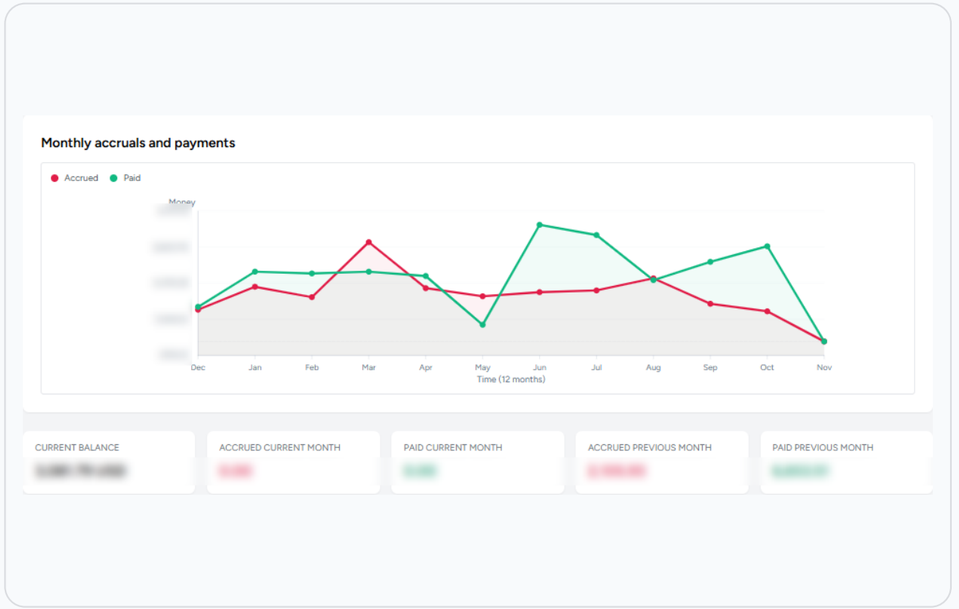
metricfixer

CUSTOM SOFTWARE / DEVELOPMENT CASE STUDY

Marketlab Group Custom Agency Operations Platform

Connecting project delivery, client billing and team compensation in one internal platform.



Client financial dashboard. Sensitive details obscured.

Built for the daily operations of a professional services business.

Three responsibilities. One operational picture.

The platform connects the work performed with the financial records it creates.

01

Deliver the work

Organize clients, projects, assignees and tasks. Record hours and track progress across one-off and recurring services.

02

Account for clients

Apply billing rules, create reports and documents, and make accruals, payments and balances visible.

03

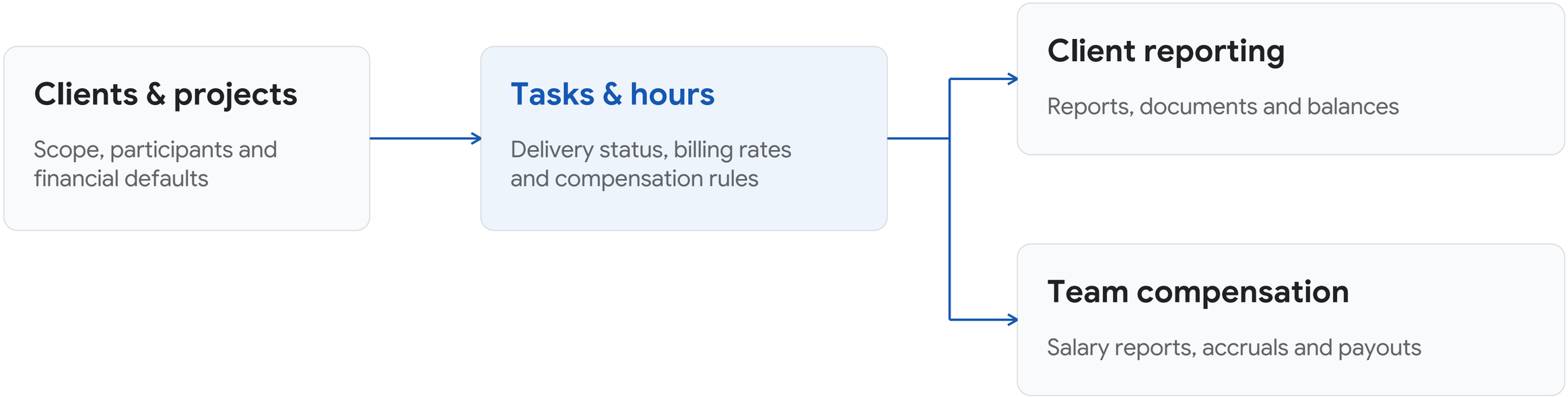
Account for the team

Calculate task-based compensation, prepare salary reports, and track employee accruals and payouts.

