



Magnetic MRO



The powers of attraction that drew Magnetic Group to Satair marketplace

Three years after joining Satair marketplace, Magnetic Group shares insights on its interaction with the platform

Estonian aviation design and maintenance company, Magnetic Group, was powerfully drawn to Satair marketplace and became a part of it in 2020. As a rapidly expanding MRO operator with a broad range of specialisations, Magnetic Group had accumulated a substantial surplus stock over the previous decade. The magnetic pull of Satair Market marketplace, with its extensive network of potential buyers, became vital for maintaining efficient stock management and ensuring the company's continued growth.

With a stock of over 10,000 surplus parts, the visibility of the inventory was always a challenge, concedes Markus Mottus, Surplus Stock Sales Lead – up until the emergence of Satair marketplace, Magnetic Group often struggled to find buyers:

“On other marketplaces, we had always found it difficult being visible to end-users and reaching the right contacts, but all that changed when we joined Satair marketplace.”

Not only that, but Satair Market marketplace functionality facilitated much quicker deals.



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Facilitating a huge growth in repeat customers

Thanks to a steady flow of new customers every year – of which two-thirds being airlines and MROs, and 30% considered major customers – business has been thriving, solidifying Magnetic Group's reach outside Europe in the likes of Asia and the Americas.

Satair marketplace allows vendors like Magnetic Group to directly communicate with customers and foster relationships: 34% of Magnetic Group's sales via the platform have resulted in repeat customers, confirms Markus:

“On Satair marketplace we have more repeat customers – I don't know the exact number, but we have quite a few who purchase at least once a week or definitely once a month.”

True to its name, once attracted to Magnetic Group, the new clients tended to stick.

Enabling a smooth sales process that is super easy to complete

The ease of use is one of the first things visitors notice about Satair marketplace. It removes many barriers that can make a sale more difficult via an aviation spare parts marketplace.

But selling Magnetic Group's products via Satair marketplace is a smooth process enthralls Markus, which makes it super efficient to use:

“Typically, customers place an order and don't have any questions: they're happy with the price and all the certification is in order, so they request almost nothing because Satair marketplace has provided all the information they might need. With other marketplaces, we have to deal with ten questions on average before they place an order.”

Satair marketplace is also a highly intuitive solution that is straightforward to understand and use, adds Markus:

“Customers tell us how easy it is to use: they put the part number in the system and get all the information they require: the certification, the location etc. And it's also easy for the vendor: on some of the other marketplaces, you're faced with too many options, and you need to remember where you should go. On Satair marketplace, you're never overloaded, so it's obvious where to click next.”

Offering invaluable support to its vendors

The Satair team offers support to its vendors, which Markus acknowledges has improved the way Magnetic Group uses the platform:

“It's all thanks to the dedicated support of the Satair team. We used to talk once a week to see what we could improve, and we would change this or that, but now we've run out of ideas! Satair has made a lot of changes during that time and been able to satisfy all our requests.”

And it doesn't end there, as Satair is always prepared to go the extra mile, whether it's looking to the future or seeing the bigger picture.

“We've also had great support with our marketing – something we never get from other marketplaces. The team at Satair might ask us whether we want to highlight certain materials, and then we discuss strategy. Or they might ask about future stock capability, so they're ready for what might be in the pipeline. At present, we don't list anything we don't physically have, but increasingly we're buying with a view to sell: most particularly chemicals.”

Guarantee of quick sales that enable fast deliveries

According to Markus, orders are processed very quickly:

“Satair marketplace enables really quick delivery: if the order's received during the first half of the day, a same-day dispatch is possible.”

In most cases, it takes one to two hours to process the order, compared to one to two days on other marketplaces: one day if the buyer fills out everything correctly the first time, but two if there's any back and forth, explains Markus:

“Fewer documents and fewer departments are involved, so a lot of man-hours are saved: an order on another marketplace can take four man hours to process, but via Satair marketplace well under an hour – and most of that time is the wait for the customer to reply.”



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Highly recommended for both price and global reach

Price-wise, Magnetic Group is fully satisfied with the terms of its contract with Satair marketplace:

“Compared to other marketplaces, the price is extremely fair. We like how it’s based on demand and we pay as much as we sell. Other marketplaces offer monthly or annual subscriptions, but we prefer the commission-based set-up.”

Markus oversees Surplus Stock at Magnetic Group, but it is not the only department that uses Satair Market marketplace functionality:

“I frequently recommend Satair marketplace internally, and I hear back from other departments – material planning and the purchasing side – who use it and are as happy as we are.”

And the recommendations from customers are equally strong – not just from within Europe, but globally too:

“We hear from customers in different time-zones, like the US, how they really appreciate the 24/7 access to prices and products.”

Helps vendors to fulfil all their goals – and more

When Magnetic Group joined Satair marketplace in 2020, it had one main goal: reducing a “huge stock” that had grown exponentially over the previous decades.

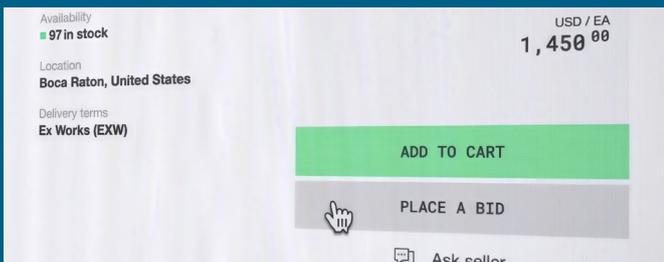
By 2024, Markus can unequivocally confirm that it is mission accomplished:

“We have fulfilled all the goals we set out before starting to use Satair marketplace.”

Markus particularly likes Satair marketplace’s flexibility – the way it has been able to accommodate all of Magnetic Group’s needs and ensure it receives as many orders as possible – as Magnetic Group is also evolving at a fast rate.

“Increasingly we’re buying with a view to sell: most particularly chemicals.”

In Satair marketplace, they have found a reliable partner that gives them access to a wide global network of customers that is contributing to their business growth further.



Learn more about Satair Market marketplace functionality

Connect with approved 3rd party sellers on our award-winning aircraft parts marketplace

[Learn more here](#)



Learn more about how to become a seller at Satair marketplace

Want to sell parts and monetize your inventory?

[Learn more here](#)