

CREATED BY WEBMYNE

THE BENEFITS OF CUSTOM SOFTWARE AND WEB DEVELOPMENT

How Webmyne Can Help Your
Company Outpace The Competition

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Overview

In the world of application development and IT, software is king. As the world of IT infrastructure continues to turn towards cloud-based virtualization and other advanced technologies, the world of IT software has been exploding over the last few years.

This is reflected in the overall state of the IT market. [According to Gartner](#), the total IT spend on software was around \$231.5 billion in 2010. In less than 7 years, this figure [has grown to \\$331.5 billion](#) – and it's estimated that the IT software market will continue to grow at a rate of 7.2% in 2017.

And it's not hard to understand why software is so important to modern companies, especially given how common big data is in the modern business world. Modern businesses have more data than ever – but without the right tools to harness it, they will fail to gain any benefits from their valuable data.

And though “off-the-shelf” software purchased from vendors is often used by modern companies, more businesses than ever are turning to custom-built software and web development to create the proprietary, custom tools that they need to succeed in their businesses.

For e-commerce websites, custom databases, custom process software, and everything in-between, custom-built software is absolutely critical to success in today's hyper-competitive business marketplace.

In this whitepaper, we'll take a deep look at the world of custom software, and show you the advantages that smartly-built custom software and web development can have for your business. Read on, and learn more!

Comparing And Contrasting – Off-The-Shelf Software Vs. Custom Software

Though custom software is very important in the modern business world, we must discuss its advantages – and disadvantages – compared to off-the-shelf software.

Indeed, custom software and off-the-shelf software coexist in almost every business, and each type of software offers its own unique variety of benefits. Let's take a look at the differences between off-the-shelf software and custom software now.

The Pros Of Off-The-Shelf Software

Off-the-shelf software still [tends to outsell custom software](#) in terms of IT spend. In 2013, spending on prepackaged, off-the-shelf software [stood at 25.8%](#), and custom software [accounted for around 25.6%](#) market share.

Though custom software is absolutely critical for a modern business, off-the-shelf software packages have a variety of advantages that make them a great choice for simple tasks.

- **Low Cost** – The first – and largest – advantage of pre-packaged software is that it's cheap. Prepackaged software is often available for much less than a custom-developed web application of software.

In addition, many off-the-shelf software companies are turning to a [Software as a Service](#) (SaaS) model for their software. This allows companies to purchase their software on a monthly, recurring basis, based on how many users there are for each piece of software – further decreasing costs.

- **Easy To Install And Use** – Off-the-shelf software is incredibly simple to install and use. Almost every IT team has the expertise required to install and begin managing most off-the-shelf software packages.

In addition, these products usually have comprehensive instructions and documentation, which can make administering, managing, and maintaining them easy for your IT team.

- **Saves Time** – Beyond cost savings, this is the other most important benefit of off-the-shelf software. Because you can simply purchase a piece of software outright and begin using it, you don't have to go through an extended development cycle for a new piece of custom software – which can be critical in certain business situations.
- **No Technical Expertise Required** – Off-the-shelf software requires much less technical expertise than a comparable custom software solution. This allows companies with smaller or less experienced IT teams

to compete with larger businesses – without incurring the huge costs of hiring their own developers and administrators.

These advantages are all important, to be sure – but off-the-shelf software is far from perfect.

The Cons Of Off-The-Shelf Software

Let's take a look at the disadvantages of off-the-shelf software now, so that you can better understand the limitations and drawbacks of pre-packaged software applications.

- **Inflexible, can't be modified** – Off-the-shelf software is often built for one simple task or purpose, and this means that it's not likely to support aftermarket modification or upgrades. When you buy an off-the-shelf software package, you get what you pay for – and that's just about it.
- **May not be compatible with all IT resources** – Because off-the-shelf software is developed piecemeal and to work with the majority of IT infrastructure, it's quite general in scope. This means that, if your company uses specialized IT resources and needs a software package that's compatible with them, you may have difficulty selecting the right off-the-shelf software.
- **Cannot meet specialized needs** – So, you've got an Apache database that you've been using for over a decade, and you need it to communicate with a specialized, custom-made web application that you developed a few years ago. Can you find a piece of off-the-shelf software that will let you do that?

The answer is “probably not”. You see, off-the-shelf software is built for maximum marketability and usefulness. If you have general software needs, you're likely to find a piece of off-the-shelf software that can fulfill them.

However, the more specific your needs are, the less likely you are to find an off-the-shelf solution. It's simply not cost-effective for software companies to build incredibly specialized software, just on the off-chance that a company will need it.

Now that we've given you some insight into the advantages – and disadvantages – of off-the-shelf software, let's take a look at custom software.

