

DIGITAL ADVERZA

ERP SYSTEM

Project Overview & Feature Summary

A complete, cloud-based ERP for Pakistani businesses - POS, sales, purchase, inventory, GST/FBR accounting, payroll and WhatsApp invoicing, managed from one modern dashboard.

Prepared by:	Digital Adverza
Live at:	adverzaerp.com
Date:	July 10, 2026
Status:	LIVE & DEPLOYED

1 Executive Summary

Digital Adverza has built and deployed a complete cloud-based ERP for Pakistani small and medium businesses. It brings sales, purchasing, inventory, a built-in Point-of-Sale, GST/FBR-ready accounting, payroll and WhatsApp invoicing together in one secure system - so owners get real-time control and clear reports without juggling separate tools or spreadsheets.

The system is multi-user with role-based access, works in English and Urdu, and is live at adverzaerp.com where any business can sign up, start a free trial, and be running in minutes.

15+	GST 17/0	Built-in	EN / UR
MODULES	FBR READY	POS / CASHIER	BILINGUAL

2 Technology & Architecture

Built on a proven, production-grade stack chosen for security, performance and long-term maintainability.

Backend	Modern PHP framework (Laravel) - robust, secure and widely used in production
Frontend	Tailwind CSS, responsive mobile-first UI, English & Urdu interface
Database	MySQL - reliable relational database with a private database per business
Integrations	WhatsApp invoicing via Meta Cloud API; Excel / CSV export; thermal & A4 printing
Security	Role-based access, hashed passwords, HTTPS, CSRF protection & audit trail
Hosting	Cloud hosting at adverzaerp.com with automated database backups

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Key Features

Built-in POS / Cashier Fast touch cashier - search by SKU or name, cart, cash payments, session close-out.	Sales, GST & FBR Cash or credit invoices with discounts, GST 17/0/Exempt, retail margin & trade offers.
Inventory & Warehouses Multi-warehouse stock, per-line warehouse picker, transfers, gate passes & warranty claims.	Purchase & Quotations Supplier purchases, quotations/estimates, sales returns, receive payments & promotions.
Accounting & Banking P&L, Cash Book, Bank Ledger, 38 Pakistan SMB accounts, reconciliation & Excel/CSV export.	Payroll, Van Sales & WhatsApp Payroll & salary slips, van sales, and WhatsApp invoicing via Meta Cloud API.

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Roles & Access

Access is role-based - each user sees only what their role permits.

Owner / Admin	Full access - all modules, settings, users, finance, reports & audit log
Sales / Cashier	POS, sales invoices, quotations, customers & receive payments
Inventory / Store	Products, stock, warehouses, transfers, purchases & gate passes
Accountant	Accounting, banking, payroll, tax profiles & financial reports

5 Complete Module Structure

Dashboard	Live KPIs - sales, purchases, cash, top products & business overview
POS	Cashier screen with sessions, product search & cash checkout
Sales	Sales invoices, sales returns, receive payment, quotations, gate passes, promotions, warranty claims & customers
Purchase	Supplier bills, purchase orders, purchase returns & supplier ledger
Inventory	Products, stock levels, multi-warehouse, transfers & valuation
Van Sales	Mobile / distribution sales with load-out and settlement
Payroll	Employees, salaries, salary slips & attendance
Finance	Chart of Accounts (38 PK SMB accounts), P&L, Cash Book, Bank Ledger, banking & reconciliation
Settings	Business profile, tax profiles (GST 17/0/Exempt), print templates (Modern/Classic/Thermal-80mm), WhatsApp API & module toggles
Users & Roles	Staff accounts with role-based permissions & audit log

6 Pricing Plans

All prices in PKR. Start with a free trial, then pay monthly - or save with quarterly, half-yearly and yearly billing. Setup, training & support included on paid plans.

Plan	Price	Includes	
Free Trial	Free 30 days	3 users - 1 warehouse - 500 products - 500 invoices/mo	
	Rs 7,500 / mo	5 users - 1 warehouse - 2,000 products - 2,000 invoices/mo	Starter
	Rs 10,000 / mo	15 users - 5 warehouses - 20,000 products - 10,000 invoices/mo (Most Popular)	Professi
	Rs 25,000 / mo	Unlimited users, warehouses, products & invoices	Enterpri

Longer billing cycles apply automatic discounts (up to ~17% yearly). Custom / on-premise options available on request.

7 Security & Data Protection

- Role-based access - each user sees only what their role permits
- Passwords securely hashed; HTTPS enforced across the app
- CSRF protection on all forms and rate limiting on logins
- Private database per business - your data is never mixed with others
- Audit log - every key action recorded with user and time
- Automated nightly database backups with rotation

8 Deliverables & Getting Started

Delivered & live:

- Complete cloud-based ERP - live and operational at adverzaerp.com
- Built-in POS, sales, purchase, inventory, accounting, payroll & van sales
- GST 17/0/Exempt tax profiles ready for FBR returns
- Multi-user, role-based access with full audit trail
- English & Urdu interface with Modern / Classic / Thermal-80mm print templates
- WhatsApp invoicing via Meta Cloud API, plus Excel / CSV export

How to get started:

- Visit adverzaerp.com and create your account (free 30-day trial, no card required)
- We help import your products, customers and opening balances
- We set up your tax profiles, warehouses, users and print templates
- Your team is trained over WhatsApp / call - then you go live

Ready to run your business on one dashboard?

Sign up free at adverzaerp.com | WhatsApp: +92 301 188 8964