ZYROM

(SMC-PVT) LTD.

PROFILE 2026

Building Technology. Automating Businesses. Powering Digital Growth.

SOFTWARE DEVELOPMENT • SAAS PRODUCTS • AI & AUTOMATION • DIGITAL TRANSFORMATION

Lahore, Pakistan | zyrom.com | Serving Pakistan, the USA, the United Kingdom and international markets

ZYROM at a Glance

A technology company that builds software products, platforms and intelligent automation.

ZYROM (SMC-PVT) LTD. is a Lahore-based technology company focused on software engineering, SaaS product development, enterprise management systems, AI automation and digital transformation. Founded by Ali Raza Jatoi, ZYROM combines software engineering, business-process automation and technology infrastructure to help organisations operate more efficiently.

2018 Business established	**2023** Formally incorporated	**4** SaaS platforms in the ecosystem	**3** Primary markets: Pakistan, USA, UK
15+ Years of web development experience (CEO)	**200+** Laravel projects delivered (CEO career)	**15** Years combined networking & software experience (CEO)	

Experience figures describe the professional career of founder Ali Raza Jatoi, including work completed before ZYROM was incorporated.

Our core capability areas

01 **Custom Software Development**	02 **SaaS Product Development**	03 **Web Development**	04 **AI & Business Automation**	05 **WhatsApp & Communication**
06 **Enterprise Management Systems**	07 **NFC & Digital Identity**	08 **IT & Network Infrastructure**	09 **Digital Growth & SEO**	10 **Payments & E-commerce**

Positioning

ZYROM is not only a software development company. It builds technology products, scalable platforms and intelligent business solutions — for Pakistani and international businesses.

01

PROFILE

Our identity, journey, values and the people behind the vision.

CEO & Founder Profile

Ali Raza Jatoi — Founder & CEO, ZYROM



Professional background

Ali Raza Jatoi is the founder and Chief Executive Officer of ZYROM. He is a software engineer and technology entrepreneur with more than 15 years of experience in web development, a background in networking and system support, and hands-on experience building SaaS platforms and enterprise applications.

- 15+ years of experience in web development
- 200+ Laravel projects delivered
- 8 years of networking and system support experience
- 7 years of software development experience
- SaaS platforms, enterprise applications and business-process automation
- AI integrations, payment gateways, WhatsApp and SMS API integrations
- Software architecture, databases and work with international clients

Technical expertise

Laravel **PHP** **MySQL** **Oracle** **WordPress** **Shopify** **JavaScript** **Stripe** **PayPal** **WhatsApp APIs** **SMS APIs** **n8n** **AI Agents** **SEO** **AEO** **GEO**

Leadership focus

Product-oriented engineering: building reusable, scalable software platforms rather than one-off solutions, supported by automation, integrations and long-term technical ownership.

Message from the CEO

Building software that businesses can grow on.

Dear Clients, Partners and Colleagues,

I started building software and technology solutions in 2018, after many years of working in web development, networking and system support. Over that time I saw the same problem repeat itself: businesses were running on disconnected tools, manual processes and temporary fixes that could not grow with them. ZYROM was established to address that problem properly.

Our approach is to build scalable software instead of temporary solutions. That is why we invest in reusable products — XSoft for business and institutional management, Postabi for WhatsApp communication and automation, and Profylio for digital identity — alongside custom software built for specific client needs. Building our own products keeps our engineering disciplined: we maintain what we build, and we improve it over time.

Automation is no longer optional for modern businesses. Customer messages, lead follow-up, billing, reporting and internal workflows can all be streamlined with the right software, APIs and AI tools. Our focus is on practical automation that saves time and reduces errors, not technology for its own sake.

We build for Pakistani and international markets. Pakistan has a growing demand for reliable business software and digital services, and clients in the USA, the United Kingdom and elsewhere need dependable engineering partners. We aim to serve both with the same standards of quality, transparency and communication.

ZYROM was formally incorporated in 2023, and we continue to strengthen our processes, our products and our team. Our commitment is long-term: to innovation, to technical quality, and to the success of every customer who trusts us with their business systems.

Thank you for considering ZYROM as your technology partner.

Warm regards,

Ali Raza Jatoi
Founder & CEO, ZYROM (SMC-PVT) LTD.

Company Overview

Technology products and engineering for modern businesses.

