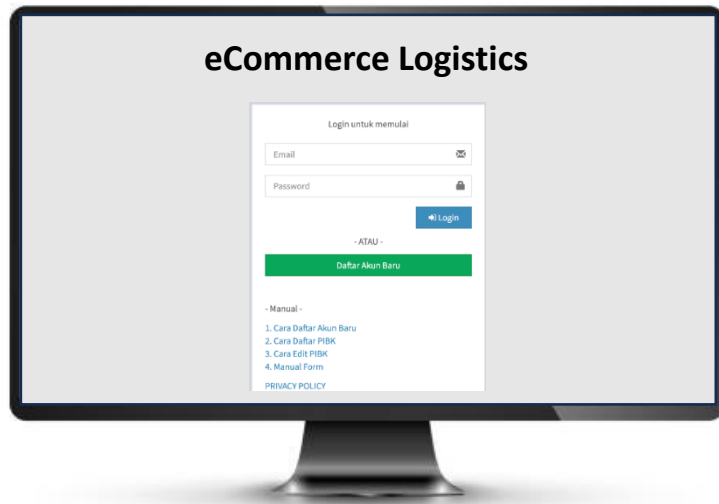SatuFen
Serving Friend

Overview

Satufen is a digital cross-border logistics and customs compliance platform developed, originally to support Indonesian Umrah and Hajj pilgrims in sending personal items from Saudi Arabia to Indonesia.

The platform has evolved into a scalable, regulation-aware eCommerce logistics backbone.

The Problem with Today's eCommerce Logistics
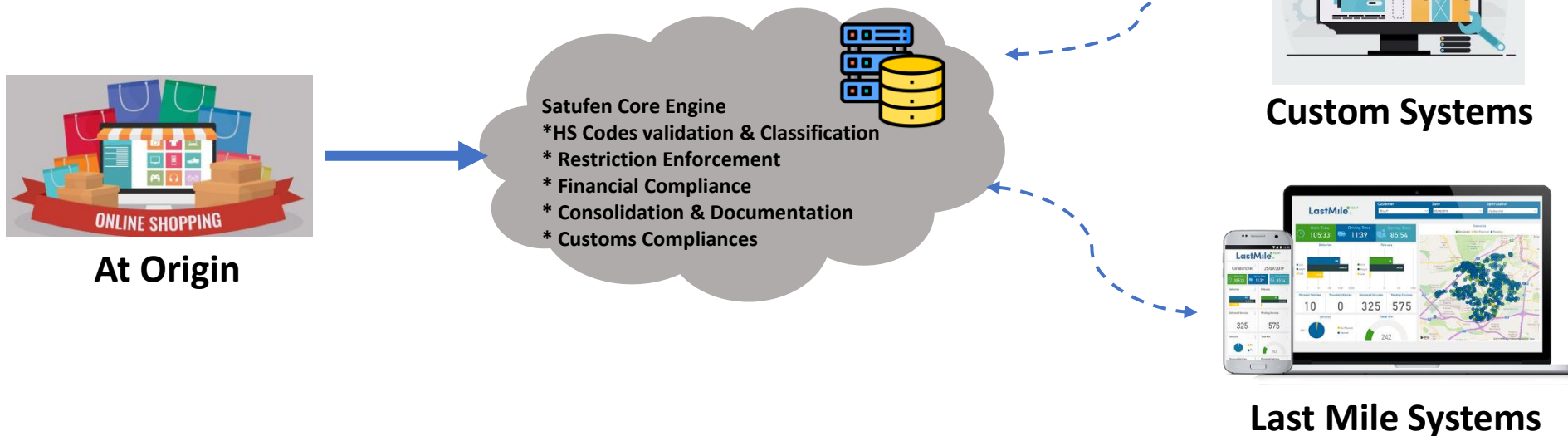

Manual Paper based Customs Processes

Frequent errors HS Codes Classifications & Declaration

Lack of transparency in duties, taxes and last mile charges

Repeated data re-entry causing costly delays

At Origin

Satufen Core Engine
*HS Codes validation & Classification
* Restriction Enforcement
* Financial Compliance
* Consolidation & Documentation
* Customs Compliances

Custom Systems

Last Mile Systems

Complete Workflow Solution

o **Unified Workflow Engine:** Manages the entire process from **item declaration** and **flexible payment processing** to **automated administrative documentation**.

o **Intelligent Compliance & Clearance:** Provides **HS code guidance**, **automated duty/tax calculation**, and facilitates **digital customs pre-clearance**.

o **Automated Execution:** Triggers **automated notifications** and coordinates final **last-mile delivery** upon clearance.