Project context and financial rules need to stay connected as work moves through the business.

A shared foundation for delivery and finance

A custom professional services automation platform for Marketlab Group's internal operations.



Finalization preserves financial snapshots, while permissions and audit records govern changes.

The task is the operational unit

Project work carries both delivery context and the data needed for billing.

Track execution

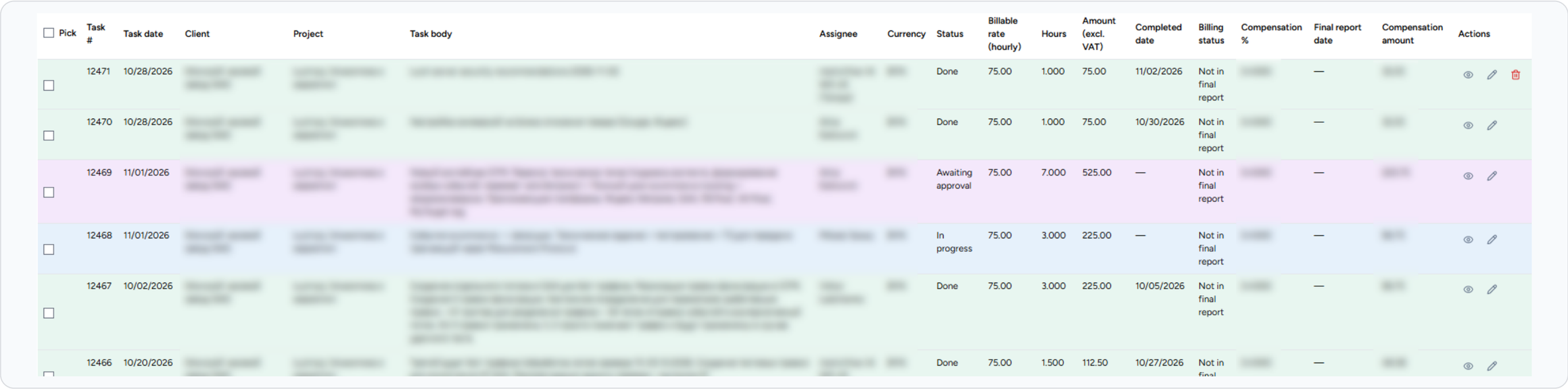
Assignees, status, dates and hours stay with each task.

Find the right work

Filter by client, project, assignee, status and reporting state.

Keep a useful workspace

Saved table preferences and the last safe page support repeat visits.



Pick	Task #	Task date	Client	Project	Task body	Assignee	Currency	Status	Billable rate (hourly)	Hours	Amount (excl. VAT)	Completed date	Billing status	Compensation %	Final report date	Compensation amount	Actions
☐	12471	10/28/2026	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	Done	75.00	1.000	75.00	11/02/2026	Not in final report	[redacted]	—	[redacted]	
☐	12470	10/28/2026	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	Done	75.00	1.000	75.00	10/30/2026	Not in final report	[redacted]	—	[redacted]	
☐	12469	11/01/2026	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	Awaiting approval	75.00	7.000	525.00	—	Not in final report	[redacted]	—	[redacted]	
☐	12468	11/01/2026	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	In progress	75.00	3.000	225.00	—	Not in final report	[redacted]	—	[redacted]	
☐	12467	10/02/2026	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	Done	75.00	3.000	225.00	10/05/2026	Not in final report	[redacted]	—	[redacted]	
☐	12466	10/20/2026	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	Done	75.00	1.500	112.50	10/27/2026	Not in final	[redacted]	—	[redacted]	

Task register, cropped from the supplied redacted interface. Client, project and employee details are obscured.

Turn recurring services into scheduled work

Templates create ordinary project tasks for each service period.