ZYROM (SMC-PVT) LTD. is a software and technology company headquartered in Gulberg III, Lahore, Pakistan, with an additional office in Jaranwala. The company designs, builds and operates software products, enterprise management systems, SaaS platforms, digital business solutions and AI-powered automation.

The business was established in 2018 and formally incorporated in 2023. Since 2018 the team has delivered web applications, business software, networking and technical services, and has progressively moved toward reusable SaaS products and automation platforms.

What ZYROM does

Build

Custom software, enterprise systems, web applications, APIs and integrations engineered for each client.

Productise

SaaS platforms — XSoft, Postabi, Profylio and Wasender — built to serve many customers on one maintained codebase.

Automate

WhatsApp, AI chatbots, workflow automation with n8n, and payment and messaging integrations.

Support

Hosting, maintenance, IT infrastructure, system administration and long-term technical support.

Who we serve

Startups, small and medium businesses, schools, colleges and universities, retailers, real-estate and service businesses, and organisations that need dependable software and automation. Primary markets are Pakistan, the United States and the United Kingdom, with international clients served remotely.

Company identity

Brand: ZYROM | Legal name: ZYROM (SMC-PVT) LTD. (Single Member Company, Private Limited) | Founder & CEO: Ali Raza Jatoi | Website: zyrom.com

Our Journey

From a 2018 start to a multi-product technology company.

2018	**ZYROM Business Foundation** Started building software and providing technology solutions.
2019–2021	**Software Development Expansion** Expanded software development, web applications, networking and technical services.
2022	**SaaS & Product Development** Focused on developing reusable software products and business management platforms.
2023	**Corporate Registration** Formal corporate registration of ZYROM (SMC-PVT) LTD. and strengthening of business operations.
2024	**Product Ecosystem Expansion** Development and expansion of Postabi, Profylio and other technology products.
2025	**Automation & AI Integration** Expanded capabilities in AI, business automation, WhatsApp integrations and SaaS solutions.
2026	**Global Technology Growth** Focus on scalable SaaS products, enterprise solutions, AI automation and international markets.

Establishment vs. registration

ZYROM began operating as a business in 2018. The company was formally incorporated as ZYROM (SMC-PVT) LTD. in 2023. Work, experience and products before 2023 are part of the founder’s and the business’s history; formal corporate documents are dated from the 2023 registration.

Vision, Mission & Core Values

What we are building, and how we work.

OUR VISION

To become a globally recognised technology company delivering innovative software products, intelligent automation and scalable digital solutions that empower businesses worldwide.

OUR MISSION

To simplify business operations through reliable software engineering, modern technology, intelligent automation and customer-focused digital products.

Core values

01

Innovation

We bring new ideas and tools to real business problems.

02

Integrity

We are honest about what we can and cannot deliver.

03

Quality

We build software that is tested, secure and maintainable.

04

Customer Success

Our work is judged by our customers' results.

05

Transparency

Clear scope, clear communication, clear pricing.

06

Technical Excellence

We invest in sound architecture and engineering practice.

07

Continuous Improvement

We keep improving our products, processes and skills.

08

Long-Term Partnerships

We aim for relationships that last beyond a single project.

Corporate Information

Our identity, structure and contact details.

Registered name	ZYROM (SMC-PVT) LTD.
Brand name	ZYROM
Company type	Single Member Company, Private Limited
Business established	2018
Company registration	2023 (SECP registration number: 0260984)
Founder & CEO	Ali Raza Jatoi
Business category	Information Technology, Software Development, SaaS, Enterprise Solutions, AI Automation and Digital Transformation
Head office	M80, Ashyana Shopping Center, Gulberg III, Lahore, Pakistan
Additional office	Jaranwala, Lahore Road, Pakistan
Website	https://zyrom.com
Email	aliraza@zyrom.com
Phone / WhatsApp	+92 334 4655700 (wa.me/923344655700)
Primary markets	Pakistan, United States, United Kingdom and international markets
NTN / tax registration	E024005

Offices

ZYROM does not claim offices or legal registrations outside Pakistan. International clients are served remotely from Pakistan.

Our Brand Ecosystem

Seven products, platforms and digital ventures within the ZYROM technology ecosystem.

ZYROM operates a portfolio of technology brands. Each is presented here as a product, platform or digital venture within the ZYROM ecosystem. Brands are not described as separately registered subsidiaries unless that is documented.