> **This end-to-end integration transforms a complex, fragmented process into a seamless, transparent, and efficient digital experience.**

Order Entry ← - - - - - → **Processing Duty - Tax** ← - - - - - → **Submission-Clearance Approval** ⟶ **Final Delivery**

eCommerce Site
* Online order
* Origin Hub
* Shipper Selection
* API - Satufen
* Payment Gateway

Satufen Site
* HS Code link
* Calculation-Compliance
* Duty-Tax Display
  - Return value to eComm
* License-Restriction Check

Satufen-Customs API
* Declaration-Submission
    -Docs Upload
* Risk Assessment
* Notification Inspection-optional
* Duties – Taxes Payment
* Clearance Approval

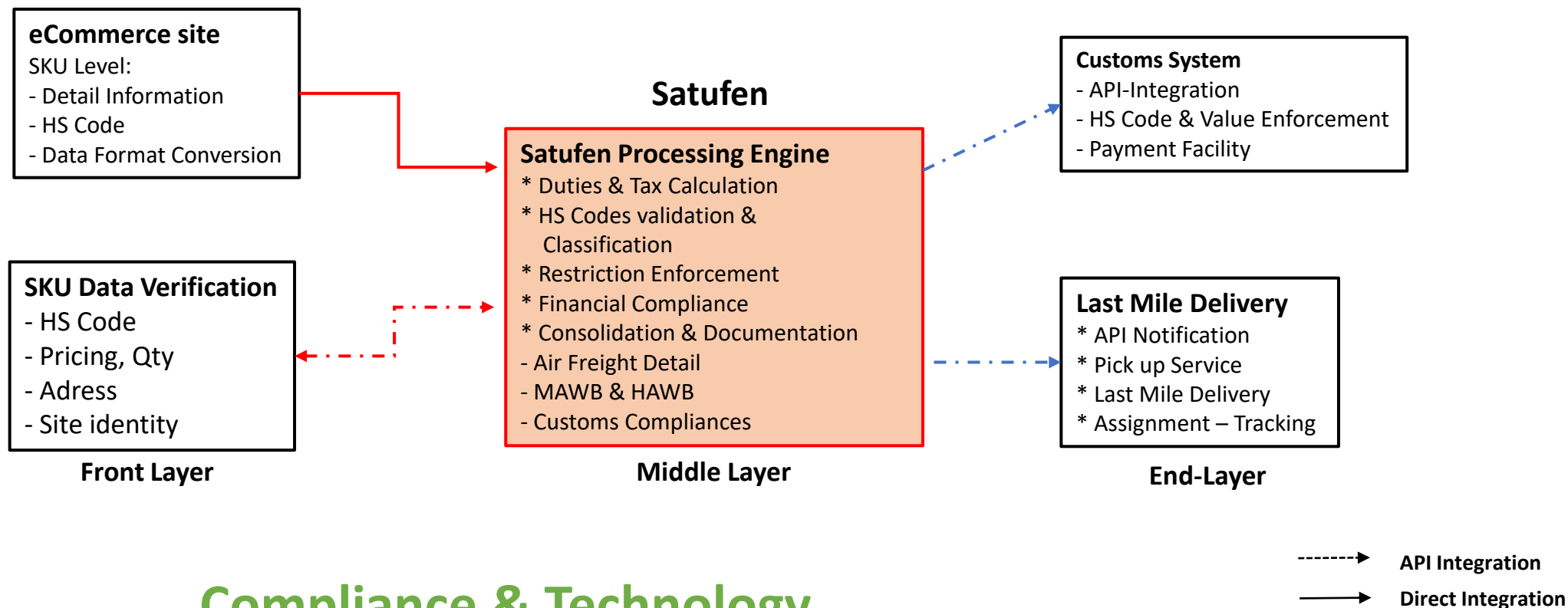**Satufen-Last Mile**
* Move Warehouse
* API Courier
* Last Mile Destination

