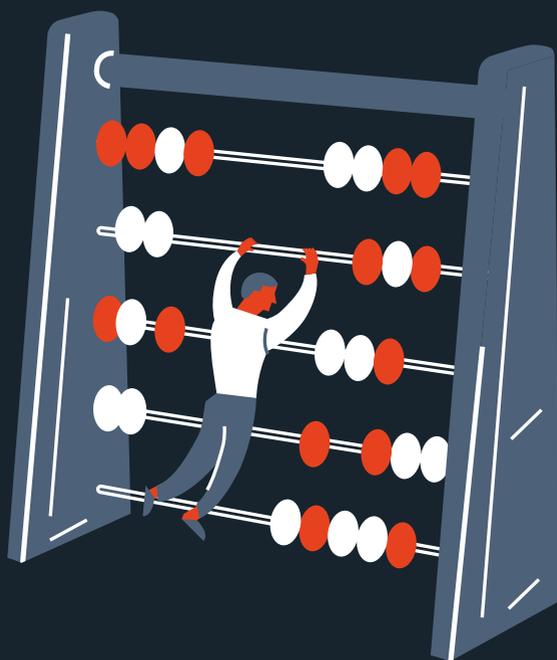


5 signs your business needs bespoke software



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HeadChannel Ltd

BESPOKE SOFTWARE

DEVELOPMENT -

SYSTEMS INTEGRATION -

BUSINESS INTELLIGENCE

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5 signs your business needs bespoke software

If you are currently looking for a new software that would help your company succeed, you most likely already know there is more than one option. Discovering the right one for your business may be more than difficult.

Your choice depends on the type of your business, its specifications and requirements, as well as on your budget. There are, however, signs indicating that bespoke software may be the only solution for your business.

What are they?

Keep on reading in order to find out.



What is bespoke software

A tailor-made solution is developed especially for your company to meet all of its needs. A software development company designs the product basing it on your requirements, making sure that what you receive is exactly what you need – nothing less and nothing more. Producing it may take time and money, but it should be regarded as investing in the success of your company in the long term.

As opposed to bespoke, there is off-the-shelf software which is produced for the mass market. It is expected to suit the needs of as many companies as possible, so it very often contains all of the most popular functionalities. That is why it very often may slow down the workflow of your company instead of speeding it up. You can start using the software right away, but it will not satisfy unique or non-standard businesses.

If you want to know more about the differences between bespoke and off-the-shelf software solutions, [this article](#) will make it much clearer for you.



When do you need bespoke software

Small companies can usually handle things efficiently with a little help from commercial solutions, however, there are times when a more customised version becomes a necessity. You can tell that your company is ready to go bespoke when:

1.

Technology is leaving your business behind

Nowadays, it is easier to find a company that uses a software than one that does not. If you have so far run a business without suitable software, you are probably dealing with more than one problem that a digital solution would solve.

Depending on the type of your business, the lack of technology usage in your company may result in:

- > waste of data your company should be collecting and analysing,
- > absence in the digital places where your potential customers could find you.

How bespoke can help:

Keeping every tool you use on a daily basis in a single package can help you to overpower the chaos caused by using old and no longer efficient methods.

2.

Your current software is not enough

As a business evolves, its requirements change. They can be met by hiring more people or setting new goals, but what employers tend to forget about is that a software may also require an update or even a complete change.

Bad software can influence the company in two ways:

> when your bespoke solution is old:

The tools your team is using may have been innovative a few years back, but they probably no longer support many of your processes, slowing down your work as a result.

> when your off-the-shelf solution is not what it was expected to be:

When an off-the-shelf software does not have all the necessary functionalities, it probably is easier for your employees to work manually, which clearly takes a lot more time.

How bespoke can help:

It does not matter if your company has been using bespoke or off-the-shelf software in the past. Either way, replacing it with a new solution can help you to fully support your work.

3.

You use multiple off-the-shelf solutions

Commercial products very rarely meet all of the requirements of a company, but using a few instead of one is most probably one of the biggest mistakes your business can make.

It can influence your productivity in a negative way by:

- > disabling your employees to merge collected data in order to analyse it,
- > creating potential security problems as it is more difficult to track access across multiple solutions,
- > wasting money on several licence fees.

How bespoke can help:

Using one tool instead of a few will boost the speed of your hardware, as well as the productivity of your team. You also do not need to worry about losing data when going from several systems into one, bespoke software companies can integrate them saving all the statistics at the same time.

4 .

You keep doing things manually instead of automating them

Every business deals with vital tasks that are time-consuming at the same time. It applies to every industry, including marketing where sending newsletters or taking care of social media campaigns can take hours and sales where you find it hard to keep in touch with the customers.

Since time is money, doing the same things repeatedly most probably will result in:

- > slowing down the growth of your company,
- > staying behind your competitors,
- > losing customers.

How bespoke can help:

Automating several tasks, for example entering data into spreadsheets and comparing files to generate reports, will help you to save hours of your time and thus allow your company to remain competitive.

5 .

Your employees are no longer productive

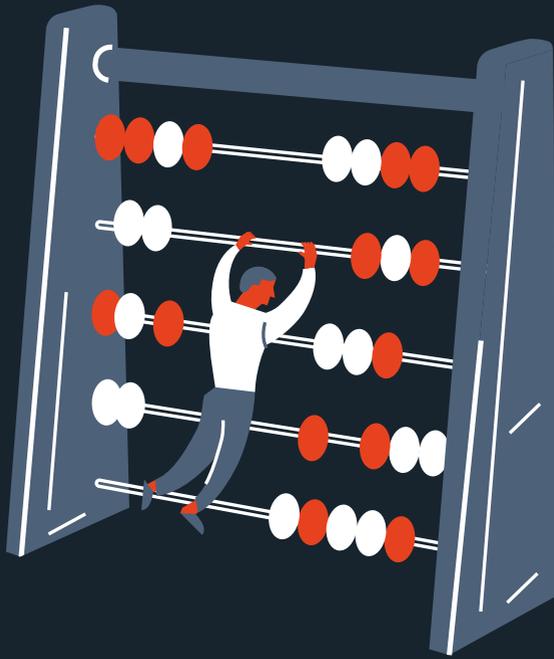
There are many factors that can influence the productivity of your team, but one essential work condition is suitable software.

If you notice your employees avoid using a commercial solution, it most probably means that it is not intuitive or lacks several crucial functionalities. The problem may result in:

- > the necessity of using several off-the-shelf products,
- > confusion in your team when it comes to how to resolve tasks.

How bespoke can help:

It is easier for your team to work on one simple solution after a proper training with the development team if your employees found it hard to work with a commercial solution.



To sum up

There is no doubt every business is unique, but some of them may remarkably differ from most companies in their industry.

Suitable software is crucial for boosting the productivity of your organisation, so if you have noticed any of the 5 signs above, going bespoke may be the only solution that can help you to stop harming your company.



Contact us

If you would like to talk about how HeadChannel Ltd. can help you improve the workflow of your company, give us a call on **+44 (0)20 7099 6399**. We have developed countless custom applications and every one of them has made a huge difference for the company.