Brand	Category	Website	Status
XSoft	Business management software & enterprise solutions	xsoft.pk	Active product
Postabi	WhatsApp API & business automation platform	postabi.com	Active product — Meta Tech Partner
Profylio	NFC digital business cards & digital identity	profylio.com	Active product
Wasender	WhatsApp CRM, marketing & automation technology	wasender.online	Active platform
EURL	Short links, bio pages, QR codes & digital link tools	eurl.site	Active platform
MeraSafar	Travel and digital services	merasafar.com	Under Development
Asal Pakistan	Digital venture	asalpakistan.com	Under Development

How the ecosystem fits together

Business operations

XSoft runs the back office: ERP, CRM, HR, education, POS, warehouse and more.

Customer communication

Postabi and Wasender connect businesses to customers on WhatsApp with campaigns, chatbots and shared inboxes.

Digital identity & links

Profylio and EURL provide NFC cards, digital profiles, QR codes and trackable links.

Postabi is a Meta Tech Partner. No other ZYROM brand claims an independent Meta partnership or certification.

Organizational Structure

Founder-led, department-based organisation.

FOUNDER & CEO

Ali Raza Jatoi

ZYROM (SMC-PVT) LTD.

01 Software Development	**02** SaaS Product Development
03 AI & Automation	**04** Web Development
05 IT & Network Infrastructure	**06** Product Management
07 Quality Assurance	**08** Customer Support
09 Sales & Business Development	**10** Digital Marketing

Our People & Expertise

Engineering depth led by hands-on technical leadership.

ZYROM's capability is built around technical leadership with more than 15 years of web development experience, supported by specialist functions across software engineering, product, automation, infrastructure, quality assurance, support and growth.

Engineering

Laravel, PHP and MySQL application development.
API design, integrations and database architecture.

Automation & AI

WhatsApp APIs, AI chatbots and AI agents.
Workflow automation with n8n.

Infrastructure

Networking, servers and system administration.
Linux and Windows Server environments.

Growth

Technical SEO, AEO and GEO.
Analytics, Search Console and website optimisation.

Why Choose ZYROM?

Twelve reasons clients partner with ZYROM.

01

15+ Years

Web development experience of founder & CEO Ali Raza Jatoi.

02

200+ Laravel Projects

Delivered across the CEO's career, including pre-ZYROM work.

03

4 Own SaaS Platforms

XSoft, Postabi, Profylio and Wasender.

04

Technical Leadership

Founder-led engineering and architecture.

05

Custom Engineering

Software built around client workflows.

06

Automation Expertise

WhatsApp, AI agents, n8n and APIs.

07

Scalable Architecture

Multi-tenant, role-based, cloud-ready design.

08

Modern Stack

Laravel, MySQL, REST APIs and AI services.

09

Integrations

Payments, WhatsApp, SMS and third-party APIs.

10

Long-Term Support

Maintenance, monitoring and improvement.

11

International Focus

Clients in Pakistan, the USA and the UK.

12

Product-Oriented

We run and improve our own products.

How to read these numbers: years and project counts describe the professional experience of the founder, not ZYROM's registered-company history. Product counts refer to platforms operated within the ZYROM ecosystem.

Frequently Asked Questions

Quick answers about ZYROM.

Who is ZYROM?

ZYROM (SMC-PVT) LTD. is a Pakistani technology company that builds software products, SaaS platforms, enterprise systems and AI automation solutions.

What does ZYROM do?

ZYROM develops custom software, SaaS products, web applications, WhatsApp and AI automation tools, enterprise management systems, NFC digital identity products, and provides IT infrastructure and SEO services.

Where is ZYROM located?

Head office: M80, Ashyana Shopping Center, Gulberg III, Lahore, Pakistan. Additional office: Jaranwala, Lahore Road, Pakistan.

Who founded ZYROM?

Ali Raza Jatoi, Founder & CEO. The business was established in 2018 and incorporated in 2023.

What software products does ZYROM offer?

XSoft (business and institutional software), Postabi (WhatsApp API platform), Profylio (NFC digital business cards), Wasender (WhatsApp CRM and marketing) and EURL (links, bio pages and QR codes).

Which industries does ZYROM serve?

Education, retail, healthcare laboratories, real estate, events, e-commerce, SMEs and enterprises.