Define the schedule

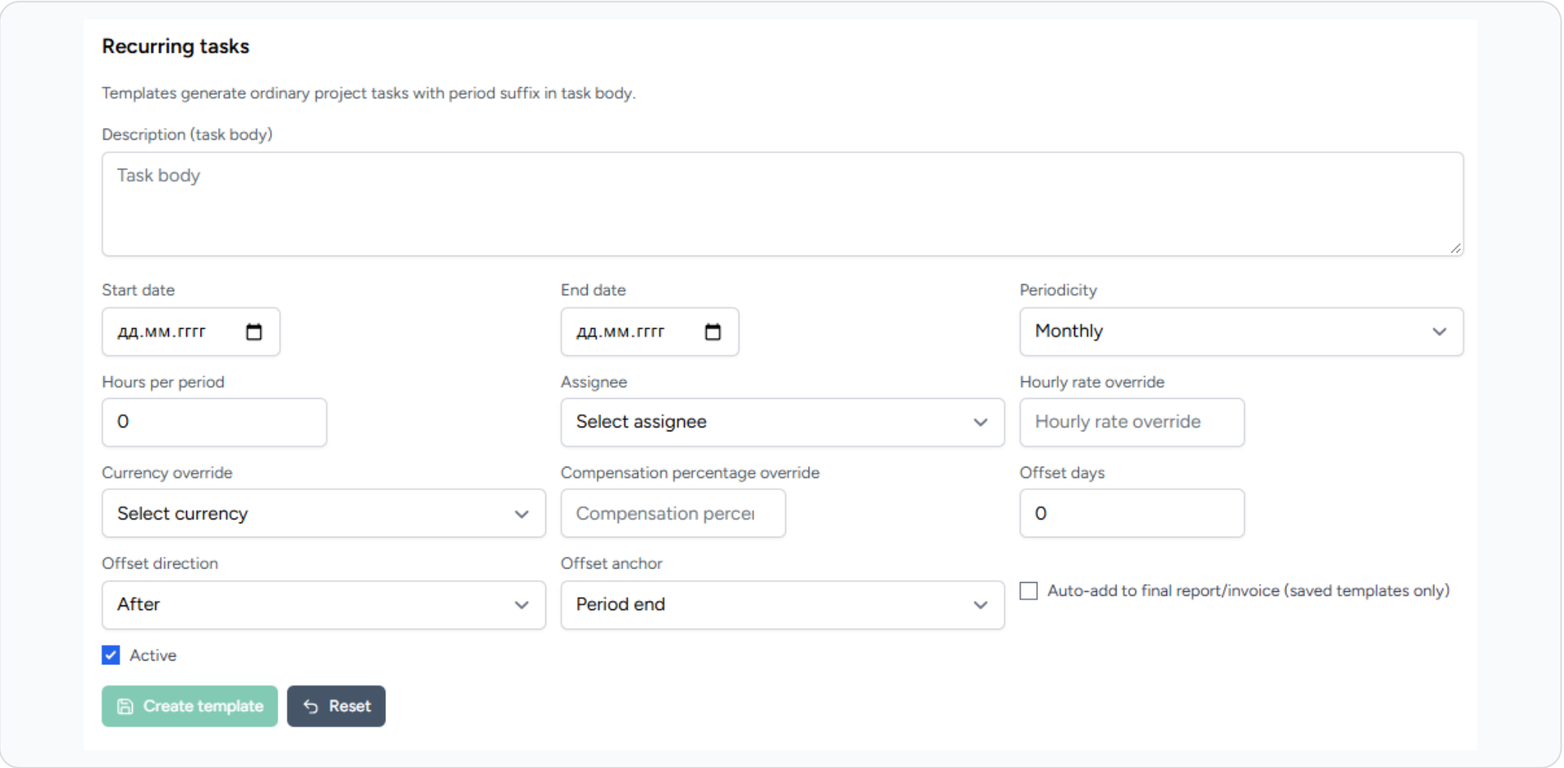
Set the period, start and end dates, assignee, hours and generation offset.

Apply the right rules

Override project defaults when a recurring service needs its own rate or compensation.

Control generation

Generate automatically or manually, with checks against duplicate service periods.



Recurring-task configuration. Templates remain part of the project's operational workflow.

See client activity in financial context

Accruals, payments and balances appear alongside project work accounting.

