



Is it time for custom software?

If you're evaluating the need to build custom software, you need to consider your options thoroughly. Here's our list of top five reasons we think it's a good idea to consider building a piece of custom software. Of course, it might not be a good fit either, so before starting your project consider our top five reasons NOT to build custom software.

Top 5 Reasons To Build Custom Software

#1 You need software that fits your process, not the other way around

We see too many businesses change the way they work to fit inside the tools they feel stuck using. Instead, consider shaping your technology to the way you do business.

#2 You have a manual process you've outgrown

More staff and another spreadsheet might work, but that gets messy quickly. Instead, solve some of these problems using technology that works consistently and automatically to serve your requirements.

#3 You need to extend your current technology to do more

Your current toolset may work great, but it would be perfect if it "just did this." Consider building a small plugin, enhancement, or user interface to augment your current tool and really make it shine.

#4 Your current technology needs to work together more seamlessly

You might be using a variety of different applications to do different things in your organization. It works well, but life would be so much better if the applications could talk to each other. A little custom software can wire up the systems to do just that.

#5 You have built a minimum viable product to test an idea and now it's time to scale

Launching a new business or idea is exciting. If you've found a good market fit for your product, it's time to invest in scaling that idea. Custom software often allows you the freedom and flexibility to do this much better than an out-of-the-box tool.

BONUS ITEM: You will have a large competitive advantage utilizing custom software

If this new solution is core to your business and allows you to soar past the current competitive landscape, then the return in investment can be immense.

5 Reasons NOT To Build Custom Software

#1 You have a new idea and software is the only thing holding you back from starting

Investing in a fully working solution is not the first step in pursuing a new idea. It's best to test your ideas in the wild and ensure there is a return on investment on your custom software before creating it.

#2 You'd rather own the software than pay someone else for it

Are you in the business of being a software provider? Do you want to be? If not, you might consider using a piece of technology that already exists and benefit from the economies of scale already in place.

#3 You don't want to have ongoing costs affiliated with technology

While your software partner should do their best to minimize ongoing costs, there will be costs affiliated with maintaining, supporting, and adding future enhancements to your new software. Make sure you plan for this.

#4 You don't have time to learn existing tools

You'll be one of the most important members of the team when building your solution, and it will require your time. You should plan on committing time to designing, planning, and discussing the solution throughout the project.

#5 You need to have a full solution before you can begin finding customers

"If you build it, they will come" only works in the movies. We suggest starting with a minimum viable product to prove your idea first. Then, find an experienced software team to build out your full vision.