



## CUSTOM APPLICATION DESIGN AND DEVELOPMENT FOR SELF-REQUEST SERVICES

Custom Application Design and Development is tailoring the design of a mobile computer program or software to fit an organization's particular business needs

### OPPORTUNITY DEFINITION | CUSTOM APPLICATION DESIGN AND DEVELOPMENT | EMPLOYEE E-SERVICES SYSTEM DEVELOPMENT

This initiative is part of the organization's efforts to develop employee self-service (ESS) portal to combine interactive web applications with searchable knowledge databases to deliver a full suite of features. Hence, developing ESS portal will enable QRail employees to raise the self-service requests, which will improve the communications and accuracy within HR.

#### TARGET MARKET

##### Target Market

QRail is responsible of managing and operating rail transport in Qatar. **In December 2021, the usage of Doha Metro exceeded 2.5 million passengers.**

##### Target Users

- Employees of QRail



#### KEY PROBLEM STATEMENT | NEED

Employee self-service (ESS) portals provide numerous benefits for employees. Consolidation of information into one user-friendly gateway creates efficiencies and helps quickly align employees with organizational objectives.

Therefore, developing ESS portal will allow QRail to increase transparency for employees, efficiency and tracking, better communication, better compliance and even cost cutting.



#### PROCUREMENT CYCLE

##### Identification Stage

The opportunity is yet to be identified.



#### TIMESPAN



Total duration of 12 months including implementation and testing.



#### ADJACENT OPPORTUNITIES

- ERP System Upgrade
- Cloud Migration
- Mobile Enterprise Resource Planning

#### STAKEHOLDERS

- QRail
- Third-party Integration entities (technology partner, clients etc.)



#### OWNER AND SECTOR

**Owner** QRail

**Sector** Transportation



#### BUDGET ACROSS CUSTOM APPLICATION DESIGN & DEVELOPMENT ECOSYSTEM

The Qatar market for Custom Application Design & Development is projected to reach **USD 16 million** by 2026, at a compound annual growth rate (CAGR) of 4% from 2022 to 2026.