Does ZYROM provide SaaS development?

Yes. ZYROM designs and builds multi-tenant SaaS platforms with subscription billing, dashboards and role-based access.

Does ZYROM provide AI automation?

Yes. This includes AI chatbots (OpenAI, Gemini, DeepSeek), AI agents and n8n workflow automation.

Does ZYROM offer Laravel development?

Yes. Laravel and PHP are ZYROM’s core engineering stack, with MySQL databases.

Which brands are part of the ZYROM ecosystem?

XSoft, Postabi, Profylio, Wasender, EURL, MeraSafar and Asal Pakistan

02

CAPABILITY STATEMENT

What ZYROM builds, automates and supports — and how.

Capabilities at a Glance

Ten capability areas covering the full software lifecycle.

ZYROM combines software engineering, automation and infrastructure expertise under one roof, so clients can move from idea to deployed, supported product with a single technology partner.

01
Custom Software Development

Web, enterprise and SaaS applications built to spec.

02
SaaS Product Development

Multi-tenant platforms with billing and dashboards.

03
Web Development

Laravel, PHP, WordPress, Shopify and portals.

04
AI & Business Automation

Chatbots, AI agents and n8n workflows.

05
WhatsApp & Communication

WhatsApp API, SMS, OTP and CRM integrations.

06
Enterprise Management Systems

ERP, CRM, HRMS, LMS, POS, WMS and more.

07
NFC & Digital Identity

NFC cards, QR profiles and review cards.

08
IT & Network Infrastructure

Networks, servers, support and security.

09
Digital Growth & SEO

Technical SEO, AEO, GEO and analytics.

10
Payments & E-commerce

Stripe, PayPal, local gateways and stores.

Custom Software Development

Software engineered around your business, not the other way round.

ZYROM designs and builds custom web and enterprise applications for organisations whose workflows do not fit off-the-shelf tools. Projects start with business analysis and result in maintainable, documented systems.

Services & capabilities

- Custom web applications
- Enterprise applications
- Business management systems
- SaaS development
- API development
- Database architecture
- Multi-tenant applications
- Legacy software modernisation
- Third-party integrations

Business value

Fit

Systems that match real workflows and approvals.

Ownership

Clean code and documentation for long-term maintenance.

Integration

Connects to payment, messaging and accounting tools.

Technologies

Laravel **PHP** **MySQL** **Oracle** **REST APIs** **JavaScript** **Bootstrap**

Typical use cases

Operations portals

Internal systems for approvals, records and reporting.

Customer portals

Secure logins, dashboards and self-service.

System modernisation

Moving legacy tools to a maintainable web platform.

SaaS Development

From product idea to a subscription-ready platform.

ZYROM builds and operates its own SaaS products, which gives the team practical experience in the areas that matter for software-as-a-service: tenant isolation, subscriptions, billing, permissions and ongoing maintenance.

Services & capabilities

- SaaS architecture
- Subscription management
- Multi-tenant systems
- Customer dashboards
- Billing & invoicing
- Role-based access control
- Cloud deployment
- Product maintenance
- SaaS scalability

Business value

Faster launch

Proven patterns for billing, roles and tenants.

Recurring revenue

Subscription plans and automated invoicing.

Scale

Architecture planned for growth in users and data.

Technologies

Laravel **MySQL** **Stripe** **PayPal** **Cloud hosting** **REST APIs** **Webhooks**

Typical use cases

New SaaS products

Turn an idea into a subscription-ready platform.

Multi-tenant platforms

Many customers on one maintained codebase.

Billing & plans

Plans, trials, invoices and automated renewals.

Enterprise Software Solutions

Management systems for institutions and growing businesses.

ZYROM's XSoft platform and custom projects cover the management systems that organisations run on every day: finance and operations, people, students, customers, stock and assets.

Services & capabilities

- ERP
- CRM
- HRMS
- Learning Management System (LMS)
- School & college management
- University management
- Inventory management
- Asset management
- Queue management
- POS
- Warehouse management (WMS)
- Custom enterprise solutions

Business value

Central control

One system for records, reports and permissions.

Less manual work

Billing, notifications and reporting automated.

Local fit

Built for Pakistani business and institutional needs.

Technologies

Laravel **MySQL** **Oracle** **WhatsApp API** **SMS APIs** **Payment gateways**

Typical use cases

Education

Schools, colleges and universities.

