

5 Reasons You Need Custom Software



Hello! So you might be reading this because you received one of ipCG-DEV's solicitations and were intrigued enough to get more information, or perhaps you found this by landing on our website after you used a search engine looking for "Bespoke Software" or "Custom Programming." Regardless of how, the more important question is the "why?" Why do you feel you might be in the market for a custom software solution, and why is it an accurate solution for your problem?

Among C-Level executives and other IT decisionmakers, custom software solutions are becoming much more commonplace than in the past. It is estimated that by 2021, custom software will represent nearly 75% of the entire software market. In 2013, it represented only 25% of that market.

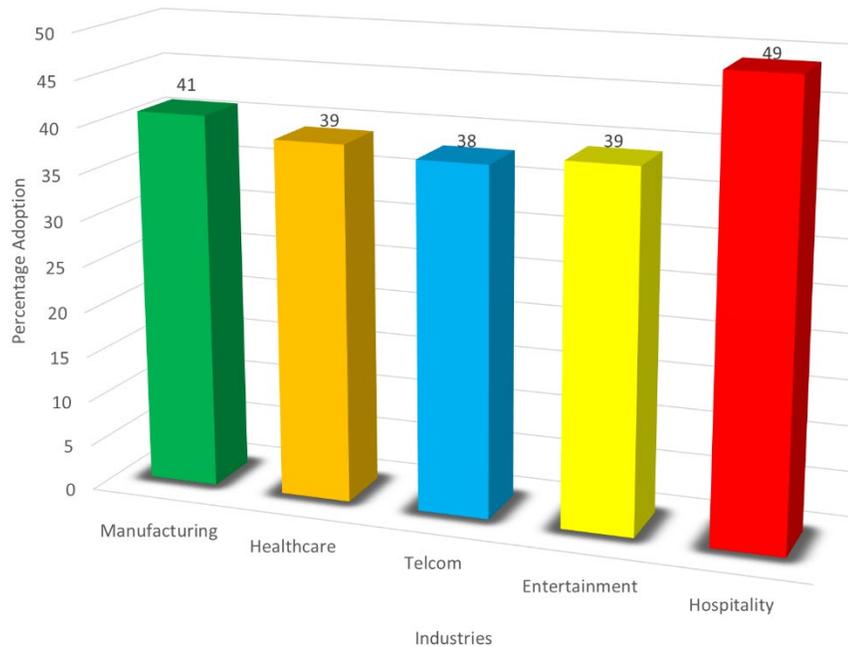
Some 72% of those C-level executives claim that traditional software solutions are too slow, preventing integration of digital innovations. A whopping 91% feel that custom software creation is seeing an industry shift that dramatically reduces the time and cost required to deploy and maintain custom solutions.

At ipCG-DEV, we have a business philosophy that is important to us: don't waste people's time. Time is valuable to you, and it's valuable to us. Hence, this isn't going to be a ten-page whitepaper on the contrasting theories of software dynamics and the various facets of consumer delivery channels. We simply want to give you some overview statistics and thought leadership points to help you on your decision-making path.

With that in mind, let's dig in.

REASON 1: Bespoke software solutions are being adopted across industry sectors.

A Nielsen/Harris study on the use of custom software in various industry verticals showed that there were nearly no sectors that were not taking advantage of some sort of custom software solutions, be it outsourced development or internal hiring of programmers.



Why is that important to you?

It means your competition is looking for a competitive edge against you. They may not even know you exist, but they know they want to do the same thing you are doing, faster, better and cheaper.

REASON 2: You feel you've got too many manual processes.



In the years that ipCG-DEV has been providing solutions, we have not yet come across one business where installing some level of automation in at least one process would not make things more efficient.

This is a great area to implement that buzzword everyone keeps throwing around: Artificial Intelligence, or A.I.

Without going into a science paper on A.I., you can start an "A.I. journey" at your company by starting small with a version of A.I. known as Robot Process Automation, a fancy phrase meaning "software that does something people used to do manually."

Why is this important to you?

Custom software can enhance the effectiveness of your existing processes and increase your employee efficiency and corporate productivity.

Such enhancements save time, result in greater production, reduce costs, and improve margins. You also get the added benefit of reducing internal complexities and adding increasing value.

