



How Inovi Tel expands digital connectivity with 57 hotspots in Limpopo

About

Inovi Tel (Pty) Ltd is a Level 1 BB-BEE internet service provider operating across South Africa. The company delivers high-speed, reliable, and cost-effective connectivity to residential and business clients through its fiber-optic and wireless networks.



Services

01 Internet Services

03 Fibre Connect

02 Voice Solutions

04 Digital Business Solutions

Equipment

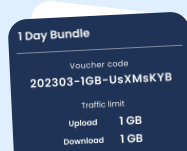
Inovi Tel primarily uses **MikroTik** routers, with APs from **Cambium**, **Cudy**, and **Ruckus**.



Deployment & Monetizing

Inovi operates **57** Powerlynx-powered hotspots across Limpopo, with more in progress. Revenue is generated through **voucher sales** and **targeted login campaigns** that capture leads for new products and services

01 Paid Vouchers Selling



02 Targeted Login Campaigns



Challenges

- 01 Time-consuming hotspot management due to **manual** voucher creation and access point setup
- 02 **No automated process** to add or manage new hotspot APs
- 03 Hotspot setup had **no capability to create or manage marketing campaigns**



Why Powerlynx

Automated Setup

Powerlynx automates hotspot configuration on Inovi Tel's MikroTik routers, reducing manual work

Real-Time Monitoring

Live dashboards allow Inovi Tel to monitor user activity and hotspot performance in real time

Automated Voucher Management

Automated voucher creation and payment processing simplify user access

Customizable Splash Pages

Easy splash page setup allows Inovi Tel to align login experiences with brand standards and marketing needs

Centralized Network Control

Powerlynx gives Inovi Tel full visibility and control of its hotspot network from a single platform

Scalable Hotspot Management

Inovi Tel can quickly add hotspots, expanding coverage with minimal management

Features

Real-Time Dashboard

Inovi Tel can monitor online customers to ensure hotspots are functioning properly

Campaign Management

Inovi Tel runs targeted campaigns to promote new products and services

Integrated Payments

Inovi Tel manages vouchers and payments easily through the integrated payment gateway

Before Powerlynx

- Manual voucher creation and hotspot management was slow and inefficient
- No automation for adding new access points
- Limited ability to run marketing campaigns

With Powerlynx

- Hotspot setup and management is automated and streamlined
- Easily add and manage multiple access points
- Powerful marketing campaign tools and flexible billing improve customer engagement and revenue