Read the trend

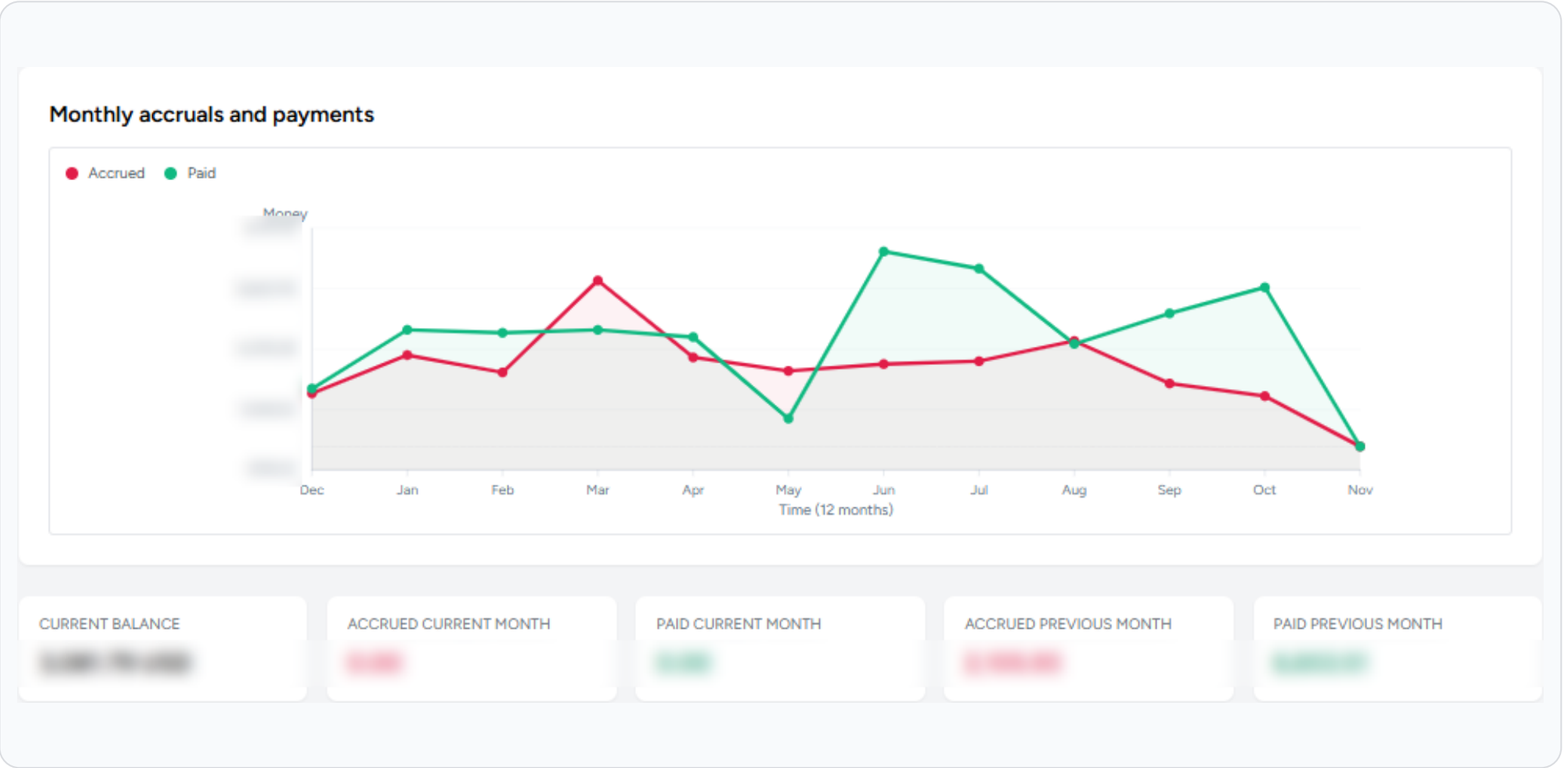
Compare monthly accruals and payments over a 12-month view.

Inspect the balance

Review balance operations and operation reports behind the current position.

Scope client access

Client users work within their assigned scope, separate from internal payroll data.



Client dashboard with monthly accruals and payments. Financial values and client details are obscured.

Reports preserve a defined financial state

The reporting workflow distinguishes preparation, finalization and controlled changes.

