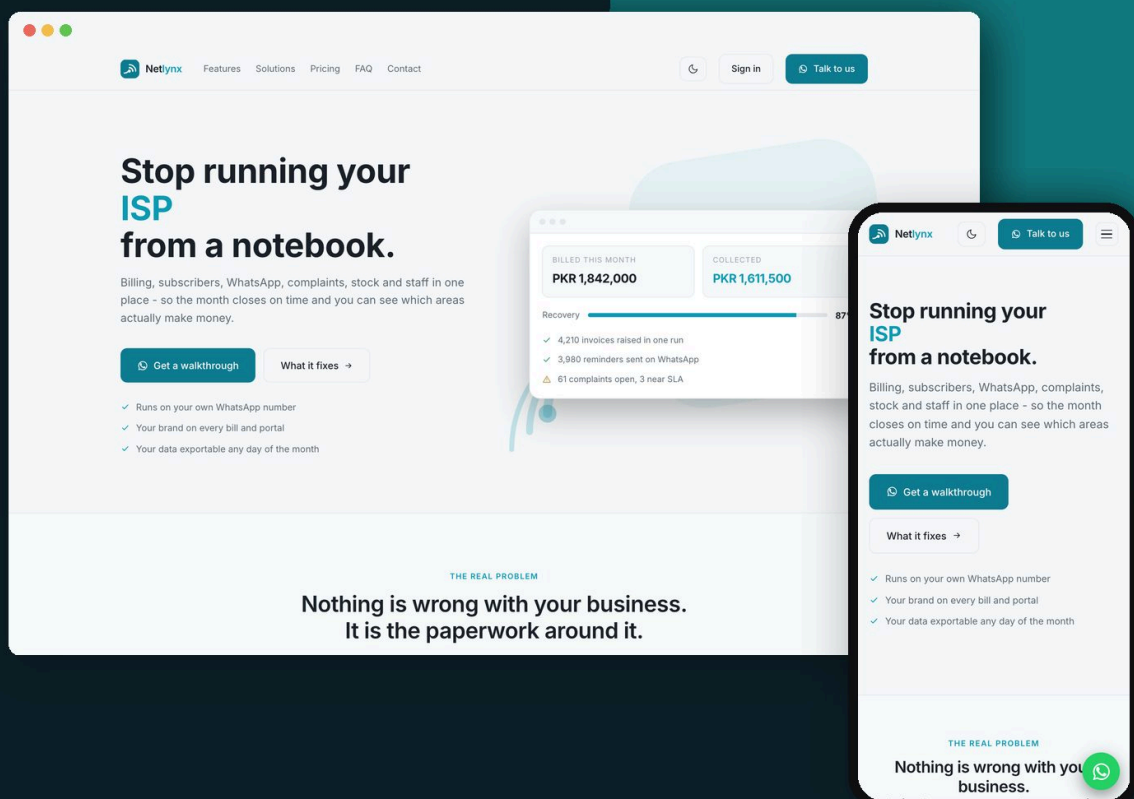


Ecomsy's own platform for running an internet service provider

Our own product: the operations platform for ISPs - billing, subscribers, WhatsApp automation, complaints, stock and payroll.



CLIENT

Netlynx

INDUSTRY

Software for internet service providers

LOCATION

Pakistan

ENGAGEMENT

Product design, full-stack build, hosting and ongoing development

BUILT WITH

Laravel and React

Overview

Netlynx is Ecomsy's own product: a multi-tenant platform that runs an internet service provider's operations. Subscribers, monthly billing and printed bills, WhatsApp reminders, complaints with SLA targets, a branded customer portal, stock, payroll and reporting all live in one system that each ISP brands as its own.

Business challenges

- **The month never closes.** Invoices typed one at a time and recovery chased from memory.
- **One phone holds the business.** Customer conversations, complaints and payments live in one person's WhatsApp.
- **Guessing at profit.** Without one set of numbers, an ISP cannot see which areas actually make money.

The scope

A complete operations platform for ISPs: billing, subscribers, messaging, support, stock, staff and reporting, sold per subscriber rather than per module.

Key priorities

- One invoice per subscriber, with every product they hold
- WhatsApp reminders and receipts on the ISP's own number
- Each ISP's own brand on bills and the portal
- Data exportable any day of the month

Solution

We designed and built the whole product, from the data model to the interface, and we run it.

- **Billing that runs itself.** Every active subscriber invoiced in one pass, with many services on one bill.
- **WhatsApp that chases for you.** Reminders, receipts and a self-service menu on the ISP's own number.
- **A portal with the ISP's name on it.** Subscribers see their bills and raise complaints under their provider's brand.

The result. One platform in place of registers, spreadsheets and a phone full of messages.

Key features

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THE REAL PROBLEM

Nothing is wrong with your business.
It is the paperwork around it.



The work in the street is not the problem. It is everything that has to be written down afterwards.

The month never closes
Invoices typed one at a time. Recovery chased by memory. By the time last month is settled, this month is already late.

One phone holds the business
Complaints, payments and new connections all arrive on the same WhatsApp number, and only one person can read it.

You are guessing at profit
Revenue you can estimate. What the modems, the wire and the van actually cost per area - nobody can say.

WhatsApp icon

01

The real problem

The work in the street is not the problem; it is everything written down afterwards. Netlynx starts there.

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HOW IT WORKS

Four steps, and the month runs itself

- 1 Load your subscribers**
Keep your own customer IDs, packages and areas. Nothing is returned to suit us.
- 2 Run the billing**
Every active subscriber involved in one pass. Many services, one bill, one line each.
- 3 Let WhatsApp chase**
Bills, reminders and receipts go out automatically, with a Pay button attached.
- 4 Read the month**
Recovery, growth, churn and profit per area - recorded, not estimated.

