

## Understanding Mahyu's Digital Infrastructure

### Introduction:

Cloud based internet service delivered to users over the internet has been around for decades. You probably use the product even if you don't realize it: much of our online lives are now using this method. As technology becomes a key driver of automation, productivity, and cost efficiency. Companies are increasingly evaluating its role, both "hardware and software" in transforming business strategies.

This shift has enhanced quality of products or services making processes **more seamless and cost-effective**, while laying a **solid foundation** for future, more advanced capabilities. This underscores the urgent need for the logistics industry to *transform its traditional methods*. The industry has remained largely unchanged for the past 50 years, with many operations still relying on **offline interactions, sequential workflows, and paper-based manual administration**.

These outdated methods are no longer viable in today's fast-paced, digital-driven world. However, transforming the logistics industry is an intricate process that cannot be achieved overnight. It demands expertise in **technical database management, algorithmic configuration, mapping technology, financial expertise and regulatory compliance**, along with extensive experience in coordinating multiple parties, including Shippers (both consumers and businesses), Forwarders (independent and multinational), Ocean Carriers, Warehouse Operators, and Air Transport Providers.

Without a transform toward **technology-driven solutions**, logistics supply chain will continue to struggle with **slow response times, inefficiencies, and rising service costs** year after year.



**The Company:** Mahyu is a technology-driven company dedicated to developing a digital logistics infrastructure with an open system architecture. Mahyu makes it easier for SME (Small & Medium Enterprise) users to plan expansion strategies, streamlined workflows and launch new services. Using the platform's **ready-made templates**, forwarders and transporters can effortlessly customize them to

reflect their "branding, adjust pricing, plug-in resources and refine services".

Traditional methods, where repetitive tasks such as **transporter** operation instructions, sales report and back-office administrations were handled manually, are now powered by "advanced algorithms", reducing processing time from days to mere hours. **Shipper**, who previously worked exclusively with a few **offline** forwarders or transporters, now benefit from Mahyu's "real-time interconnected services and automated operational functions". This transformation enables shippers to complete research and making decision selecting potential forwarder in **real-time**, instead of days.

The system offers the following key functionalities to enhance efficiency, transparency, and user experience:

- **Automation of Manual Operations** – Utilizing algorithms to replace repetitive tasks, improving speed, accuracy, and efficiency.
- **Digitization of Paper-Based Sales and Administration** – Converting traditional paperwork into digital formats for seamless access, updates, and record-keeping.
- **Concurrent Workflows** – Enabling simultaneous task execution instead of sequential processing to accelerate operations.

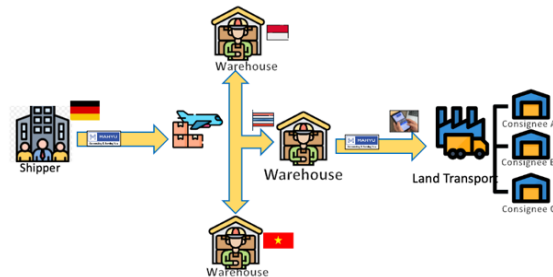
- **Online Payments** – Facilitating secure, instant digital transactions, eliminating reliance on traditional banking methods.
- **Real-Time Interactions and Notifications** – Providing instant updates and communication, reducing delays caused by offline processes.
- **Mobile Application** – Supporting field operations with real-time task updates, navigation guidance, and efficient work receipt uploads.
- **Automated Customer Service** – Leveraging AI-driven notifications and support to enhance user experience while reducing manual intervention.
- **Real-Time Domestic and International Trade Recommendations** – Offering smart-algorithm insights for alternative products or suppliers, optimizing trade operations and ensuring transparent transactions.

### The System:

Mahyu seamlessly integrates its features, **services, operations, and administrative** functions into a unified ecosystem. Each component is interconnected, domestic transport serves as a crucial feeder for international air transport, while warehouse services enhance the efficiency of incoming global shipments.

These goods, arriving via international air transport, are stored in warehouses before being distributed locally through domestic transport.

This cohesive system ensures a smooth and efficient link between **global and local markets**.



The platform accommodates both **B2B (Business to Business)** and **B2C (Business to Consumer)** transactions, recognizing the modern shift towards individual consumers and small-scale businesses operating from home offices. The following are the user categories supported by the platform:

- **Shippers** (Businesses and Individuals):
  - o **Business Users:** Access all services with **flexible payment** options, including online and term payments.
  - o **Individual Users:** Access all logistics services with **online payment** options.
- **Transporters/Forwarders:**
  - o **Domestic Land Transport:** Offers dedicated charter routes and return trip options.
  - o **Warehouse Services:** Provides general, clean room, and cold storage facilities within one location.
  - o **International Air Transport:** Facilitates international air freight services and incoming/outgoing international land transport services.
  - o **eCommerce Logistics:** Supports international parcel services (up to 30kg per parcel).

Mahyu goes beyond logistics services by creating a cohesive real-time system that seamlessly facilitates shippers and transporters direct interactions. Previously manual transporter operations and back-office administrative tasks are now *digitized*, **cutting processing time** from weeks to hours. Shippers, who once relied solely on a few forwarders or transporters, now have access to online partner options. This algorithm driven transformation allows them to *review and select in real-time* potential transporter, enhancing business transaction transparency.

Interestingly, businesses that *embrace technology* and transition from “traditional methods to technology solutions” consistently achieve **better and more impactful growth** than those that resist change.