Retail & warehouses

POS, stock and purchasing.

Laboratories & services

LIMS, queues, assets and records.

Web & E-commerce Development

Websites, portals and online stores that convert.

ZYROM builds corporate websites, custom CMS platforms, web portals and e-commerce stores, together with the payment and subscription integrations needed to take orders and payments online.

Services & capabilities

- Laravel development
- PHP development
- WordPress development
- Shopify development
- E-commerce platforms
- Corporate websites
- Custom CMS
- Web portals
- Stripe & PayPal
- Local payment gateways
- WooCommerce
- Subscription billing & automated transactions

Business value

Online sales

Stores with payments, orders and notifications.

Brand presence

Fast, structured, search-friendly websites.

Control

CMS and portals your team can manage.

Technologies

Laravel **WordPress** **Shopify** **WooCommerce** **Stripe** **PayPal** **HTML5** **CSS3**

Typical use cases

Corporate websites

Clear, fast, search-friendly company sites.

Online stores

Shopify and WooCommerce with payments.

Web portals

Member, partner and customer portals.

AI & Business Automation

Automate support, sales follow-up and internal workflows.

ZYROM integrates AI models and automation tools into business processes so repetitive work is handled automatically and customers get faster answers.

Services & capabilities

- AI chatbots
- OpenAI integrations
- Gemini integrations
- DeepSeek integrations
- AI agents
- n8n automation
- Workflow automation
- Intelligent customer support
- Automated business processes

Business value

24/7 response

Chatbots answer routine questions at any hour.

Efficiency

Fewer manual steps between systems.

Consistency

Same process every time, with human hand-off.

Technologies

OpenAI **Gemini** **DeepSeek** **n8n** **AI agents** **Webhooks** **REST APIs**

AI outputs depend on the data and configuration provided; ZYROM designs automations with human hand-off for sensitive cases.

Typical use cases

Support chatbots

Answer common questions and hand off to staff.

Lead follow-up

Qualify and route leads automatically.

Back-office workflows

Connect apps with n8n and webhooks.

WhatsApp & Communication Solutions

Messaging, notifications and customer conversations in one place.

ZYROM builds WhatsApp-based communication systems, including its own Postabi platform (a Meta Tech Partner) and Wasender, along with SMS and OTP integrations for business applications.

Services & capabilities

- WhatsApp Business API
- Messaging automation
- CRM integrations
- SMS gateway integration
- OTP systems
- Customer notifications
- Webhook automation
- Multi-agent communication systems

Business value

Customer support

Shared inbox with multiple agents.

Lead management

CRM and Kanban pipelines from chat.

Marketing automation

Campaigns, scheduling and templates.

Technologies

WhatsApp API **SMS APIs** **Webhooks** **Shopify** **WooCommerce** **OpenAI** **Gemini**

Typical use cases

Order & payment alerts

Automated notifications to customers.

Campaigns

Scheduled, segmented broadcast messages.

Shared inbox

A team handling one WhatsApp number.

NFC & Digital Identity

Physical NFC products combined with digital profile technology.

Through Profylio, ZYROM offers NFC business cards and digital profiles that let people share contact details with a tap or a QR scan, along with smart cards that make leaving a Google review quick.

Services & capabilities

- NFC digital business cards
- QR-based identity
- Digital profiles
- Smart review cards
- Contactless networking
- Digital contact sharing

Business value

Tap to share

Contact details without printed cards.

Always current

Update the profile once, share everywhere.

More reviews

Direct link to a Google review page.

Technologies

NFC **QR codes** **Digital profiles** **Google Reviews**

Typical use cases

Sales teams

Share contact details in one tap.

Restaurants & clinics

Collect Google reviews quickly.

Events

Contactless networking with QR profiles.

IT & Network Infrastructure

Reliable networks and systems behind every software deployment.

ZYROM's founder has 8 years of networking and system-support experience. The company provides infrastructure design, configuration and support for offices, institutions and software deployments.

Services & capabilities

- Network design
- Router & switch configuration
- LAN infrastructure
- Server setup
- IT support
- System administration
- Infrastructure consulting
- Network security

Business value

Uptime

Correctly configured networks and servers.

Security

Hardened configurations and access control.

One partner

Software and infrastructure from one team.