ID	Name	Date	PKR 3,750.00	PKR 3,750.00	Status	Action
200-00209	Imran Sheikh	2020-09	PKR 3,750.00	PKR 3,750.00	pending	🔍 ➔
200-00208	Adnan Hussain	2020-09	PKR 3,350.00	PKR 3,350.00	overdue	🔍 ➔
200-00207	Imran Sheikh	2020-09	PKR 2,850.00	PKR 1,750.00	partial	🔍 ➔
200-00206	Rizwan Anwar	2020-09	PKR 2,400.00	PKR 2,400.00	pending	🔍 ➔
200-00205	Juraid Iqbal	2020-09	PKR 1,950.00	PKR 1,950.00	pending	🔍 ➔
200-00204	Bilal Raig	2020-09	PKR 1,500.00	PKR 800.00	partial	🔍 ➔
200-00203	Bilal Anwar	2020-09	PKR 6,100.00	PKR 6,100.00	pending	🔍 ➔
200-00202	Nadia Raza	2020-09	PKR 4,850.00	PKR 4,850.00	pending	🔍 ➔

One pass bills every active subscriber. Press it twice and nobody is billed twice.

WhatsApp icon

02

Four steps, and the month runs itself

Load subscribers, run the billing, let WhatsApp chase, read the month.

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PRICING

Priced on subscribers, not on modules

Every plan includes reports, markets, the network register and backups. You are never sold a tier to unlock a report you already had the data for.

Starter
A single area, finding its feet

PKR 4,999
per month

Subscribers: 500
Areas / markets: 1
Staff logins: 5

Start with Starter

MOST CHOSEN
Professional
Several areas and a real office team

PKR 9,999
per month

Subscribers: 2,000
Areas / markets: 3
Staff logins: 15

Start with Professional

Business
A established ISP running many areas

PKR 14,999
per month

Subscribers: 4,000
Areas / markets: 5
Staff logins: 25

Start with Business

Enterprise
Large operators with their own requirements

Custom
Priced with you

Subscribers: Unlimited
Areas / markets: Unlimited
Staff logins: Unlimited

Talk to us

Full pricing detail ➔

03

Priced on subscribers, not modules

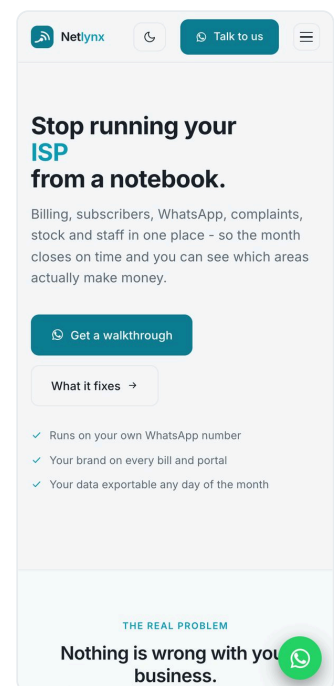
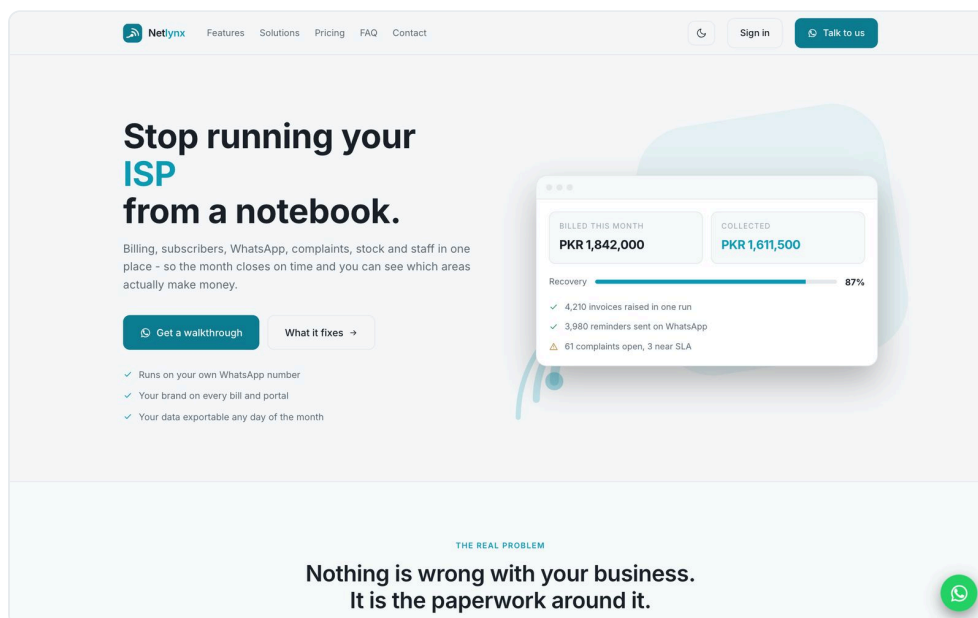
Every plan includes reports, markets, the network register and backups.

Tech stack

- **Laravel.** API and business logic
- **React and Vite.** Staff panel and customer portal
- **Tailwind CSS.** Design system
- **MySQL.** Database
- **WhatsApp Cloud API.** Messaging
- **nginx on a dedicated VPS.** Hosting

The live product

netlynx.pk



About Ecomsy

Ecomsy (SMC-Private) Limited designs and builds websites, Shopify stores, web apps and mobile apps for businesses in Pakistan and around the world. We work in small senior teams, from first design to launch and beyond.

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