

CHAPTER II

COMPANY OVERVIEW

2.1 Brief History of the Company

StaffAny Private Limited is a Singapore-based software company founded in 2018. The company develops workforce management solutions designed for businesses that employ hourly or shift-based workers, especially in industries such as F&B, retail, and hospitality. StaffAny's main purpose is to help businesses manage daily workforce operations more efficiently by connecting Human Resource and Operations processes in one platform. Its solution supports activities such as employee scheduling, attendance tracking, timesheet management, leave requests, reporting, and payroll-related workflows.



Figure 2.1. StaffAny's Logo

StaffAny was built with the vision of enabling a connected workforce. The company aims to reduce the manual and repetitive work commonly found in shift-based operations, such as preparing rosters, tracking attendance, consolidating timesheets, and managing staff communication. Through a data-driven workforce management platform, StaffAny helps businesses save time, improve operational visibility, and allow teams to focus on more valuable business activities.

Over time, StaffAny expanded its product offerings into an integrated Software as a Service (SaaS) platform. The platform can be accessed through web and mobile applications, allowing managers and employees to manage schedules, attendance, leave applications, and reports across multiple locations. StaffAny also serves businesses in Indonesia through its localized website, which presents

the platform as an HR application for managing schedules, attendance, and timesheets for F&B operations.

2.1.1 Company Vision

StaffAny's vision is to enable a connected workforce that's built on the basis of trust and transparency, so that everyone in the team can truly do what matters.

2.2 Organizational Chart

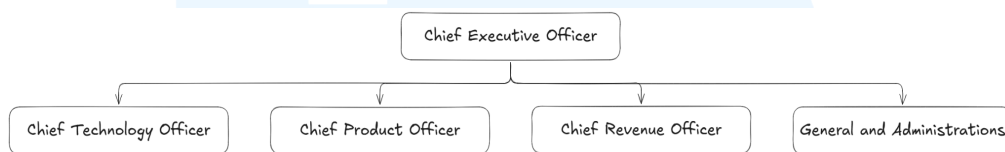


Figure 2.2. StaffAny's Organizational Chart

StaffAny has an organizational structure led by the Chief Executive Officer, who oversees several main executive functions within the company. The technology division is led by the Chief Technology Officer, who is responsible for technical strategy and engineering direction. Product development is managed by the Chief Product Officer, while business growth and revenue-related activities are handled by the Chief Revenue Officer. The company also has a GNA (General and Administration) function that supports internal administrative and operational activities.