

Javier Beathyate

Magma



“ I saw an opportunity to develop innovative software for medium- to large-sized enterprises. ”

COUNTRY	Uruguay
INDUSTRY	Technology
EMPLOYEES	40
YEAR SELECTED	2001
WEBSITE	www.magmatools.com

COMPANY SNAPSHOT

Magma provides ERP (Enterprise Resource Planning) software, browser-based internet services, and consulting for medium- to large-sized enterprises in Uruguay, Argentina and Chile. Magma's management has demonstrated an impressive ability to adapt to industry changes and to develop software tools that respond to the dynamic nature of medium- to large-sized enterprise. In 2008, several new products were released, including MAGMA-IDEA and MAGMA ONE. Magma was the subject of a Universidad ORT Uruguay case study.

ENDEAVOR AND MAGMA

With support from Endeavor's mentors and eMBA program, Javier survived the Argentine economic crisis of 2001 despite the fact that the majority of his income came from Argentina. Through Endeavor, he also secured important clients, closed a deal with a fellow Endeavor Entrepreneur, and participated in an Immersion Tour.

He has spoken at Endeavor Uruguay conferences and events.