



الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري
Arab Academy for Science, Technology & Maritime Transport

College of Management and Technology

Business Information Systems

Perform Ultra

Workforce Management System

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Idea:

Customized Workforce Management System

Problem Statement:

For many firms, the rapid shift to remote work has presented serious difficulties. Monitoring and managing distant teams is sometimes not possible with traditional management practices. Typical issues consist of:

Inability to monitor productivity: It is challenging for managers to gauge performance since they do not have real-time knowledge on how staff members spend their working days.

Communication gaps: It's common for remote teams to experience communication lags, which can result in misdirected objectives and missed deadlines.

Disorganized task management: Projects may get chaotic and deadlines may be missed in the absence of a defined framework for allocating and monitoring tasks.

Problems with timekeeping and attendance: It might be difficult to keep track of when workers arrive and go, which can result in erroneous reporting.

Limited Visibility and Reporting: Without centralized data, managers struggle to gain real-time insight into workforce performance and operational efficiency. This lack of visibility hinders strategic decision-making and forecasting capabilities.

Employee Dissatisfaction: Inefficient communication regarding schedules and performance expectations can lead to employee frustration, reduced morale, and higher turnover rates. When employees lack control over their schedules, it diminishes their engagement and commitment to the organization.

These challenges make it difficult for companies to effectively manage remote teams, resulting in decreased productivity, accountability, and overall performance.

Market Gap:

Despite Egypt having over 2.5 million SMEs, a staggering 85–90% (\approx 2.2 million) still lack a workforce management system (WMS). These businesses often rely on outdated or manual methods to manage attendance, shifts, productivity, and payroll—leading to inefficiencies, errors, and lost productivity.

While digital adoption is rising, most current WMS solutions are:

- Too expensive
- Too complex for small teams
- Not localized for the Egyptian market

This creates a huge, underserved segment that is actively seeking:

- Simplicity
- Affordability
- Remote-work compatibility

PerformUltra is uniquely positioned to fill this gap with a lightweight, user-friendly, and locally optimized platform, giving millions of SMEs their first step into digital workforce management.

Solution:

PerformUltra is a comprehensive workforce management system designed to address the unique challenges of remote work. It offers a centralized platform where managers can efficiently assign tasks, track performance, and maintain seamless communication with their teams, no matter where they are.

The system provides real-time productivity monitoring, allowing supervisors to view daily progress and time logs. Built-in task management tools ensure clear delegation of responsibilities, while automated timekeeping and attendance tracking eliminate manual errors. With live dashboards and detailed reports, managers gain instant insights into team performance and project statuses, supporting smarter decisions and agile adjustments.

To foster engagement, PerformUltra enhances employee experience through transparent performance feedback and flexible scheduling tools, helping remote workers feel more in control and connected to their goals.

By replacing fragmented tools and outdated methods, PerformUltra empowers organizations to build high-performing remote teams, reduce miscommunication, and improve operational efficiency.

Value Proposition:

PerformUltra: Empowering Teams with Smarter Workforce Management.

Streamline your operations with PerformUltra — the all-in-one platform that lets you assign tasks, manage teams, track performance, and generate insightful reports with ease. Boost productivity, improve accountability, and make data-driven decisions in one centralized system.

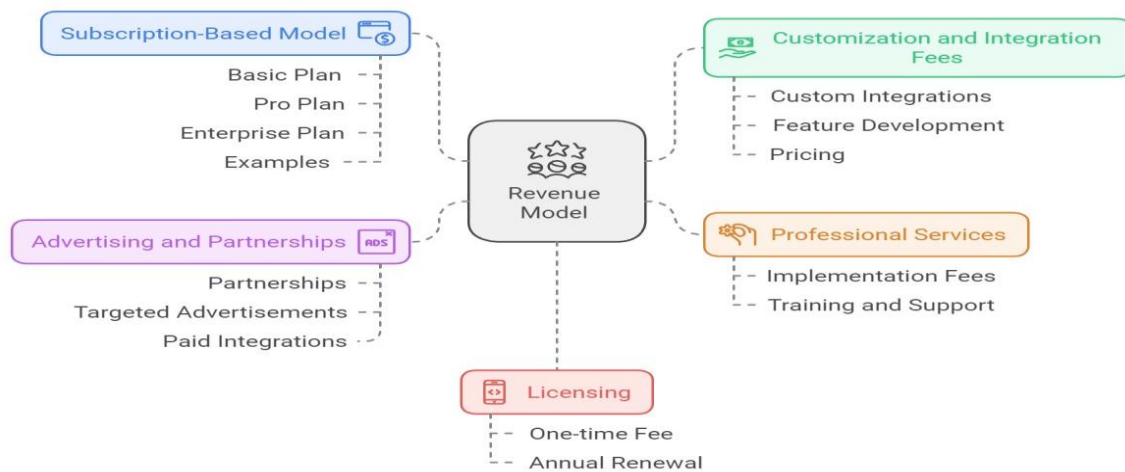
Business Model Canvas:

Perform Ultra

Business Model Canvas



Revenue Model:



Scalability:

- **API Integrations:** Easily integrates with third-party tools (e.g., payroll, CRM, HR) to meet enterprise needs in the future.
- **Modular Architecture:** Built using scalable technologies (Node.js, React), allowing easy expansion as user base grows.
- **Flexible User Plans:** Pay only for what you need from small teams to growing businesses
- **Built for Remote Work:** Supports teams in different locations without extra setup.

Sustainability:

- **Low Overhead SaaS Model:** Ensures recurring revenue with minimal operational cost.
- **Support for Remote Work:** Reduces commuting, paper-based processes, and physical infrastructure supporting sustainable operations.
- **User-Centric Design:** Encourages adoption and retention, reducing churn and improving long-term customer relationships.
- **Localization Ready:** Adaptable for the Egyptian market (languages, regulations).