4 Ways Customized Software Accelerates Business Growth

By <u>Arindam Ray Chaudhuri</u> | <u>September 8, 2020</u>

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Every organization has its unique business model and in-house procedures customized to address individual business concerns and challenges. While off-the-shelf software might be attractive, it does not take into account your organization's processes or problem areas. As a result, off-the-shelf software will always fall short of its intended purpose. Regardless of how powerful or beneficial this new tech may be to the organization, such software is most effectively utilized when it is designed and developed in a manner that aligns with the workflow models already in place – adding to greater productivity and increased business.

Here is a list of four key areas where customized software can assist any organization in contributing to the overall efficiency and accelerated business growth:

Compatibility: Most organizations are a complex mix of technologies, where outputs generated by a given process, such as a software application or module, function as the input for another process. A seamless and smooth flow of information is vital to streamlining your business model. Unfortunately, using various other "packaged" software for your numerous processes can all too commonly lead to detrimental disruptions to your data flow. This often occurs as a result of hybrid software infrastructures depending upon third-party gadgets and apps to facilitate the communication between varied systems and processes. For optimized compatibility and efficiency that will propel your business into future success, building a custom software environment can resolve many common issues around the flow of information between successive processes.

Security: An ever-present concern for many B2B and B2C organizations continues to revolve around data access and security. For businesses across industries, online transactions are increasingly common, necessitating new and improved measures to

ensure that transactions remain secure. When budgets are being considered, costly security protocol updates can potentially lead to higher expense passed along to customers when service offering prices must increase. At worst, this can cause a business to lose its competitive edge or market position – a loss that can be far-reaching and impactful to other areas of the business, as well as overall reputation. Customized software development allows an organization to regulate the flow of data within its internal processes through individually tailored security standards.

Adaptability: Organizations are always striving for a competitive edge, and new technology adoption can attain this. As the individual market dynamics change within a given industry's scope of business, it becomes necessary to adapt to new technologies to remain competitive or solidify market dominance. Customized software can be changed, updated, or improved easily. This allows for as-needed resource optimization, the enhancement of customer experiences, simplification of processes, and increased productivity. Having the option to incorporate new processes and technologies into an existing software model, especially when market trends shift, allows the flexibility to pivot at any moment and remain ahead of the curve.

Cost Effectiveness: When an organization may be considering if software customization is right for them, they may ask themselves a variety of questions. Is this change necessary? Does it call for the replacement of an outdated application with a more focused one? Is business growth a part of the near-future plan? In the long term, customized software is meant to address longstanding business problems or concerns. In helping businesses to streamline and transform their processes and operations with an injection of newly updated technology, these initial investments can prove to pay great dividends for organizations with the foresight to see what works best for their unique needs and the experience of their customers. Additionally, organizations that buy off-the-shelf software products often need to then customize it to match their needs. This adds to the overall cost of procuring the software.

When it comes to customizing software, businesses can benefit greatly from upgraded technologies that limit disruption and ensure optimal productivity moving forward. Customization can solve difficult problems with existing systems or services, improve usability issues, reduce effort across the enterprise by staff or technicians, and help businesses realize their ultimate short-term or long-term goals.

About Arindam Ray Chaudhuri

Arindam Ray Chaudhuri, COO of AgreeYa Solutions, has over 25 years of rich industry experience in the technology domain. He has greatly contributed to AgreeYa's software, solutions and services portfolio, by integrating a global team, defining the technology and business vision of products and services, establishing large scale client engagement and leading time, cost and quality driven value via project governance and solution engineering.