Technologies

Linux **Windows Server** **Networking** **Cloud hosting** **Deployment**

Typical use cases

Office networks

LAN design, routers, switches and Wi-Fi.

Server setup

Linux and Windows Server environments.

Ongoing support

Monitoring, fixes and administration.

Digital Growth & SEO

Be found in search engines and AI-powered answers.

ZYROM builds websites with search visibility in mind and offers SEO services covering traditional search, answer engines (AEO) and generative engines (GEO).

Services & capabilities

- Technical SEO
- On-page SEO
- Off-page SEO
- Answer Engine Optimisation (AEO)
- Generative Engine Optimisation (GEO)
- Website optimisation
- Structured data
- Schema markup
- Search Console
- Website analytics

Business value

Visibility

Structured pages that search engines understand.

Measurable

Analytics and Search Console reporting.

Future-ready

Content written for AI search as well.

Technologies

Google Search Console **Schema.org** **Analytics** **WordPress** **Laravel**

Typical use cases

New websites

Technical SEO built in from launch.

Existing sites

Audit, fixes and on-page optimisation.

AI search

Structured content for answer engines.

Technology Stack

Proven, mainstream technologies chosen for reliability and maintainability.

Backend	Laravel PHP MySQL
Frontend	HTML5 CSS3 JavaScript Bootstrap and modern web technologies
CMS & E-commerce	WordPress Shopify WooCommerce
Database	MySQL Oracle
Integrations	REST APIs Webhooks Stripe PayPal WhatsApp API SMS APIs
AI & Automation	OpenAI Gemini DeepSeek n8n AI Agents
Infrastructure	Linux Windows Server Networking Cloud hosting & deployment

Development Methodology

A six-stage process from requirement to long-term support.

01

Requirement Analysis

Understand business objectives and requirements.

02

Research & Planning

System architecture, workflows and project planning.

03

UI/UX & Database Design

Design user interfaces and database structure.

04

Development & Integration

Build applications, APIs and integrations.

05

Testing & Deployment

Security testing, quality assurance and production deployment.

06

Maintenance & Support

Monitoring, updates, optimisation and continuous improvement.

Our principle

Start with the simplest solution that solves the business problem, deliver a working first version quickly, then improve it with real feedback.

International Business Capabilities

A reliable software development partner for clients in the USA, the UK and beyond.

ZYROM serves startups, SMEs and established businesses outside Pakistan through remote delivery. Clients benefit from Laravel and SaaS engineering depth, clear communication and long-term support.

Target markets

USA	UK	PK	•••
United States	United Kingdom	Pakistan	International

Services for international clients

Dedicated software development	**SaaS product engineering**	**Laravel development**
Custom enterprise applications	**API integrations**	**AI automation**
Dedicated development teams	**Technical consulting**	**Ongoing software maintenance**

Transparency

ZYROM operates from Pakistan. The company does not claim offices or legal registrations in the USA, the UK or any other country.

03

PORTFOLIO

Products, platforms and technology solutions from the ZYROM ecosystem.

Portfolio at a Glance

Products, enterprise systems, automation and specialised technology projects.

How we classify our work

Delivered Projects
Completed for a client, with evidence.

Active Products
Live ZYROM-owned platforms.

In Development
Under active build.

Proposed Solutions
Designed or quoted, not yet delivered.

Portfolio categories

Category	Includes	Status
A. SaaS Products	XSoft Enterprise Management Software; Postabi WhatsApp API Platform; Profylio NFC Digital Business Card Platform	Active Products
B. Enterprise Projects	School & college management; university management; LMS & education software; fees management; ERP & CRM; asset management; queue management; inventory & warehouse	Active Products
C. Automation Projects	WhatsApp API integrations; AI chatbots; multi-agent inbox systems; workflow automation; payment gateway & e-commerce integrations	Active Products
D. Specialised Technology	Digital QR invitations; conference registration & guest management; token issuing & display; self-service kiosks; thermal printer & hardware integration	Active Products

Our SaaS Products

Software platforms owned, operated and maintained by ZYROM.

