

Fix, Connect, Customize, or Build?

A 5-Minute Custom Software Decision Guide

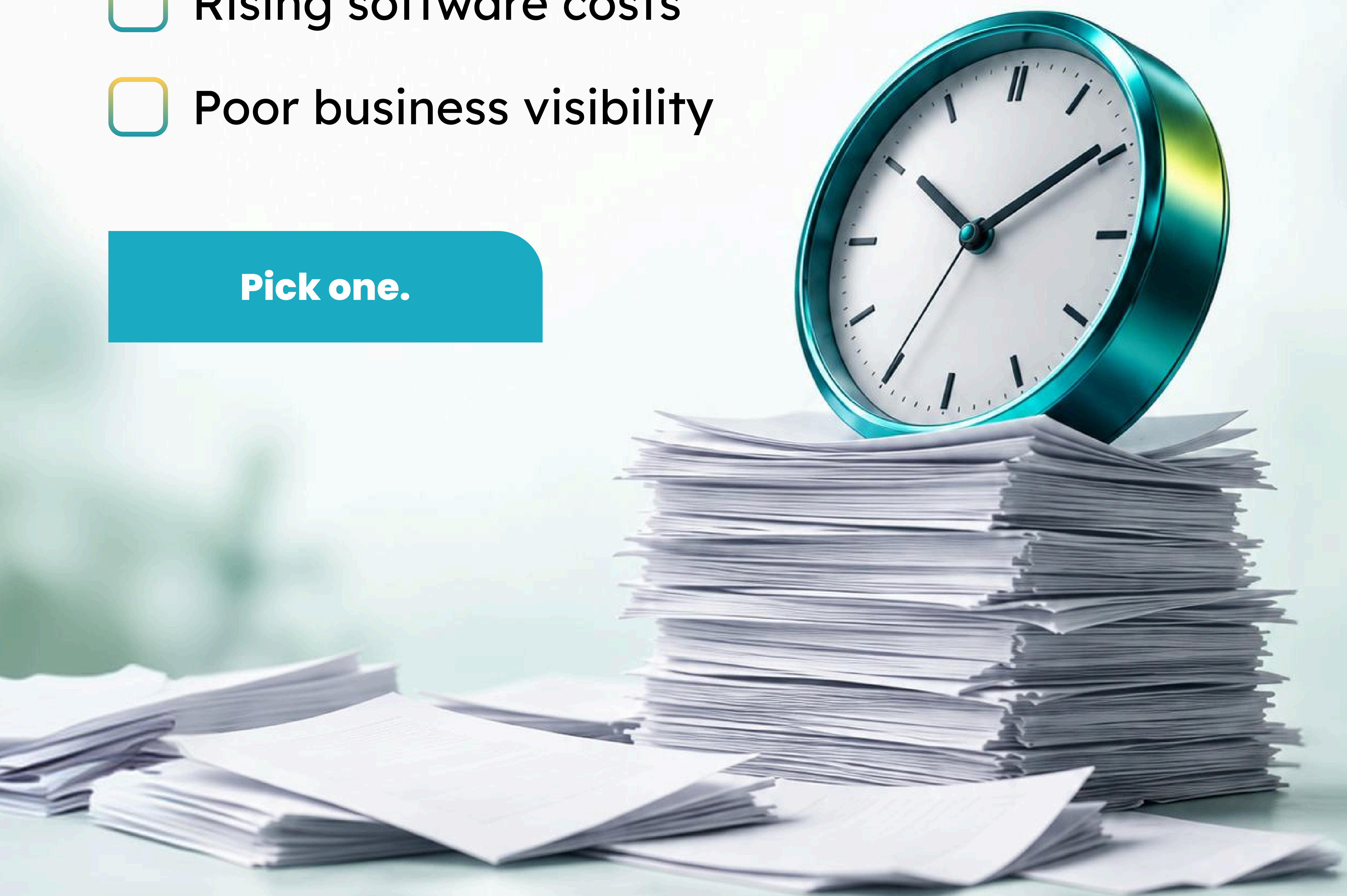




What is your biggest software problem?

- ☐ Too much manual work
- ☐ Disconnected systems
- ☐ Broken customer journeys
- ☐ Important workflows don't fit
- ☐ Rising software costs
- ☐ Poor business visibility

Pick one.





Find the right move

Your problem	Your first move
Process is inefficient	FIX
Systems don't connect	CONNECT
Key features are missing	CUSTOMIZE
Core workflows don't fit	BUILD

Don't build when a simpler fix will solve the problem.





The build test

Answer **YES or NO:**

1. Is the process business-critical?
2. Are workarounds becoming normal?
3. Does off-the-shelf software limit growth?
4. Is the cost of the problem increasing?

3-4 **YES** → Explore custom development

0-2 **YES** → Look for a smaller fix first





Count the real cost

Cost of doing nothing

Manual work + licenses +
maintenance + errors + delays

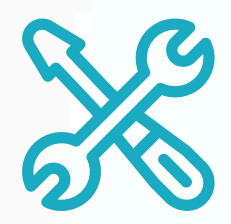
= \$ _____ / year

Compare this with the cost of solving the problem.

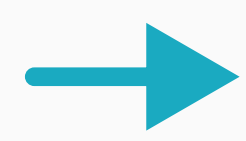




Make the call



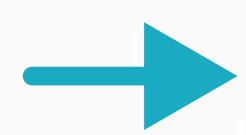
FIX



Improve what you have



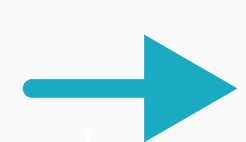
CONNECT



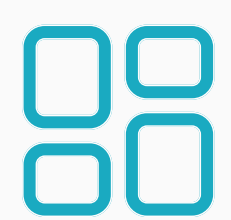
Join your systems



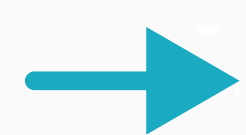
CUSTOMIZE



Extend what works



BUILD



Create what doesn't exist





Define. Measure. Decide.

Solve the business problem first.
Then build the software.

