

## Why Custom Software/Apps?

Have you ever bought generic software (also called off-the-shelf software), paid for licensing fees, did the correct set up but the software still doesn't fit your business goals?

Most generic software will not be able to fulfill your requirements completely with respect to specific features and functionalities, after all, every business is unique. Also they may have additional functions which you do not need. This is why many businesses prefer a custom software. A custom software is developed keeping in mind your specific business requirements. It can easily fulfill all your business needs like analytics, reporting, management etc.

Below you will find a list that will help you decide whether your business needs a custom software or not.

### **1. Are you using multiple software pieces to accomplish one task?**

Using a patchwork of different software to fulfill different tasks within a single business can be tedious, expensive and inefficient. Businesses often find that the off-the-shelf software they've purchased to streamline their workload can't do everything they need it to, forcing them either to spend more money acquiring additional ready-made software, or simply doing without. However, custom software can cut out all of that frustration. You can receive a product tailor-made to your business' exact needs and specifications at a reasonable cost, erasing the need for expensive DIY solutions.

### **2. You are tracking and analyzing data by hand/spreadsheets**

Trying to keep track of information or analyzing data by hand opens a business up to inevitable human mistakes. Physical and digital spreadsheets can get lost, miscalculations can be made, and numbers from wildly different departments can get jumbled. Using custom software instead to keep track of all this information makes the job easier and ensures it's completed with more fidelity than if it were done by hand.

### **3. You are doing repetitive tasks manually**

Some businesses waste a lot of time completing repetitive tasks by hand. Manually dealing with tasks like inventory or invoicing can also be monotonous, increasing the possibility of mistakes. A mistake in these tasks can all be disastrous for a business' reputation or bottom line. Through automation, a custom software can be designed to take over these tedious, repetitive tasks to ensure a business avoids any blunders bred from lost time or repetition.

#### **4. Your software is not scalable**

Off-the-shelf software may seem like a wise decision for a smaller business just getting off the ground, but these easy solutions often don't fulfill the requirements of a bigger or developing business. Custom-made software that has flexibility to fit a growing business may take a little more time and money in the beginning, but it can help future-proof your enterprise, helping avoid any headaches as the needs of your business expands or shifts.

#### **5. You're always in search and test mode**

Businesses that don't use custom software are often in a constant struggle of finding a number of different ready-made software to try and integrate together. The result is almost always a hodgepodge of products with a bloated selection of features you don't use interspersed with a handful you do. Even more so, it's almost guaranteed that a patchwork selection of different software will not seamlessly interact with each other, often resulting in unfixable errors. Custom software removes all of those headaches; delivering a product with the exact features you need and ensuring they work in harmony.

#### **6. You need to meet compliance standards**

With the world's heavy reliance on technology, businesses control more personal data than ever before. With this comes an increase in government protections regarding data collection businesses must abide by. Off-the-shelf software may not be up to date on new regulations or meet the standards of your particular country. However, custom software can be tailored to your local and national government's compliance standards, ensuring your business meets ethical and legal standards to avoid fines and scandals.

#### **7. You have processes that should be simple but are complicated**

Businesses often have tasks that they believe are simple, but require multiple steps to complete. When a supposedly easy task takes more than a few steps, it wastes time and money that could be better spent on more important responsibilities or opportunities. Custom software can truly streamline these "simple" tasks by actually making them simple; one click and employees can move onto more important things.

#### **8. You have lots of paper**

Even with the world's heavy reliance on technology, paperwork still seems to be an inescapable element of doing business. These mountains of paper are, however, often inefficient and tedious to deal with. Older documents can easily get thrown out or buried, making them impossible to find when you need them most, and the physical space needed to store paper trails can leave an office oppressively cluttered. Custom software can replace the endless number of printouts a business often has, compiling everything

in a database or cloud for easy reach. Also, as society moves towards a more environmentally conscious mindset, a paperless (or near paperless) business can help companies engage in more sustainable practices.

## 9. Your software is too old

The older software is, the more susceptible it is to a variety of issues. If a business relies on outdated software, they can open themselves up to the headaches of vulnerability to security breaches, developer abandonment, and incompatibility with additional new software or computer systems. By investing in custom software, businesses can avoid these concerns with the help of a dedicated support team. These experts will ensure your software remains current, compatible with whatever applications you need, and consistently protected from hackers.

With a custom software you have as much control as you need. It can perfectly matches your vision to grow your business. When you invest in a custom software, you know its working process, life line and other properties very well.

Can you consolidate multiple steps into a single system? Can you unburden your staff by automating some tasks? How would that create a more efficient use of time and resources? The investment into a custom software solution might actually turn out to be less expensive in the long run when compared to multiple different pieces of software.

## Custom Applications work the way you want

### Clear Business Model

To gain an extra edge over competitors and achieve business goals regularly, you need to find out ways to improve efficiency and reduce operational costs. A custom software enables your employees to save a lot of time they would use completing tasks manually and can help everyone involved get relevant information instantly. Sales and Marketing reports can be accomplished within minutes. This saves time and you can utilize your workforce to do other high-priority work. In short, a custom software can simplify your business model and make it more productive.

The long-term benefits of investing in developing custom business applications can be far more valuable than purchasing a ready-made product.