



## **Empowering US Client to Launch Next-Gen MLM Platform from Scratch**

---

### **Client Profile**

A leading **US-based software company** that is building a comprehensive platform for **modern MLM businesses**, including those operating in the emerging **crypto-MLM sector**. Their goal was to offer a **modular, compliant, and highly configurable platform** that caters to direct selling businesses using **traditional payment systems** as well as those dealing with **digital assets and cryptocurrencies**.

Their clientele includes:

- Traditional product-based MLM businesses
- Crypto-backed affiliate programs
- Global network marketing companies
- Digital product sellers using token-based reward systems

### **Business Challenge**

The client needed to build a **multi-tenant [MLM platform](#)** that could serve a variety of use cases, including the complex and fast-paced crypto MLM world.

Key challenges included:

- Creating a **real-time commission engine** to support traditional and crypto-based compensation plans.
- Enabling seamless **on-chain and off-chain wallet integration**.
- Supporting **rank advancement, token-based rewards, binary/matrix compensation**, and instant payouts.
- Offering **multi-currency support** (USD, USDT, BTC, ETH, etc.) with automatic exchange rate updates.
- Ensuring **KYC/AML compliance**, wallet security, and GDPR/PCI readiness.
- Delivering scalable portals for both **corporate teams and distributors**, across desktop and mobile.
- Integrating advanced **data visualization and analytics** to track wallet balances, token flows, and performance.

**Suretek's Solution**

Suretek partnered as both a **technical and strategic development partner**. Our team architected and developed a **hybrid MLM SaaS platform** designed to support both fiat and cryptocurrency operations, giving clients a [competitive edge](#) in a growing and dynamic space.

**1. Dual-Layer Commission Engine (Fiat + Crypto)**

- Built a **flexible commission engine** that supports compensation plans involving:
  - USD or local currencies
  - Stablecoins (USDT, BUSD)
  - Cryptocurrencies (BTC, ETH)
  - Utility tokens (custom ERC-20 or BEP-20 tokens)
- Added support for:
  - Binary, matrix, unilevel, and hybrid plans
  - Instant token-based commission distribution
  - Auto-conversion logic with real-time exchange rates
- Designed a **compensation rule editor** and **commission simulation toolkit** for real-time testing.

**2. Admin & Distributor Portals with Crypto Features**

- Developed a comprehensive **corporate back office** to manage:
  - Wallet integrations (hot/cold)
  - Token distribution
  - User ranks and bonuses
  - Transaction logs and smart contract interactions
- Delivered a **web office for distributors** with features like:
  - Real-time wallet balance
  - Referral links with tracking
  - Genealogy tree and rank progression
  - Token rewards history
  - Embedded educational content (DeFi, staking, etc.)

**3. Secure Wallet & Blockchain Integrations**

- Integrated **on-chain wallets** via MetaMask, WalletConnect, and custom wallet APIs.
- Supported **cold wallet payouts** and **multi-signature approval workflows** for large withdrawals.

- Integrated with:
  - Ethereum
  - BNB Chain
  - Tron Network
  - Polygon (for low-fee token transfers)
- Developed **smart contract hooks** to trigger rewards, auto-convert commissions, and handle token burning (if applicable).

#### **4. Payment Gateway & Exchange Integration**

- Enabled seamless payment collection in both fiat and crypto via:
  - Stripe, PayPal, NMI (fiat)
  - CoinPayments, BitPay (crypto)
- Real-time price syncing from CoinGecko API for accurate value mapping.
- Option to **withdraw commissions in the user's preferred currency or token.**

#### **5. Regulatory & Security Readiness**

- Integrated **KYC/AML** via third-party APIs (Shufti Pro / Sumsb)
- Implemented **2FA, IP Whitelisting**, session control, and **encrypted private keys**
- Designed with **GDPR, PCI-DSS, and SOC2** in mind
- Deployed **audit logs** for both admin and smart contract-level transactions

#### **6. Analytics & Token Insights**

- Delivered rich dashboards to track:
  - Token issuance vs burn rate
  - Wallet flows
  - Volume trends across user ranks
  - Referral earnings and churn
  - Real-time exchange value of token holdings
- Admins can create and export custom reports, filter data by region, currency, time, and rank.

#### **7. Intuitive UI/UX**

Our UI/UX experts developed **modern, responsive, and intuitive interfaces** for:

##### **Admin Back Office:**

- Manage users, ranks, wallets, commissions
- Configure compensation plans with drag-and-drop tools
- Monitor token movements and performance data in real time

**Distributor Web Office:**

- Real-time wallet balances
- Referral links with tracking
- Genealogy trees and rank progression
- Token rewards history
- Embedded learning content for crypto education

All interfaces were **mobile-optimized** and designed for **cross-device accessibility** using **Material UI, React, and Angular**.

**Impact Delivered**

Suretek helped client to build and launch a powerful crypto-MLM platform with measurable business benefits across performance, compliance, and engagement.

**Launch Readiness:**

- MVP(Minimum Viable Product) completed in under 7 months
- Onboarded crypto-focused clients starting in month 8

**Crypto Support:**

- Enabled token-based rewards and commission logic across 4 blockchains

**Global Scalability:**

- Supports 10+ currencies (fiat & crypto)
- Multilingual platform (3 languages)
- Compatible with 5+ compensation models

**User Engagement:**

- Achieved 65% higher user engagement
- Driven by real-time wallet views and token gamification

**Operational Efficiency:**

- Reduced manual reward processing by 70%
- Automated via smart contract-based distribution

**Security & Compliance:**

- 100% KYC coverage for users and wallet actions
- Integrated risk alerts for suspicious or fraudulent activity

**Technologies Used**

To deliver a robust, scalable, and secure crypto-MLM platform, Suretek leveraged a modern tech stack combining blockchain, cloud, analytics, and security technologies.

- **Frontend:** React, Angular, Material UI
- **Backend:** Node.js, .NET Core
- **Database:** PostgreSQL, MongoDB
- **Smart Contracts:** Solidity (Ethereum, Polygon, BNB)
- **Wallets:** MetaMask, WalletConnect, Cold Wallet APIs
- **Blockchain Integration:** Web3.js, Ethers.js
- **Payment Gateways:** Stripe, NMI, CoinPayments
- **Exchange Rate Sync:** CoinGecko API
- **Security:** OAuth 2.0, JWT, 2FA, and KYC/AML verification via 3rd-party APIs
- **Infrastructure:** AWS, Docker, Kubernetes
- **Analytics & Reporting:** GraphQL, Metabase, Chart.js

**Why It Matters**

The MLM landscape is evolving. As more businesses move into digital products and token-based incentives, they need a platform that combines:

- Traditional MLM logic
- Web3 capabilities
- Compliant onboarding and payouts
- Secure and auditable blockchain operations

It has become one of the first platforms in this space to deliver a truly hybrid MLM solution, bridging the gap between legacy systems and the future that is crypto-first.

**Conclusion**

With Suretek's technical expertise and deep domain knowledge in MLM systems, Our client successfully launched a crypto-MLM-ready platform capable of supporting high-volume transactions, multi-chain operations, and instant token rewards.

Whether you're building a new MLM platform or want to upgrade your legacy system to include blockchain and crypto features, Suretek is your trusted technology partner. So without much ado, [book a call](#) with our experts!