**Why Custom Software Development is Important?**

Custom software development refers to any software development where customization is required for the software development process. Customized software is made of specific needs and special requirements of any organization. While regular software can't fulfil the requirements then the demand for customized software raises. Custom software development is done by any organization or private group. Any organization that needs any customized software needs to tell the developers their specifications. The organizations need to give developers each piece of information about their business. Customized software is user-based. The designing process is based on how your users are going to use the software. Small businesses need to use customized software to engage their customers. Organizations will explain the business plan and how users are going to interact with them. Based on these pieces of information, customized software is made.

If you're thinking of any business that will not go with a regular one then, you must have a customized software. Customized software is a better option to choose from. Here are the reasons why custom software development is beneficial for small business:

* **Custom software development is cost-effective :**

Initially, custom software development needs more money to develop. But with time, the cost will not exceed the expense of traditional software. Choosing custom software development will give you long time cost-effectiveness. Off-the-shelf software seems less expensive. But when there is any update available, you need to pay for that. Off-the-shelf software has many features that you don't need for your company. But still, you'll have to pay for them. Before using Off-the-shelf software, companies need a license. This license is a paid one also for a limited time. When the time extends, you'll need to pay for it again. In the case of custom software, there's no additional cost. You'll have to pay for the things that exactly your company needs. Even there's no license cost as well as no up-gradation cost. Your development team will handle those updates as the business grows. Regarding all these cases, custom software is best for small businesses.

* **No obligation for any training session :**

Off-the-shelf software is not known to a company's employees. They are unknown about how to work with the software. For this reason, a training session is arranged for the employees. Whenever there's any up-gradation available, employees need a training session. A training session is a time-consuming matter as well as costly.

* **Custom Software development is best for security purpose:**

Custom software is more protected than off-the-shelf software. A large group of companies uses this type of software. But they are not secured at all. These are the main target of hackers. By hacking the traditional one, hackers can get information from several companies. That is a great thing for them as they're getting massive information by doing small labour. But for custom software, they provide more security. As few people are known to the development process and, few people use this software. It will be harder for hackers to hack custom software.

* **Companies can personalize software requirements:**

Off-the-shelf software doesn't have all the features a company needs. They build their programs in a common way. But companies can customize their software. Developers will ask for the requirements of the companies. Besides, companies can design the outlook as business requirements. User-friendly software is a much-needed thing now. So designing a user-friendly interface is the advantage of choosing customized software over off-the-shelf.

* **Combination of different off-the-shelf software:**

Usually, one off-the-shelf software doesn't have all the features a company needs. To fulfil all the requirements, companies need to buy several off-the-shelf software. Using multiple software for a company is not an efficient way of working. Instead, one customize software is a better option in case of efficiency. Single software can have all the integrated requirements of different off-the-shelf software. A company can have single customized software to do all the office-works.

**Should You Choose Customized Software Development?**

Whether to choose customized software or off-the-shelf software is fully depends on the business requirements and decisions. Initially, off-the-shelf software seems less expensive. If any starting company has fewer funds then they should go with the regular one. But with time when they're financially established, they can go with customized software. As when a company starts to grow, they'll need more features to their current software. But if the company is using regular software then they can't add extra features to it. In this case, it's better to switch to customized software. After having customized software in case of business demand, you can alter your current software.

Moreover, if you're planning to make a long-term business then it'll be great for you to have a customized software. Then you can secure your company information. Moreover, it'll reduce the maintenance cost of off-the-shelf software.

And, if you have more funds and off-the-shelf software doesn't go with your business ideas then it's better to go make your own personalized software. You can have exact features as your customer requirements. If you're facing such problems then you must go with a customized one. Otherwise, off-the-shelf software is a good option for your start-up company.

**Sometimes customized software is not good for your company:**

Customized software development is not always cheap. Sometimes it takes more capital to customize it. When a system is over customized it asks for more payments. Besides, the maintenance cost of the software exceeds the money that is needed for off-the-shelf software. That's the reason why so many companies are not getting their desired outcome even using customized software. When you highly customize your software, you'll need the developer's help to continue doing your business. This makes a dependency on the developer. Sometimes your business comes to risks. Sometimes developers take more time to build your customized software. If the software is running at your organization and at the same time its up-gradation needs more time, then the working procedure is hampered. Off-the-shelf software is used by many organizations. That means this software is tested well by different sorts of cases. But customized software is not tested properly. In that case, many errors may occur during the execution of the software.

But if you're having an experienced and trusted developer you can go for customized software for your business company, which will stick with you to maintain a balanced, cost-effective and, error-free software lifetime.