ACTIVE PRODUCT

Xsoft

Enterprise management software for Pakistani businesses and institutions: ERP, CRM, HRMS, education, POS, warehouse, LIMS and more.

xsoft.pk

ACTIVE PRODUCT

Postabi

WhatsApp API and business automation platform with campaigns, chatbots, shared inbox and CRM. Meta Tech Partner.

postabi.com

ACTIVE PRODUCT

Profylio

NFC digital business cards, QR profiles and Google review cards combining physical products with digital profiles.

profylio.com

ACTIVE PRODUCT

Wasender

WhatsApp CRM and marketing tool with campaigns, chatbot flow builder, unified inbox, agents and AI agents.

wasender.online

Xsoft Product Portfolio

Business management software & enterprise solutions — xsoft.pk

Xsoft is ZYROM's business software platform for Pakistani businesses and institutions. Visit xsoft.pk.

ERP Management System	**CRM Software**	**HRMS**	**School Management**
College Management	**University Management**	**Learning Management System**	**POS Software**
Warehouse Management	**Laboratory Information Mgmt (LIMS)**	**Asset Management**	**Queue Management**
Real Estate Management	**Custom Enterprise Software**		

Main features

Cloud-based **Multi-user access** **Role permissions** **Reporting** **Billing** **WhatsApp integration** **SMS integration** **Payment gateways** **Business automation**

Target customers & value

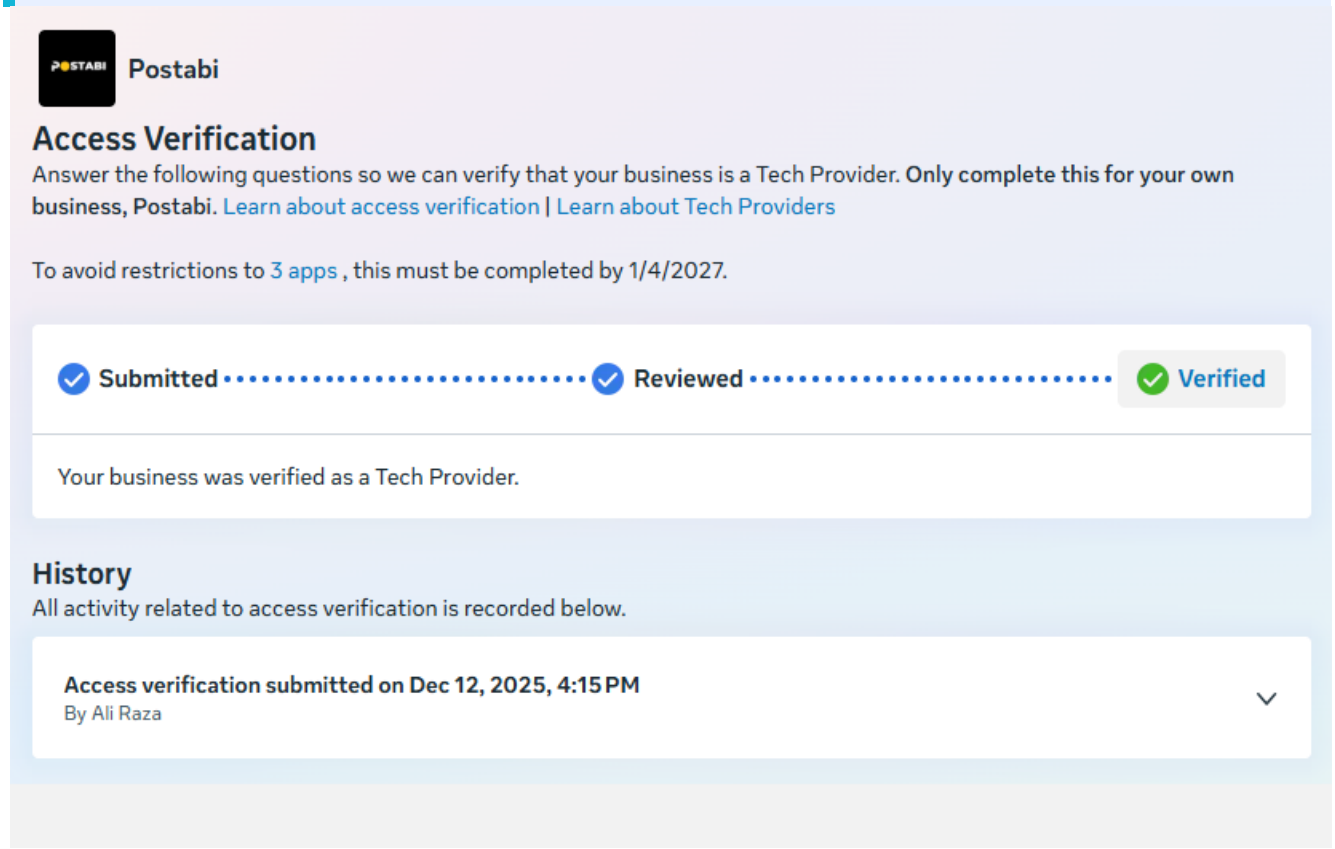
Schools, colleges, universities, retailers, laboratories, real-estate firms, service businesses and SMEs. Xsoft replaces spreadsheets and disconnected tools with one system for records, billing, communication and reports.