The Pros Of Custom-Built Software

Custom software is a huge priority for many companies, and it's not hard to see why. Custom software provides massively increased flexibility for modern businesses, and a host of other advantages. Let's take a look at these now.

- **Completely customizable to your needs** – This is the biggest advantage to custom software development. No matter how big or small your project is, your custom software will be developed to serve your needs.

This can lead to greater efficiency in your organization. Here's an analogy. Imagine that you're a carpenter you're building a table, and you need to attach the table legs to finish the project. You have two tools – a sledgehammer (off-the-shelf software) and a finishing hammer (custom software).

Would the sledgehammer work for your project? Maybe – but it's not exactly the right tool, and it would be hard to use, as it's not exactly right for your particular situation. In contrast, the finishing hammer is ideal for the task at hand – and by using it, you can increase efficiency, and ensure that your project is of higher quality.

- **Integrates with all IT infrastructure** – Because custom software is built with your company in mind, it will always integrate directly with all required IT infrastructure – cloud solutions, virtual machines, servers, and more. You can also choose the development platform that's best for your software, ensuring that it's as efficient and user-friendly as possible.
- **Gives you a competitive advantage** – Custom software development provides an inherent competitive advantage that off-the-shelf software doesn't. Think about it – anyone can buy a piece of off-the-shelf software and start using it.

On the other hand, custom software is built only for your company – meaning that your competitors won't have access to it, and may fail to keep up with your increased efficiency.

- **You own your software** – One of the inherent disadvantages to off-the-shelf software is that you have to rely on another company to support, upgrade, and release new versions of their software. If that company goes out of business or stops supporting a product that you use, you may be out of luck, and you'll have to scramble for a new software solution.

Custom-built software, on the other hand, is the property of your company. It's installed on your IT architecture, and you have full control over its maintenance, upgrades, and customization. You never have to worry about a software vendor going out of business, because you own and control every aspect of your custom software solution.

- **Incredibly scalable** – If you start a small business and invest in an off-the-shelf software solution for your IT needs, you may have a difficult time scaling up as your company grows. Most off-the-shelf software is quite inflexible, and may only be appropriate for a smaller company.

However, custom-built software can be built to be incredibly flexible and scalable. You won't have to worry about the needs of your company outpacing the ability of your software to grow – making custom software a wise investment for smaller businesses.

There are numerous advantages to building your own software, to be sure. But to give you a full understanding of custom vs. off-the-shelf software, we must also take a look at the drawbacks of custom software.

The Cons Of Custom-Built Software

The primary disadvantages of custom-built software have to do with the “custom” element. Let’s take a look at the cons of custom-built software now.

- **More expensive** – Custom software has to be built just for your company. Whether you decide to take care of development in-house or outsource it, this means a significant investment of time and money.

This increased expense is one of the primary drawbacks of custom software and web development. Even though custom software always offers a high ROI, it may take a while for a company to realize the return on their investment.

Coupled with the high up-front development cost, this is enough to turn some companies off of the idea of custom-built software and web applications entirely.

- **Longer development/implementation times** – Depending on the specifics of the application, custom software and web development can take weeks to months of development. In addition, the implementation and installation of new custom software is quite a bit more resource-intensive than the installation of an off-the-shelf software.
- **Requires technical expertise** – The upkeep and maintenance of custom software usually requires quite a bit more technical expertise than an off-the-shelf software solution. However, this can be mitigated with robust documentation about the custom software project.

These drawbacks are certainly worth considering when you’re making the decision between building custom software and choosing an off-the-shelf product.

What’s The Right Choice For Me?

There are some situations where an off-the-shelf product will be perfect for you. If you have a need that’s quite general and unspecialized, the cost-efficiency of off-the-shelf software means that it’s a fantastic choice.

However, there will be situations when there is no off-the-shelf software that can do what you need it to. In this case, you should turn to custom software and web development.

Just about every company uses some combination of off-the-shelf and custom software for these reasons. There will always be general tasks that can be accomplished by off-the-shelf software, and specific tasks that require a custom tool.

The 5 Most Common Reasons Custom Software And Web Development Projects Fail

Next, let's take a look at the 5 most common reasons that custom software and web development projects fail. By understanding these risks – and choosing the right development partner – you can ensure that your next custom software and web development project will be a success.

- **Choosing the wrong development partner** – This is the #1 reason that a custom software or web development project will fail. There are a huge number of outsourced development companies out there, and if you're not careful, you could select a low-quality development partner.

This results in a poor quality end product, high costs, unforeseen delays, implementation problems, and much more. Luckily, choosing a smart and experienced development partner can help you mitigate this risk.