Separate report purposes

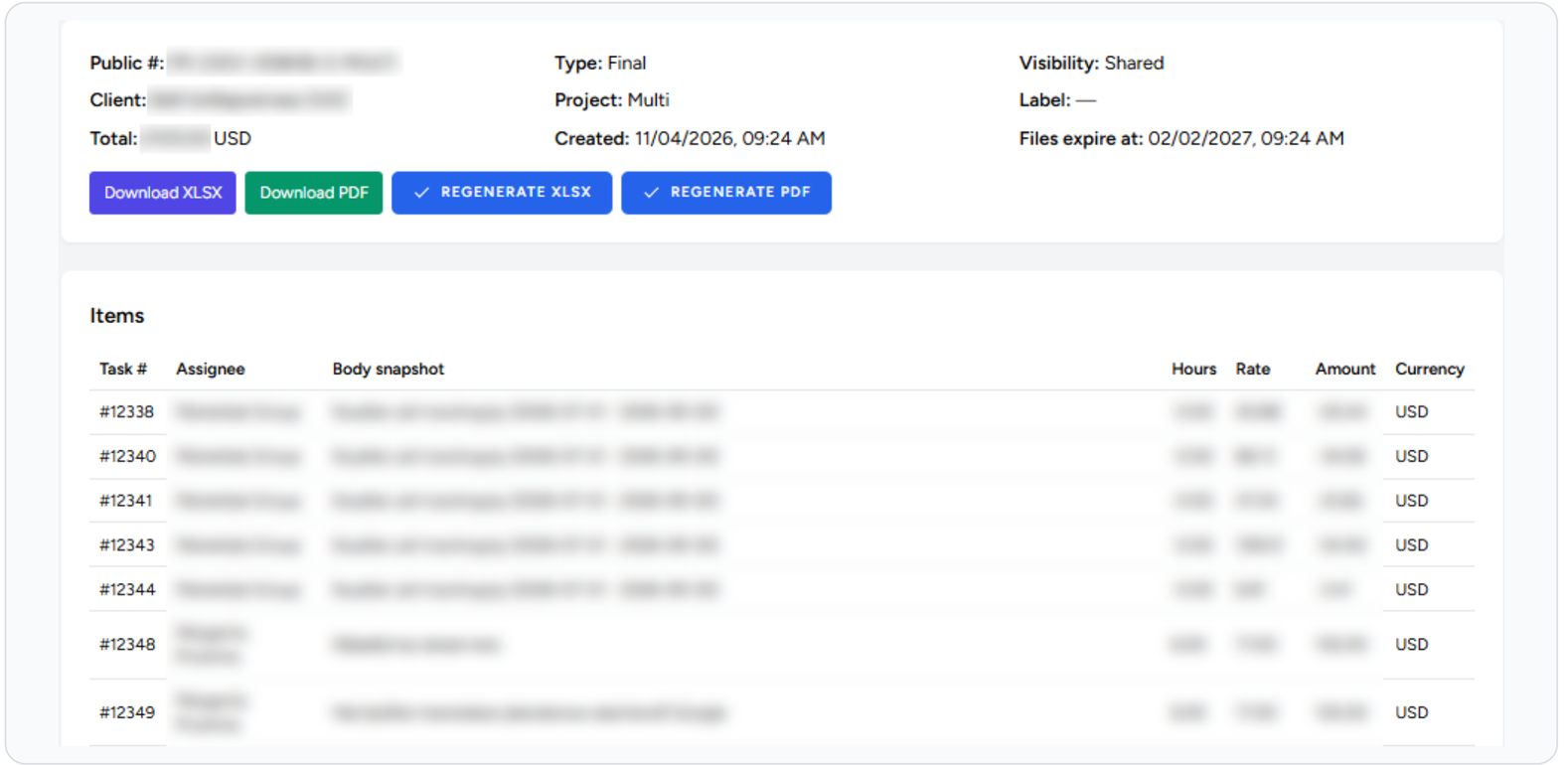
Control and final reports support different stages, with internal or shared visibility.

Freeze finalized values

Financial snapshots and task locks protect the values captured at finalization.

Export and manage

Generate PDF and XLSX files. Controlled cancellation supports corrections.



Final report with export controls and task items. Identifying and financial details are obscured.

Connect completed work with team compensation

Employee balances make accruals and payouts visible over time.

