

Team Approokie
Case Study 2

2024 Google workspace Hackathon

Important Links :

AppSheet Deployment Link:

https://www.appsheet.com/start/890f87b2-cb90-47a7-be56-82fbf77d9e39?platform=desktop#vss=H4sIAAAAAAAA6WOywrCMBBFfOXuOI-QrQiK6KbixrilzRSCbVKatFpC_t2pD3SrLucO53ASBkuXIuryDHII72tNlySSwm5sSUEqzL2Lna8VhMJWN49x6RuaFWVH5BQy8IG8FJECZPralP9uELCGXLSVpW7STTBrnii_J5CHDwxZoOmjPtVOL2csZ94qX_aBzJ6DfgsJK7e4ttqZjTdsrXQdKN8A1LnjwXQBAAA=&view=Home%20Screen&appName=LOGIN-616052768

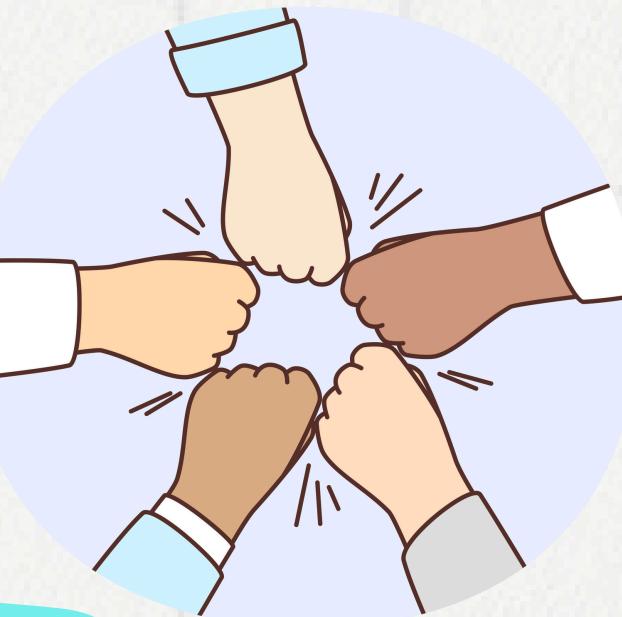
Pitching Video:

- 1) youtube: <https://youtu.be/Xxs1i--dMiM>
- 2) drive : https://drive.google.com/file/d/1p3fc-_VbT_hnNvFgJBlw6pmIKVpTg9Q/view?usp=sharing

Drive folder which include all document:

<https://drive.google.com/drive/folders/1Uj4EdHgnPJw1ewyVyAmSLp7Vx73Gtlve?usp=sharing>

OUR TEAM



Front-end & Back end

Foo Yau Yun

Teh Li Wei

Data Analysis

Chai Zi Yang



The Challenge of Employee Data Management

Malaysian companies face significant challenges with fragmented employee data management, leading to inefficiencies and errors.

Key issues include:

01.

Data Inconsistencies

A survey conducted by HR Malaysia revealed that 68% of companies reported issues with data inconsistencies due to fragmented systems.

02.

Payroll Reconciliation Problems

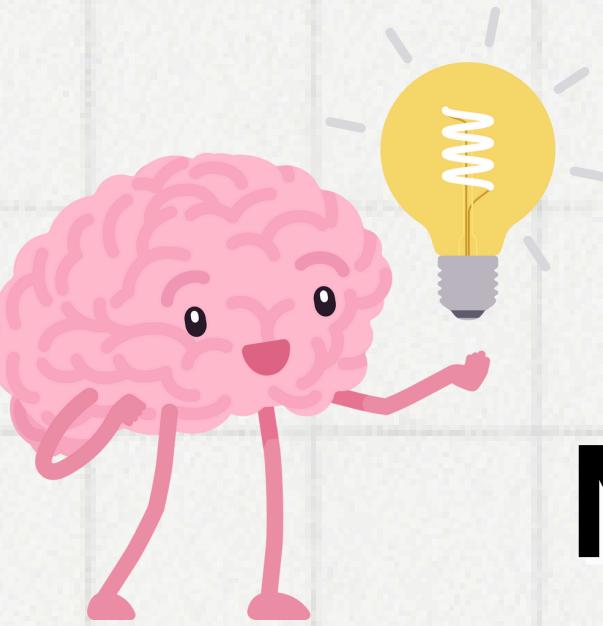
According to a report by the Malaysian Institute of Accountants, 55% of finance departments struggle to reconcile payroll accurately.

03.

