

# Software **SOLVED**<sup>®</sup>



**Product + Custom Software:**  
your accelerated go-to-market solution



# Introduction

In today's software-saturated world it can be incredibly difficult to pinpoint the best customer solution for your business.

When browsing the market, you might find existing product software that does some but not all of what you need it to do or alternatively, completely bespoke software that seems daunting, expensive and can be very time consuming to implement.

Have you considered a hybrid option? Product software with custom integrations, bridging the gap between off the shelf and custom software.

With this guide, we aim to break down the options available and show you the benefits of product and custom software working together, helping you to make an informed decision on the best option for your business.

## What is Product Software?

Also known as Commercial Off the Shelf Software (COTS) or SaaS (Software as a Service). Product software offers a ready-made off the shelf solution and often requires a license to use. It is quick to install, scalable and generally low cost.

## What is Custom Software?

Custom software is created bespoke and coded to your company's requirements, usually at a one-off cost. It is designed and optimised specifically for the business needs but can be expensive.

## What is the Hybrid Option?

Integrating APIs into off the shelf software allows Product + Custom software to work in tandem, meaning a product software that was meeting 80% of your needs can be improved to meet 100%. It is cost effective, requires less maintenance than custom software and streamlines efficiencies.

# A Hybrid Solution

**“In 2021, organizations worldwide were using an average amount of 110 software as a service (SaaS) applications.” - Statista**

Going down the purely custom route can be absolutely terrifying; it is a big investment and a big commitment. If you know you've got a need and there is a product out there that solves 80% of the problem, Product software can seem the safest choice.

**But what if you could solve 80% of the problem with product software and integrate 20% of custom software to achieve a complete software solution?**

The idea of a hybrid system is having the two types of software working together, taking the strength of each and bringing them together minimising the costs and making your processes more efficient. You get a more systemised, structured solution.



**More Intuitive**



**Cost Effective**



**Streamline Processes**



**Efficient Teamworking**

*We see it as a spectrum between completely packaged off the shelf software; the options being, totally uncustomisable packaged systems, SaaS systems with some element of customisation or fully customised systems.*

*You don't have to choose one of the other. The decision then becomes what is most suitable for a particular scenario or business.*

Jon Stace, Director of Technology at Software Solved

# Case Study

## Background

Our client, a leading financial support provider, needed help with improving the efficiency of their business processes. They were looking to share data with one of their business partners and improve reporting across the two businesses. The client was already using Oracle Cloud e-Business Suite and Salesforce in their operation, but these systems didn't give them the answers they were looking for.

Their existing solution was to create reports by manually gathering and collating data within Excel spreadsheets, emailing them around for review and approval.



This process was time consuming and error prone. Any question about the results meant that the person collecting the data had to revisit the process and review the source data to make sure everything was correct. Our client did not want to invest in a completely bespoke solution capturing all the data, and their requirements didn't match with the capabilities of the COTS software that they already had deployed.



*The benefits of a hybrid solution between product and custom software mean you don't need to take an all or nothing, one size fits all approach. You can take advantage of each software type in a way that works for your business.*



## Solution

The business partner already had a custom Casework Management System implemented which captured a good proportion of the required data. Software Solved implemented a hybrid solution by writing a custom integration between the casework system and Oracle Cloud. The custom integration exchanged data between the two systems and brought it all together to allow for reporting. Our solution for reporting automatically produced the spreadsheet required without any manual processing. It continued to take the consolidated data and export it to Excel spreadsheets, while still allowing for further BI requirements in the future.

## Benefits

This integration allowed the two organisations to share data between systems without having to manually rekey it, removing a risk of data corruption. It minimised the amount of manual processing required to get the required information and increased the confidence in the results due to the automated process.

Benefiting from the hybrid approach, they had a single source of truth and their work automatically flowed from the custom system through to the Custom Off-The-Shelf system.

The integrated system still uses the strength of Oracle and Salesforce for their business and takes advantage of custom for specific functionality. There was no need to reinvent or replace the commercial systems they already had. The deployment of a custom part of the overall solution doesn't have to be an all-or-nothing, one size fits all approach. It takes advantage of each type of software so they can work together successfully.

# What is Best for My Business?

When it comes to choosing the best customer software solution for your business, an all or nothing approach is not necessary. You can mix and match COTS and custom solutions to increase optimisation and profitability.

Depending on your requirements, they are capable of working together to improve inefficiencies within your business with powerful integrations.

Crucially it all comes down to how well the software meets your needs and the unique processes in your business. You'll also want to consider the cost, how long it will take to implement and any security and data protections you'll require.

Now that you know the benefits of Product + Custom software, start mapping out what your ideal solution looks like. If you'd like some guidance, why not book a FREE 15 minute consultancy call with us [here](#).

- Minimise costs
- Improve team efficiency
- Streamline processes
- Speed up go-to-market
- Create a more intuitive and more personalised system for your customers



# Integrating Into Your Current System

Integrating APIs into your current system might be easier than you think.

Many of the modern SaaS based systems have flexible interfaces, allowing you to create a hybrid solution, including:



HubSpot



mailchimp



# About Us

*"To inspire people and businesses to transform through technology"*

Specialists in the custom software and data industry for 25 years, we've a breadth of experience that we bring to projects of different sizes. Offering a world class experience that is both on time and on budget, our competitively priced services are favoured by start-ups, SMEs and household brands, from industries such as insurance, healthcare, charity, retail, finance and logistics.

We inspire businesses to transform through technology.

We employ a UK-based team who are authentic, creative, passionate and inclusive. Projects range from creating an award-winning risk consulting platform for a top 5 insurance company, replacing legacy systems for a healthcare company also providing staff augmentation who can work as an extension of your team, forging long term strategic partnerships. Whatever the project, our passion and expertise will support you to grow, thrive and compete.



*Uk-based Team*



*Award-winning company*



*Delivering on time and budget*

# Our Customers Include



**"The system has made the whole business run better and has meant we've coped with 40% growth in volume in a single month.**

**Our focus now is to capitalise on the reference it provides and win more business; we might double turnover by year end."**





# Why not book a FREE 15 minute discovery call with us today?

You'll speak to either Gareth or Faisal who will listen to your challenges and offer the best solutions for your business.



**Gareth Mapp,**  
Chief Revenue  
Officer



**Faisal Ahmed,**  
Key Account  
Manager

[Book a meeting today.](#)

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