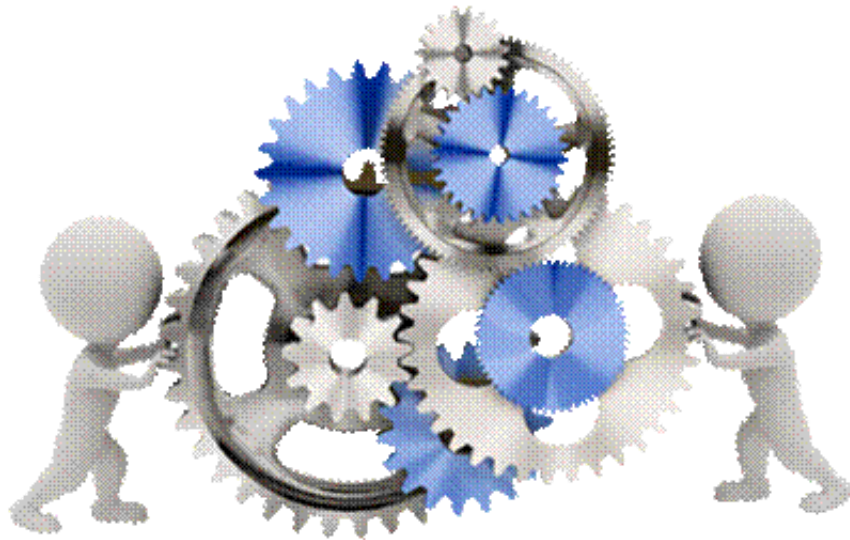


Customized (Bespoke) Software

Generally speaking, there are two categories of software. One of them is off-the-shelf software, which is a pre-packaged "one size fits all" solution that may meet all the necessary requirements. But sometimes one size does not fit all and a tailored software solution is needed; custom software that is developed specifically for you, to deliver the highest level of functionality, usability, and performance.



Businesses will often seek the services of a custom software developer to:

- Be more competitive
- Improve response times and customer loyalty
- Streamline processes, gain efficiencies and cost savings
- Match existing ways of operation

Benefits of Bespoke software

- The software is designed to meet your requirements and function to match the way you wish to operate.
- As bespoke software is built to your specification it can do whatever you want it to. It could help solve an existing problem or introduce a brand new product / service.

- Bespoke software can be customized to integrate into your existing systems in use today and future systems.
- It can be changed as your business changes or altered to further improve its performance.
- Bespoke software is inherently intuitive, as it has been designed for you, and so easier for your staff to use and get the most from.
- You will enjoy a much higher quality of support for the software as you will be dealing directly with the developers of the software who not only have time for you but understand how important the software is to your business.
- The bespoke application is specific to your business and unavailable to your competition. This can give you a unique advantage over them.
- The investment of a custom application is unique to your business and the property of the business so it is also an asset of your business adding value to the company.
- In certain circumstances your solution may be resealable to your competition - many successful industry specific software businesses have formed from a bespoke application.

Disadvantages of Bespoke software

- You are the sole entity funding the development of the application and so the investment required is much higher.
- Selecting the appropriate developers is extremely difficult as there is a high number of inexperienced, unprofessional and unscrupulous programmers around.
- If you do not have a copy of the source code for your application you are dependent on the developers and should they become unavailable your business could be exposed to significant risk.