Use explicit rules

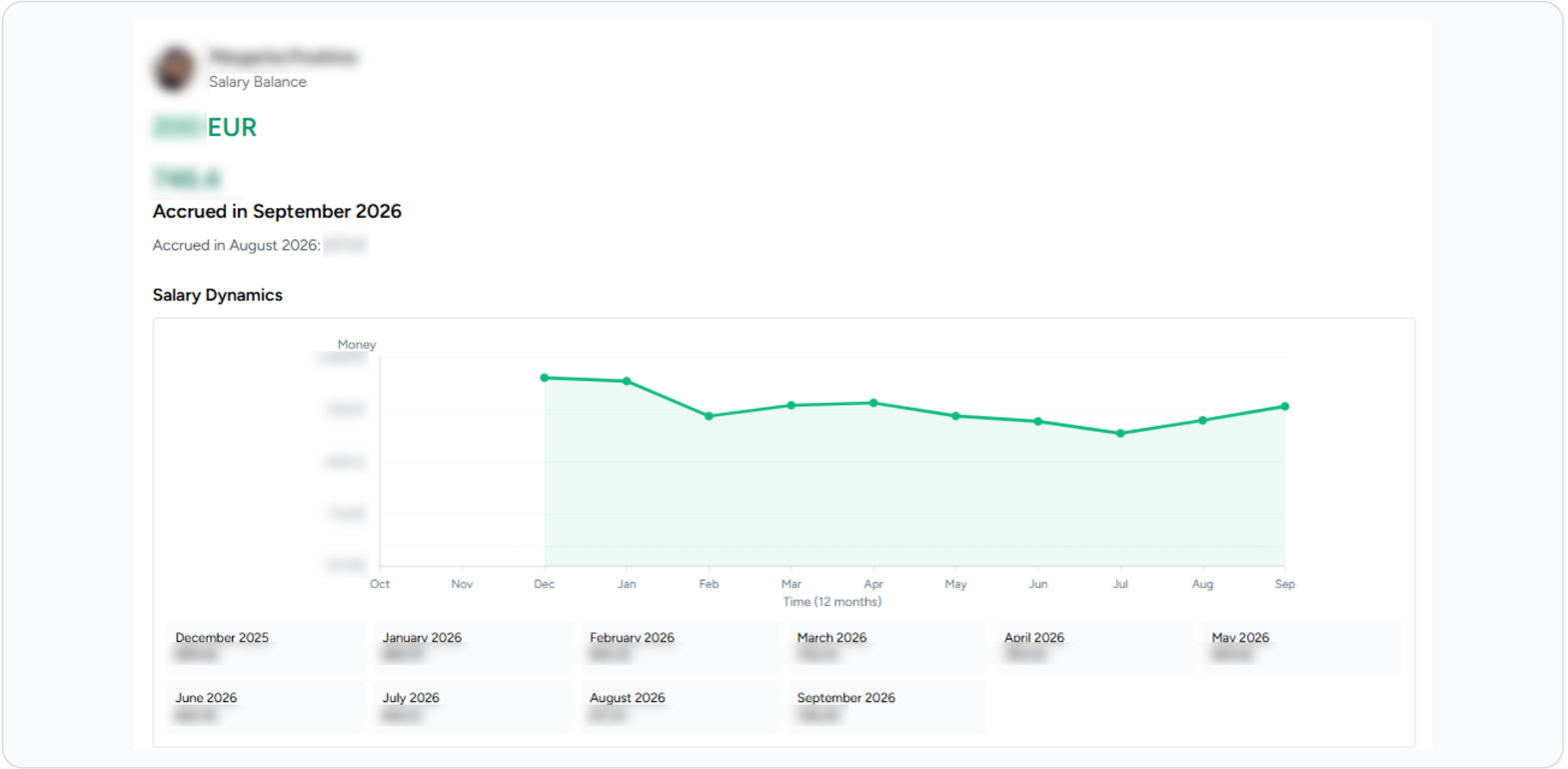
Compensation can inherit defaults or use task, project and client overrides.

Track the balance

Salary reports, accruals and payout operations build the employee balance history.

Keep reserves distinct

A separate payroll contingency reserve ledger supports dedicated reserve operations.



Employee dashboard with salary dynamics. Identity and financial values are obscured.

Support multi-currency operations and documents

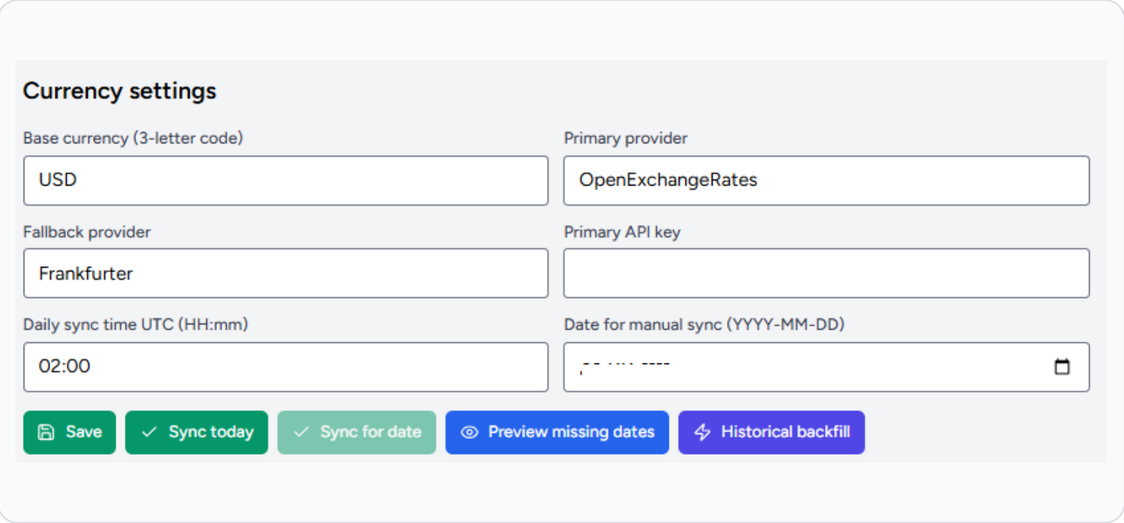
Currency data and the Belarus document module serve distinct operational needs.