REASON 3: Common and recurring problems that require repeated addressing.

Running any business brings its share of headaches and problems. The worst ones are problems that keep occurring week after week, or month after month. Look, everyone is human, everyone makes mistakes; but it can be like herding cats sometimes.

You'll find this especially true in growing businesses where your staff might be stretched thin and asked to juggle multiple clients and accounts. You'll find that a lot of administrative items like invoicing or relationship database upkeep is overlooked as employees concentrate on project work.

This is a great place for custom software to come in and either force a particular kind of desired behavior or eliminate the human aspect of it.

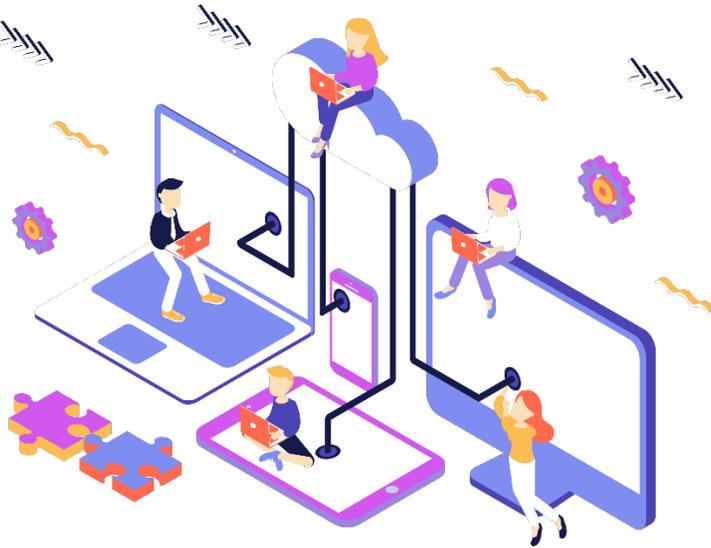
ipCG-DEV had its own issues with keeping track of clients' paying on time, so we developed our own internal "project tracker" because there wasn't anything on the market that met our needs. Now employees are prompted automatically about outstanding invoices, and customer payment activities are tracked through the entire project. This saves a large amount of time that management used to spend running around trying to balance the financials.

Why is this important to you?

Investing in a custom software solution will let you automate repetitive tasks that are prone to error or neglect. You can avoid any unnecessary hassle and scale your business in an error-free manner. This helps your business with better administration and offers clearer insights and easier scalability.



REASON 4: You need to promote and integrate your brand in the cloud.



You've worked hard to create a brand for your company, and you want to make sure that your customers are reminded that these are *your* services under *your* branding that they are using. If you offer cloud-based services, maintaining your brand identity can be difficult.

Custom software solutions allow for a unified system design of features that reflect your philosophies, your intellectual property, and your brand. Customers see across the spectrum of tools incorporated into your service a greater level of uniformity than off-the-shelf software provides.

Why is this important to you?

Branding costs time and money, and you want return on that investment, and you want to leverage it to increase customer loyalty. Off-the-shelf software products sometimes fail to provide options for branding or white labeling. With custom software, you can control the branding with each aspect of your service.

REASON 5: You need integration, adaptability & expansion.

When you started your business, you likely had growth and expansion as one of your goals, you wanted to scale what you offered. As you grow, you want to adapt to changing market conditions and you want to be able to take advantage of synergy with your clients. It's hard to do these things if your software won't also expand, adapt and integrate.

With a custom software, you can adapt it quickly to meet any changes in your business. You can change and modify the code as you want, when you want. Off-the-shelf software doesn't usually offer this kind of scalability. You'll also find that mass market software options don't generally integrate with the other programs you use, and you're at the whim of programmers you have no control over.



Why is this important to you?

When you create your own software, you avoid issues with obsolescence, you never face a situation where the developer may decide to withdraw a product from the market or stop upgrading it. Your software molds to your business, not the other way around.

Summary:

To quote Bill Gates, “The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency. “

Software in any form is automation, that automation can solve problems and offer new opportunities, but if it's inefficient, as many off-the-shelf software products can be, then you're not going to get the ROI that you were hoping for. With a custom software solution, you get to control the variables that dictate efficiency, maximizing your ROI.