Postabi Product Portfolio

WhatsApp API & business automation platform — postabi.com

Meta Tech Partner

Postabi is a Meta Tech Partner.



Postabi helps businesses improve customer communication, support, lead management and marketing automation on WhatsApp. Visit postabi.com.

WhatsApp Business API	**Bulk messaging**	**Campaign management**	**WhatsApp chatbot**
AI chatbots (OpenAI, Gemini, DeepSeek)	**Multi-agent shared inbox**	**CRM & Kanban**	**OTP messaging**
CSV campaign import	**Image & media messaging**	**Scheduled campaigns**	**Webhooks**
Shopify integration	**WooCommerce integration**	**Number scanner**	**Business automation**

Communication	Customer support	Lead management	Marketing
One inbox for the whole team.	Chatbots and agents answer faster.	CRM and Kanban inside chat.	Scheduled, segmented campaigns.

Profylio Product Portfolio

NFC digital business cards & digital identity — profylio.com

Profylio combines physical NFC products with digital profile technology: a tap or a scan opens a professional digital profile. Visit profylio.com.

NFC business cards	**Digital business profiles**	**QR code profiles**	**Google review cards**
Smart networking solutions	**Digital contact sharing**	**Professional digital identity**	

Who it is for

Professionals, sales teams, clinics, restaurants, retailers and any business that wants faster networking and more customer reviews.

Business value

- Share contact details instantly, with no printing cost for updates.
- Turn a tap into a Google review or a website visit.
- Present a consistent, modern digital identity.

Other Ecosystem Platforms

Wasender, EURL, MeraSafar and Asal Pakistan.

WHATSAPP CRM & MARKETING

Wasender

WhatsApp CRM and marketing tool: contact management, templates, campaigns, chatbot and visual flow builder, unified inbox, agent management, CRM Kanban pipeline and AI agents.

Part of the ZYROM WhatsApp automation ecosystem alongside Postabi. Wasender does not claim an independent Meta partnership or certification.

wasender.online

DIGITAL LINK SOLUTIONS

EURL

Link and digital-presence platform: short links, bio link pages, QR codes, vCard links, file links, static-site hosting, built-in analytics and a library of web utility tools.

eurl.site

Ventures

Brand	Website	Status in this profile
MeraSafar	merasafar.com	Travel and digital services
Asal Pakistan	asalpakistan.com	Pakistani Blog

Enterprise Software Projects

Management systems for education, retail, operations and services.

ZYROM builds enterprise management systems on its XSoft platform and as custom projects.

01

School & College Management

Admissions, students, attendance, exams, fees and parent communication.

02

University Management

Programmes, departments, enrolment, results and finance.

03

LMS & Education Software

Courses, content, assessments and learner tracking.

04

Fees Management

Fee structures, vouchers, collection and reporting.

05

ERP & CRM Applications

Finance, operations, sales pipeline and customer records.

06

Asset Management

Asset registers, allocation, maintenance and audit.

07

Queue Management

Token issuing, counters and display screens.

08

Inventory & Warehouse

Stock, locations, purchasing and movement tracking.

Specialized Technology Solutions

Where software meets hardware and live events.

01
Digital QR Invitation Systems

Digital invitations with QR codes for entry and verification.

02
Conference Registration & Guest Management

Registration, badges, check-in and guest lists.

03
Token Issuing & Display Systems

Ticket tokens with counter and screen displays.

04
Self-Service Kiosk Solutions

Touchscreen kiosks for registration and token printing.

05
Printing & Thermal Printer Integration

Receipts, tokens and labels from web software.

06
Hardware & Software Integration

Connecting scanners, printers and devices to applications.

Contact & Business Enquiries

Let’s build your next platform together.

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