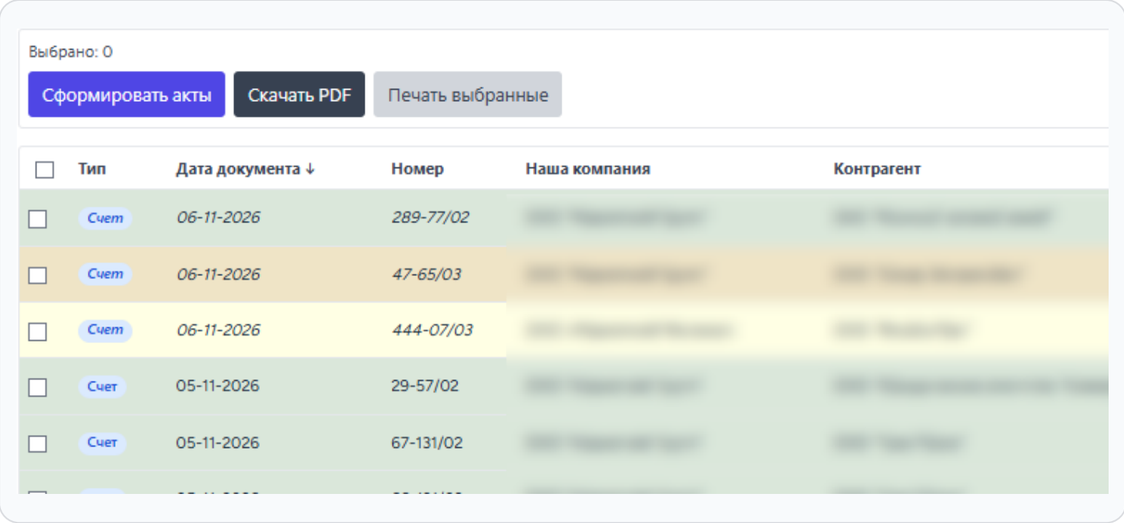
Exchange-rate operations

Daily rates, primary and fallback providers, date-specific synchronization and historical backfill.

BY invoices and acts

Invoices, acts, agreements and counterparties, with PDF export, printing and batch actions.





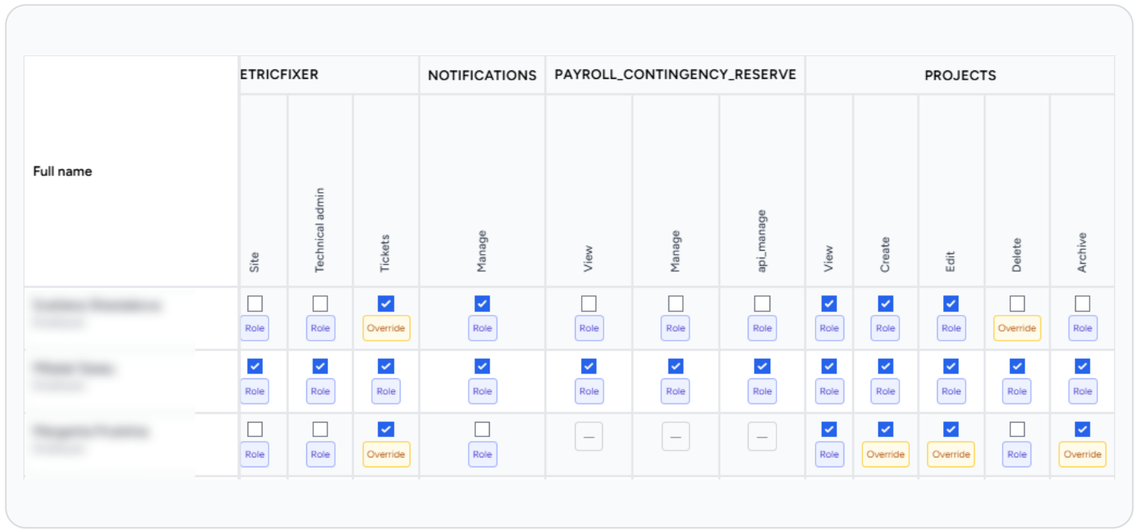
Selected currency settings and BY document controls. Operational diagnostics are excluded; source UI languages are retained.

Control who can act. Record what changed.

Role permissions, entity scope and change history are part of the working system.