Automated Work-Flow eCommerce in Satufen
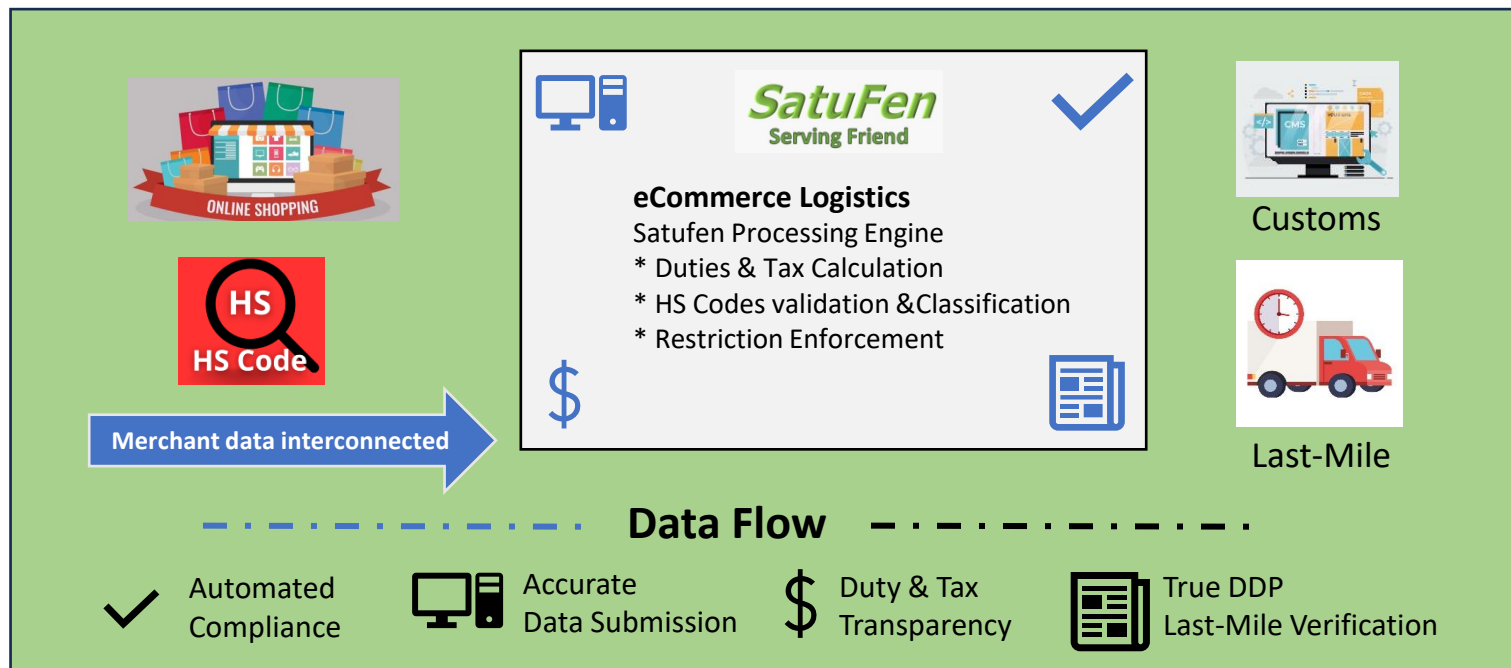
End-to-End Digital Workflow:

➢ **Entry & Quote:** Input item details. System instantly calculates all-inclusive cost (air, duties, taxes, delivery).

➢ **Pay & Process:** Customer pays. System auto-creates invoice, barcode label, and customs MAWB.

➢ **Clear & Dispatch:** Data sent via API to Customs. Upon clearance, last-mile delivery is auto-dispatched with live tracking.

eCommerce site
SKU Level:
- Detail Information
- HS Code
- Data Format Conversion

SKU Data Verification
- HS Code
- Pricing, Qty
- Adress
- Site identity

Front Layer

Satufen

Satufen Processing Engine
* Duties & Tax Calculation
* HS Codes validation &
   Classification
* Restriction Enforcement
* Financial Compliance
* Consolidation & Documentation
- Air Freight Detail
- MAWB & HAWB
- Customs Compliances

Middle Layer

Customs System
- API-Integration
- HS Code & Value Enforcement
- Payment Facility

Last Mile Delivery
* API Notification
* Pick up Service
* Last Mile Delivery
* Assignment – Tracking

End-Layer

------> API Integration
——> Direct Integration

Compliance & Technology
- Fully aligned with country regulations
- HS Code validation and frequency/value enforcement
- Front, middle, and backend system architecture
- API integration with customs and delivery partners

Thank You!

Disclaimer & Overview
This presentation provides an overview of **Satufen's infrastructure platform**, outlining its processes, key features, and benefits for SMEs-Logistics Provider, Shipper business and individual. As the platform continues to evolve through ongoing enhancements in **algorithm design, system architecture, and process optimization**, certain functions and features may be updated over time. Please note that some proprietary information has been intentionally withheld to protect **intellectual property, copyright, and pending patents** owned by **Mahyu LLC** . Email - info@mahyu.com