10 REASONS WHY **CUSTOM-BUILT SOFTWARE** IS BEST FOR YOUR BUSINESS.

OFF-THE-SHELF SOFTWARE...

01 Is often hard or impossible to customise and feature requests may be ignored if they don't benefit a large customer base—leaving you with an expensive platform that doesn't suit your needs.

02 Dilutes or eliminates competitive advantage. With the same off-the-shelf software as your rivals, it's much harder to do things differently.

03 Updates can be slow and sometimes don't occur at all, which means you might end up with an outdated or misaligned solution.

04 User experience is designed to suit the masses and to not be specifically matched to your needs.

05 Can bring downtime from software maintenance, updates and version incompatibilities.

06 Licensing can be unpredictable and change in future renewals, which can bring substantial price increases.

07 Often requires a significant investment in user training and the learning curve can be steep.

08 Is generally perceived as more affordable. However, you often pay for unwanted features or suffer from missing functionality which increases costs and workloads.

09 Might not be compatible with other business-critical programs, which can result in lost efficiency and undermine your entire operational state.

10 Often lacks scalability and cannot grow with your business.

CUSTOM-BUILT SOFTWARE...

01 Is built around your business and your way of doing things—bringing the flexibility to add, remove or modify any features as required.

02 Perfectly aligns to your specific processes and key business drivers—providing a competitive edge over other companies.

03 Is backed by a support team that prioritises the updates and changes you value most. You're always in control.

04 Is built to your requirements, then crafted and refined during development.

05 Maintenance can be scheduled to suit your timeframe and there's no need to worry about incompatibility issues.

06 Requires no licensing. It's your IP and you decide who uses it. In fact, it's actually your asset, that you can do with what you wish.

07 Fits your business, instead of your business fitting the software. This means users won't be required to undertake extensive training.

08 Allows you to pay only for what you need with no hidden costs. Plus, you can start small and layer in functionality over time if necessary.

09 Fully integrates with your software and systems, aligns with your processes and is capable of working with almost anything because it is tailor-made.

10 Is scalable and designed to flex and evolve as your business grows.

KIANDRA IT ®