Access by role and scope

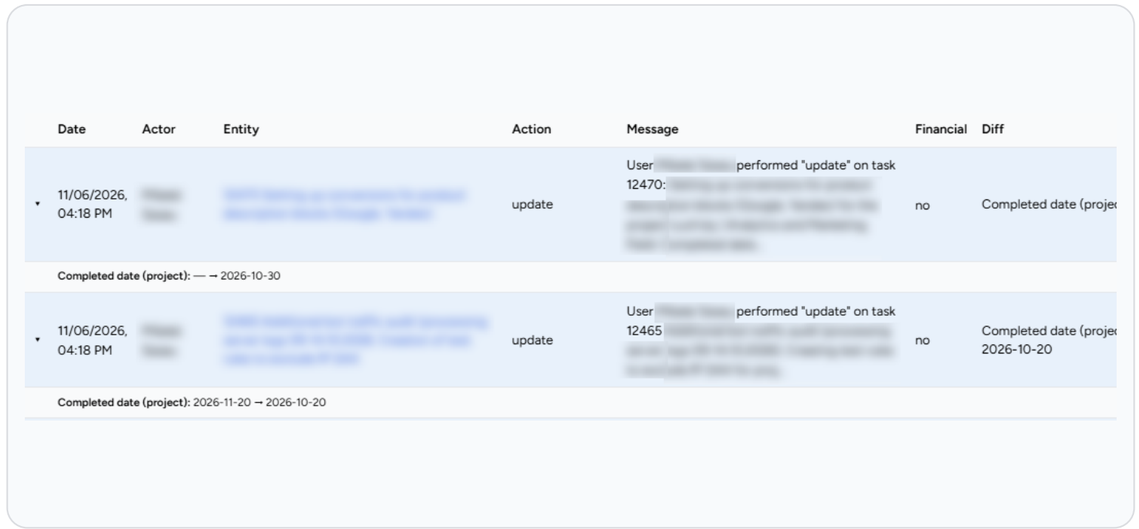
Per-user permission overrides complement role defaults and client or project visibility.



Full name	ETRICFIXER			NOTIFICATIONS	PAYROLL_CONTINGENCY_RESERVE			PROJECTS				
	Site	Technical admin	Tickets	Manage	View	Manage	api_manage	View	Create	Edit	Delete	Archive
[redacted]	☐ Role	☐ Role	☑ Override	☑ Role	☐ Role	☐ Role	☐ Role	☑ Role	☑ Role	☑ Role	☐ Override	☐ Role
[redacted]	☑ Role	☑ Role	☑ Role	☑ Role	☑ Role	☑ Role	☑ Role	☑ Role	☑ Role	☑ Role	☑ Role	☑ Role
[redacted]	☐ Role	☐ Role	☑ Override	☐ Role	—	—	—	☑ Role	☑ Override	☑ Override	☐ Role	☑ Override

Searchable audit records

Filter by actor, entity and action; inspect field changes and export the log to XLSX.



Date	Actor	Entity	Action	Message	Financial	Diff
▾ 11/06/2026, 04:18 PM	[redacted]	[redacted]	update	User [redacted] performed "update" on task 12470: [redacted]	no	Completed date (projec
Completed date (project): — → 2026-10-30						
▾ 11/06/2026, 04:18 PM	[redacted]	[redacted]	update	User [redacted] performed "update" on task 12465 [redacted]	no	Completed date (projec 2026-10-20
Completed date (project): 2026-11-20 → 2026-10-20						

Permission matrix and audit log excerpts. User identities and operational descriptions are obscured.

A modular web application with scoped integrations

A shared application model connects the interface, business rules and generated documents.

APPLICATION STACK

Backend	**PHP 8.2+ / Laravel 12**
Interface	**Vue 3 / Inertia / Tailwind**
Data & hosting	**MySQL / VPS**
Documents	**PDF / XLSX generation**

Client-scoped API

Token-based project and task operations, with explicit permissions for financial fields.

SSO integration support

A short-lived, one-time code exchange connects authorized users with metricfixer services.

Checks around critical workflows

The codebase includes automated tests for reporting, recurrence, permissions, API and SSO behavior.

Core stack and integration capabilities of the Marketlab Group application.

One platform shaped around the business

The result is a connected set of operational capabilities for Marketlab Group.

Connected records

Tasks, financial rules, reports and balances share their business context.

Repeatable operations

Recurring templates, report generation and exchange-rate workflows support routine work.

Controlled access

Scoped permissions, financial snapshots and audit history support accountable changes.

Build software around your operating model.

Explore custom web application development with metricfixer.

metricfixer.com