Access Delays

A study by the Malaysian Management Institute found that 60% of managers experience delays in accessing employee and performance data.





Integration of Employee Data Management System

01

Centralizes all employee data into a single, accessible platform to ensure consistency and accuracy.

02

Automates payroll calculations, deducting SOCSO, EIS, and EPF contributions, requiring only the basic salary input for accurate and efficient processing.

03

Provides real-time access to performance metrics and critical information, with email notifications for new user registrations, ensuring quick data retrieval and onboarding.

04

Features an intuitive interface and automated processes to reduce frustration and improve overall employee satisfaction.

Analysis

Data Inconsistencies:

- By eliminating the need for multiple spreadsheets and disparate systems, it ensures data consistency and accuracy. This unified approach not only streamlines data entry but also reduces the risk of errors, providing a reliable source of truth for all departments.



Payroll Reconciliation Problems:

- This automation ensures accuracy and significantly reduces the time and effort required for payroll processing, allowing finance teams to focus on more strategic tasks and reduce miscalculation of salary.



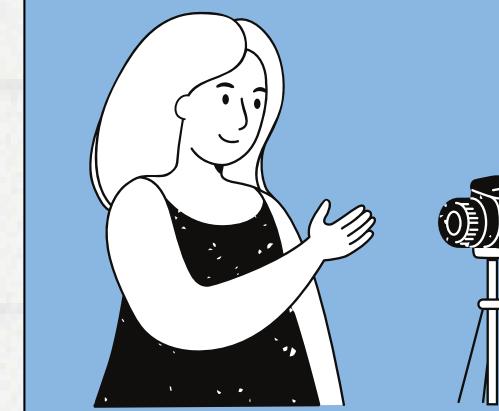
Access Delay:

- Managers can quickly retrieve up-to-date data without waiting for manual reports, speeding up decision-making. Additionally, automated email notifications ensure that HR is promptly informed of new employee registrations, facilitating faster onboarding and enhancing overall productivity.



Employee Frustration:

- Employees experience faster and more accurate HR services, improving their overall satisfaction. By addressing the root causes of their frustration, our system fosters a more positive and productive work environment.



Monetary Value

- Cost Savings: Automates tasks, reduces administrative needs, and minimizes errors, leading to lower costs.
- Error Reduction: Prevents costly mistakes and compliance issues.
- Increased Efficiency: Boosts productivity by allowing employees to focus on strategic tasks.

Business Value

- Enhanced Decision-Making: Provides real-time, accurate data for better decision-making.
- Improved Productivity: Streamlines processes and reduces inefficiencies.
- Greater Employee Satisfaction: Improves user experience and retention.
- Competitive Advantage: Positions the company as modern and efficient, attracting talent and clients.

Feasibility

- Long-Term Viability: Scalable and adaptable to growth and technology changes.
- Operational Feasibility: User-friendly design and automation make it practical for daily use.
- Market Fit: Meets demand in the Malaysian market for efficient data management solutions.



TAM, SAM & SOM



Total Addressable Market (TAM)
Estimated at \$200 million, considering the growing adoption of HR technology in Malaysia.



Serviceable Available Market (SAM)
Approximately \$120 million, targeting sectors with higher demand for integrated solutions, such as technology, finance, and healthcare.



Serviceable Obtainable Market (SOM)
\$12 million to \$30 million (10-25% of SAM).

Addressing the market

Target Industries: Technology, finance, healthcare, and large enterprises.

Strategy

- Local Marketing: Utilize digital marketing, local trade shows, and industry events to reach potential clients.
- Partnerships: Collaborate with local HR consultancies and technology partners.
- Pricing: Offer competitive and flexible pricing tailored to Malaysian businesses.
- Support: Provide strong local customer support and training to ensure successful implementation and user satisfaction.

<i>Competitor</i>	<i>Core HR</i>	<i>Payroll</i>	<i>Talent Management</i>	<i>Analytics</i>	<i>Workforce Planning</i>	<i>Leave Management</i>	<i>Employee Self-Service</i>	<i>Employee Engagement</i>	<i>Time Tracking</i>	<i>Point</i>
Our App	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	9
SAP SuccessFactors	Yes	Yes	Yes	Yes	No	Yes	Yes	No	No	6
Oracle HCM Cloud	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	7
Workday	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	7
Kakitangan	No	Yes	No	No	No	Yes	Yes	No	No	3
Swingvy	Yes	Yes	No	No	No	Yes	Yes	Yes	No	5
HReasly	No	Yes	No	No	No	Yes	Yes	No	Yes	4