



URBAN CONNECT
NETWORKS

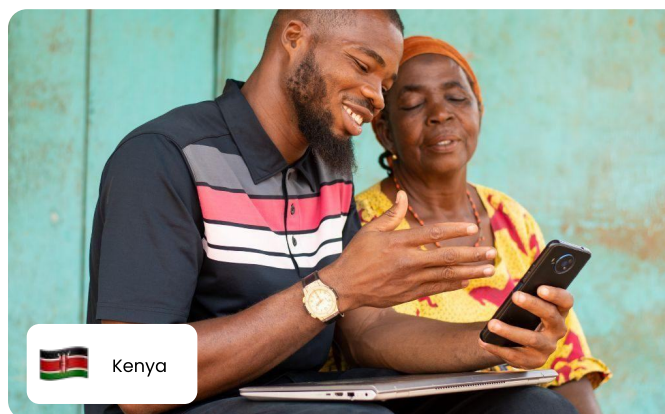
Over 100 hotspots powering student access and urban connectivity in Kenya

About

Urban Connect Networks is a Kenyan internet service provider operating across three key locations, with a network of over 100 active hotspot points and one main business hub. They deliver hotspot and PPPoE internet solutions, focused on providing reliable connectivity to students, residential users, and businesses in urban and underserved areas.

Services & Equipment

Urban Connect Networks provides **PPPoE** and **hotspot** services using **MikroTik**-based infrastructure



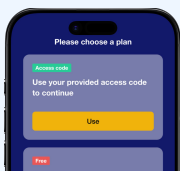
Kenya



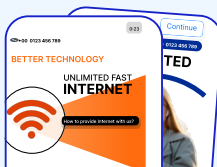
MIKROTIK

Monetizing

01 Selling Plans to the students



02 Planning on running ads



Deployment

Currently Urban Connect Networks was just piloting the solution in two small towns in Kenya for **college students**

Challenges

Before adopting Powerlynx, Urban Connect Networks encountered the following challenges:

Scalability

Bad customer support

Unfriendly system

1

Authentication

Authentication in Powerlynx enables Urban Connect Networks to securely control user access using voucher codes and phone number verification, reducing misuse and simplifying session management for better service reliability.

2

Roam Support

Roaming support in Powerlynx allows Urban Connect Networks to maintain user sessions across multiple locations, ensuring uninterrupted access and simplified network management.

3

Marketing

Powerlynx allows Urban Connect Networks to run targeted campaigns and promotions directly through the hotspot platform, driving customer engagement and increasing revenue opportunities.



Why Powerlynx

Urban Connect Networks selected Powerlynx with confidence after two years of using Splynx for PPPoE management. The proven reliability, performance, and responsive support experienced with Splynx aligned closely with our technical and operational needs. Powerlynx delivered the same standard, meeting expectations from day one and integrating seamlessly into our existing workflow.



Changes with Powerlynx

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Session are well tracked and payments we tracked well. This has resulted to a more stable workflow thus customers are happy and on our side business is flowing allowing us to focus on build ups

Before Powerlynx

- Systems lacked scalability and were hard to manage
- Poor customer support and unreliable authentication
- No roaming support, causing user frustration

With Powerlynx

- Trusted solution with strong authentication and roaming
- Marketing tools to boost revenue
- Responsive support for smooth operations