital demands of modern commerce. Written by, [Eddy Syaifulah](#).