- **Unexpected costs and delays** – Custom software development is always a risk. There can be unforeseen implementation issues, development setbacks, and other such delays that can cost companies quite a bit of time and money.

These delays and costs can really run up the cost of a development project, or even cause it to fail altogether.

- **Unclear vision** – If you begin working on a piece of custom software without a clear vision for its function, utility, and features, your project will fail.

It's critical that, whether you're using an outsourced developer or in-house development services, you and the stakeholders involved in the project have a clear vision for the purpose of a custom software or web development project.

- **Poor product support** – If you choose an outsourced development partner, there's a risk that they will not offer good product support. This can be difficult if your IT team is not technically experienced enough to administer your new piece of software on their own.
- **Inexperienced developers** – Even if a team of developers goes into a project with the best of intentions, inexperience will cost your company time and money. Issues that would have been easily resolved by a more experienced team can lead to serious project setbacks and costs – and drive up the overall price of your custom software or web development project.

These issues are quite common on custom software and web development projects. However, each one can be resolved easily by choosing the right development partner for your needs.

How can you do that? By choosing [Webmyne](#) as your partner for all of your custom software and web development needs!

Read on, and learn more about our expertise, our process, and our past clients. See how we use our development expertise for you – and can ensure that your project is a success!

Webmyne – Your Ideal Partner For Custom Software And Web Development

If you need to develop a custom web application or piece of software to stay competitive in the modern business world, [Webmyne](#) is the best choice. Our team of dedicated software developers, project managers and technical support staff are experienced, talented, and ready to put their skills to work – for you!

Our Mission

Our mission is simple. We want every company – no matter how big or small – to have the tools that they need to compete in the modern business world.

Whether you're a retailer looking to develop a new e-commerce solution, an accounting firm in need of a custom database application, or you run any other business, we have the skills, expertise, and depth of knowledge that you need for a successful development project.

Our Expertise

Our team of developers are experts in all modern custom software and web development tools. We specialize in:

- **Microsoft frameworks** – Our team can build software in .NET, ASP.NET, Microsoft Azure, and all other related Microsoft frameworks and APIs.
- **Open source environments** – We boast expert developers who work in environments like Linux, Apache HTTP servers, osCommerce, and numerous other open source applications.
- **PHP/MySQL** – Webmyne offers a huge variety of custom database development services in PHP and MySQL. No matter how big or small your database need are, our team of experienced programmers can help you create a powerful, efficient database software application.
- **Java** – We offer development services in all major Java implementations. This includes JavaScript, jQuery, AngularJS, and much more.

And that's not all. Visit our website to learn more about our [web development](#) and [custom software development](#) expertise!

Our Process

At Webmyne, we believe in honesty, transparency, and collaboration. [Our philosophy](#) is simple – we treat our development partners with integrity, because your success is our success.

To that end, we offer a comprehensive seven-step process that ensures the success of your project. Here's how it works.

- 1. Define Client Requirements** – First, our team will sit down with your company to define the requirements of your project, and ensure that we understand your needs.
- 2. Refine Client Requirements** – Next, we will work on a comprehensive package that outlines the requirements and definitions of your project.
- 3. Present Initial Designs** – After we've agreed upon your requirements, we will present your team with initial software/web application designs, and ensure that our prototypes live up to your expectations.
- 4. Begin Development** – Once we have settled on a design for the final product, our team will begin development work, keeping you and your team in the loop with weekly status updates, 24/7 project manager availability, and more.
- 5. Product Testing/QA** – Upon initial completion of development, our team will begin Quality Assurance (QA) and product testing, to ensure that we eliminate any bugs or other glitches in your software.
- 6. Software Installation** – Next, we deliver your software, and aid your team in installing and implementing your new custom software solution.
- 7. Provide IT Training, Resources, And Maintenance Services** – Finally, our team will help provide the resources and training that your IT team needs to take care of your new software package. Alternatively, you can contract with our team to continue maintenance and upkeep of your new custom web application or software.

With these 7 simple steps, the team at Webmyne will ensure that your project is completed on time, on budget, and to your maximum satisfaction. If you're not happy, we're not happy – it's as simple as that.

Conclusion

We hope this whitepaper has been useful to you, and helped you understand the differences between custom software and web development, and off-the-shelf software solutions.

While off-the-shelf software is useful and flexible, there are always going to be specialized tasks that cannot be performed by a prepackaged software. To stay competitive, you must invest in custom software.

And by understanding the risks of developing custom software – and choosing [Webmyne](#) as your partner – you can ensure that your investment in custom software and web applications pays off.

We deliver the results you need to stay competitive. So [contact us now](#), and see how Webmyne can change your business for the better.