



The 3 Benefits of Custom Software

by Cogeian Systems

Every day, businesses just like yours must make build vs. buy decisions with regard to the software tools they will use. It is rarely an easy choice. Cogeian Systems can help you evaluate your needs and make a proper decision. In our experience, there are 3 major benefits of custom software.

1. Effective features.

Some off-the-shelf software packages encourage you to change processes and procedures in order to use the software. You are an expert on how your business works best. Why should you have to disrupt the way your business works just to use a software tool? Again, you shouldn't. Your business is unique, and your software tools should be tailored to fit it to allow for maximum effectiveness, which in turn contributes to the ROI of the custom software tool.

2. Superior support.

When you choose to have bespoke software built for your business, you are making the developer a part of your team. This close relationship allows for insight into how your business operates, and this insight translates directly into more focused and effective technical support. Let your competitors waste time being placed on hold after calling an 800 number for tech support – with your custom software and close relationship to the developer, you'll be able to keep doing what you're best at rather than fighting fires.

3. Flexibility as you grow and change.

Businesses frequently outgrow off-the-shelf software packages, or expand into new areas that the software cannot support. Should your business be limited by the inflexibility of a store-bought software package? Of course not. As you grow your business, custom software can be adjusted to support new or different ways of running your business. With custom, you are never locked in to one way of doing things, which allows you to capitalize on new opportunities and improved ways of running the business.

There are no easy answers. Choosing to build or buy is a highly individual choice for each business. Cogeian Systems helps organizations to make the right decision. For more information contact Cogeian Systems at (559) 687-7591 or on the web at www.cogeian.com