



Achieves Remarkable Growth  
with Magaya



## ABOUT SIATI GROUP

Siat Group first opened its doors in 2005 as a small freight forwarder in Ecuador. The company's mission to provide South American regions with greater access to international goods has resulted in rapid growth.

In the years following, Siat established a branch in Miami, FL (now the head office). Miami was the ideal location for a new branch due to its proximity to Latin America from inside the United States. This was important because over 90% of Siat's imports to Ecuador came from the U.S. during that time. Today Siat Group has grown into four divisions: Ocean Freight, Air Freight, Courier Freight, and eCommerce.

The firm ships all kinds of commodities from personal packages and small parts to entire vehicles. Handling commodities with such high variability in size and weight requires quick and accurate measurements.

Siat's eCommerce division operates by providing clients with a U.S. mailbox. South American customers use this service because most eCommerce platforms require a U.S. address to ship to. Siat's warehouse acts as that U.S. address. Amazon, eBay, and other U.S.-based companies ship to Siat's Miami, FL location. The goods are then forwarded to customers in Ecuador and other regions of South America.

The company has over 40,000 mailboxes for Ecuadorian customers who buy through Amazon and other eCommerce platforms. Siat ships via air for eCommerce three times per day which translate to three or four master air waybills each day.

# 96%

**INCREASE IN  
EFFICIENCY**

# 66%

**INCREASE IN  
WAREHOUSE  
SPACE**

# 2x

**HEADCOUNT  
GROWTH**



## THE CHALLENGE

As Siati continues to increase its client base in the courier and eCommerce industries, the General Manager of the Miami head office, Fernando Banderas, stressed the importance of accurate measurements, especially when working with foreign customs agencies. "Several foreign customs offices have imposed fines and penalties on importers, the end user, or the agent, on products that don't have the proper weight or dimensions," he said. If measurements aren't within 2-3% of the actual size declaration, fines can range anywhere from 10-20 times the actual value of the shipment.

While Siati was already using the CubiScan scale system, which provided real-time weight and measurement capabilities, the company needed a solution to help speed up the process of handling the increased volume of smaller packages.

## THE SOLUTION

Siati turned to Magaya to help streamline and improve its operations by integrating the CubiScan system with the Magaya database, working in conjunction with what Mr. Banderas calls, "a smart system." The smart system has played a vital part in allowing Siati to handle its ever-increasing volume of small commodities. Additionally, the company recently installed a Magaya Dimensioner to measure larger commodities. The warehouse also operates a suite of Magaya solutions for customs compliance, tracking, and visibility.





## THE RESULTS

Under the smart system, Siati reduced the time it took to size a package in their warehouse by a remarkable 96%. With the previously installed scales now connected to the Magaya database, the process is flowing much smoother and faster than it did in the past. "It would take 20 to 25 minutes per package, whereas now it takes approximately one to two minutes to obtain the same information," Mr. Banderas explained. For a company that handles thousands of packages, achieving this level of efficiency makes a tremendous difference. "We have saved a lot of money and time for Siati and the end user. Making sure packages pass manual weigh-ins on arrival is crucial to ensuring that Siati's customers receive their goods on time," Mr. Banderas added.

Magaya technology gives Siati more flexibility in managing its role in eCommerce fulfillment. The Magaya Network, for example, enables rapid information transfer with key stakeholders. Packages from eCommerce platforms are received at the Miami warehouse with labels addressed to Siati. The packages' size and weight are instantly transferred to a printable document with the Magaya software.

Workers at the warehouse then print and attach their own labels to packages and consolidate them based on customer information.

Siati is also using the Dimensioner by Magaya for larger packages. The Dimensioner captures and uploads images of the perimeter of packages in real-time. The images are uploaded to customer transactions and emailed through the Magaya Network, so clients can see what's being shipped and know the status of their shipments, instantly improving customer communications.

Banderas highlighted how Magaya continues to sharpen the growth and operations of Siati and its four divisions. "Siati has had significant growth and, in many instances, it has been thanks to Magaya," said Mr. Banderas.

Added autonomy and accuracy helped Siati combat the challenges of growth. Since partnering with Magaya, Siati has seen a surge in its volume. Their warehouse has grown by over 66% and employee size has doubled from 28 workers to around 60 in-season employees.

### ABOUT MAGAYA CORPORATION

Magaya delivers a Digital Freight Platform that accelerates growth with flexible, interoperable, and modular cloud-based solutions designed to optimize and digitize end-to-end logistics operations and customer experience. Whether used together as an integrated digital freight platform or independently, Magaya solutions enable businesses of all sizes to streamline complex and redundant processes, enhance the customer experience, optimize productivity, reduce costs, and grow revenue. At Magaya, we are passionately devoted to ensuring our customers' success through our innovative technology and comprehensive array of related professional services. We take great pride in our people, experts in the field of logistics automation, who are always willing to go the extra mile for our customers. There are no limits to your growth with Magaya. Visit [magaya.com](https://www.magaya.com) to learn more.