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Driving Digital Transformation Through Custom Software

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Companies aiming to stay competitive and foster growth must embrace digital transformation in some shape or form. This may look differently for different companies, with some focusing on cloud computing, while others invest in business intelligence. Custom software development is a service that lies at the heart of all of this.

In this article, we will look at how custom software development can help business address specific challenges and find new opportunities, as well as the leading firms that offer this service.

Digital Transformation Through Custom Software

Digital transformation is all about leveraging technology to fundamentally change how your business operates and delivers value to both, customers and employees. Custom software development plays a huge role in this journey, as it is related to tailoring certain solutions to achieve digital transformation. It can help automate processes and enhance customer experience.

The impact of custom software on digital transformation is substantial. In fact, research indicated that it can boost business efficiency up to 74% and improve scalability by around 71%. Not only that, it can help unlock new revenue streams in previously unexplored areas.

The Benefits

To summarise the numbers into specific benefits, here are some of the key reasons businesses opt for custom software:

- **Tailored solutions:** Unlike existing software, custom solutions are created to meet the specific needs of your business. It means that the end result is the perfect fit for your unique processes and workflows.
- **Scalability:** As your business grows, so should your software. Many readily available solutions don't offer that possibility, whereas custom software can be adapted and improved together with the changing needs of the business.
- **Competitive advantage:** Bespoke business management solutions often involve unique features and capabilities to help the company flourish. This can truly set a business apart from its competitors.
- **Integration:** Software can be customised with all the necessary integrations to other systems,

which ensures a smoother data flow and better operational efficiency.

- **Cost-effectiveness:** Although the initial investment can be substantial, custom software often proves to be more cost-effective in the long-run. It eliminates the needs for monthly licence fees or the use of multiple different platforms.

Key Technologies

When custom software is created with the goal of digital transformation, it typically aims to use the latest innovative solutions available. Therefore, it comes as no surprise that many tailor-made platforms will make use of such technology as AI (Artificial Intelligence) or ML (Machine Learning). They have the potential to significantly boost the performance of the software, using automation and smart data analytics.

In addition to this, cloud computing is a common technology seen in digital transformation strategies. A software that is hosted on the cloud allows to overall achieve higher scalability and flexibility. It also provides remote access to the system, any time and from anywhere in the world, which is an important aspect for the modern business. Similarly, Internet of Things (IoT) solutions offer an innovative way to connect systems and devices in order to improve process automation and data collection, making them a commonly used in software development too.

Companies Leading the Way in Custom Software

There are several forward-thinking companies that specialise in helping businesses drive their digital transformation through custom software solutions. Here are the leaders in the industry:

Making Sense

Founded in 2006, **Making Sense** stand out for their strong focus on user experience (UX) in digital transformation projects. The company integrates UX experts and developers throughout the entire software development process, ensuring that both usability and technical features are given equal importance.

Making Sense's thorough discovery process, which involves a two-week in-depth analysis of a client's business, allows them to fully understand each organisation's needs and identify specific challenges they are dealing with. Using their know-how and industry expertise, they then develop solutions that drive business transformation and build lasting partnerships.

10Pearls

Based in the US, 10Pearls have established themselves as another leader in the custom software development industry. They are known for their strong focus on UX and cybersecurity services. With a huge team across multiple countries, this company is all about building innovative products and modernising business processes. 10Pearls leverage cutting-edge technology, like data science and ML, to improve their software development practices.

ELEKS

Established in 1991, ELEKS is a global player in custom software consulting and development. They work with a range of different industries like finance, media, healthcare, retail, and agriculture. Like the other industry leaders, ELEKS specialises in advanced fields, such as artificial

intelligence and data analytics. Their full-cycle development approach is what drives successful projects, from product design, to deployment, to ongoing support.

Final word

If there is anything we can predict about the future of custom software development, it's that it will only become more common going forward. The digital transformation opportunities it provides are a powerful leap towards innovation and growth.

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