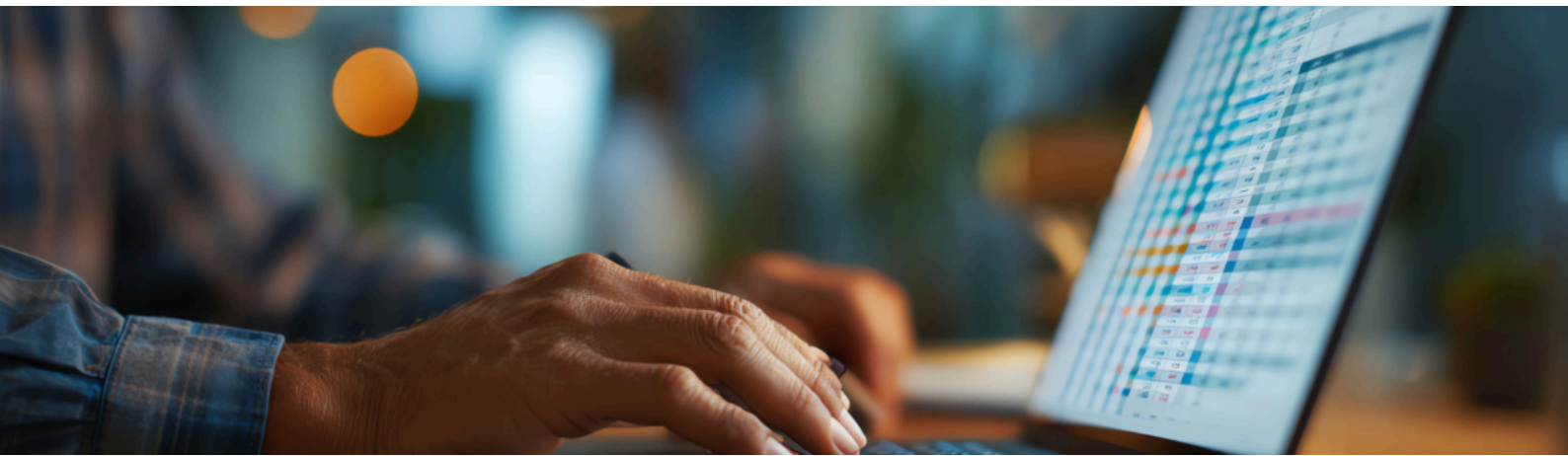


Whitepaper

Custom Software Isn't More Expensive – It's a Better Fit.

How small and medium-sized enterprises can work faster, simpler, and more securely with tailor-made software



Executive Summary

Many SMEs rely on off-the-shelf software because it's readily available and cost-effective. However, as soon as specific requirements arise, these tools quickly reach their limits: inefficient workarounds, process gaps, or scaling issues often follow.

Custom software solutions are designed around a company's actual workflows – not the other way around. This reduces friction, improves data consistency, and enables a long-term, adaptable IT landscape.

This whitepaper provides a practical overview of:

- When **tailor-made software** is the better choice compared to standard solutions
- The **strategic and operational advantages** it offers (e.g., integration, automation, investment protection)
- How **modern development approaches** – including AI-powered tools – enable resource-efficient implementation
- The role of operations, maintainability, and **data-compliant hosting (CH-DSG/GDPR) in Swiss infrastructure**



What Exactly is Custom Software?

Standard software covers generic needs and is immediately available, but it often has limited adaptability. Once specific processes, complex data models, or integrations are required, standardized solutions quickly hit functional limits.

Custom software is built around actual business logic, with clearly defined interfaces, user experiences, and data flows. It can be modular and launched as an MVP to quickly become productive and later be iteratively expanded.

Thanks to modern frameworks, proven architectural principles, and AI support, tailor-made solutions are now scalable and economically feasible – especially where long-term efficiency and process clarity are critical.

When to Chose Custom Software – and When Standard?

Custom software makes sense when standard solutions require workarounds, Excel spreadsheets, or duplicate data entry because central processes cannot be mapped. Specific data protection requirements (e.g., Swiss hosting) or the need for modular scalability also favor a tailored solution.

Standard software is sufficient when processes remain generic, requirements are short-term or temporary, or adjustments provide no real added value.

My tip: Make decisions based on concrete processes and real benefits – pragmatic, not dogmatic.



Key Advantages of Custom Software for SMEs

Better Alignment with Business Processes

Custom software follows real workflows, not the other way around. This leads to functional solutions without detours, reduces manual work, and lowers error rates.

Cost and Resource Optimization

Hidden process losses often cost more than software licenses. Automation through custom software (e.g., forms, workflows, exports) saves operational time and makes additional tools unnecessary.

Flexibility and Scalability

Start with an MVP and expand as needed: custom software grows with the company. Investments remain controlled, and extensions happen when required.

Integration with Existing Systems

Interfaces connect systems, prevent redundant data entry, and ensure consistent information. This reduces media breaks and increases continuity.

Competitive Advantages

Efficient processes, better data, and a tailored user experience provide a clear market edge.



Pragmatic Digitalization for SMEs

Digitalization doesn't have to be a massive project. A lean approach allows custom software to be implemented resource-efficiently:

1 Inventory assessment

Compact workshop to analyze workflows, bottlenecks, and data basis

2 Process analysis

Identify redundant activities with automation potential

3 Solution design & implementation

Prioritize must-haves vs. nice-to-haves, start as an MVP

4 Data protection & compliance

Implement according to GDPR and CH-DSG with clear roles and minimal data collection

5 Realistic resourcing

One contact person is sufficient; I handle implementation and operations

Your Result:

Digitalization with balance – technically sound, quickly productive, and organizationally sustainable.



A Quick ROI Thought Experiment

Even small optimizations yield significant impact:

If a solution saves the team 5 hours per week at CHF 80/hour, that's about **CHF 400 per week. Annually**, this amounts to over **CHF 20,000** – in addition to better data quality and higher satisfaction.

Conclusion: Even with modest effort, custom software is economically attractive.

How AI Accelerates Development

Custom solutions don't have to be expensive. AI-powered tools shorten development cycles by automating routines and assisting developers.

Prototyping in Days Instead of Weeks

AI creates mock-ups and modules within hours, enabling rapid testing and iteration of early prototypes.

Code Assistance and Testing

AI suggests code, identifies patterns, and generates unit tests, reducing effort and revealing errors faster.

Automated Documentation

AI produces clear natural-language descriptions, simplifying knowledge transfer and training.

Data Preparation for Reports

Raw data is automatically structured and turned into reports for fast, reliable decisions.

Conclusion: AI speeds up development without replacing expertise. Architecture, quality, and integration remain the responsibility of experienced developers.



Whitepaper – Custom Software



Practical Use Cases

- Order and production planning (manufacturing/crafts)
- Event registration (clubs, schools, churches)
- Resource planning (cleaning, security, trades)
- Membership management (sports, culture, cooperatives)
- Voucher management (restaurants, fitness centers, pools)
- Custom reporting for management
- B2B ordering portals (trade/wholesale)
- Interface integration (shop, ERP, CRM, accounting)
- User interfaces for existing databases

All examples can start small (1–3 core functions) and expand over time.



Operations, Maintenance, and Collaboration – Stable and Transparent

A solution only delivers value with reliable operation and support. For me, development, maintenance, and hosting are seamlessly integrated.

Swiss hosting ensures:

- Data protection according to CH-DSG and GDPR
- Local contacts with cultural understanding
- Structured processes for updates, backups, and monitoring

I rely on proven open-source technologies (e.g., Java, Spring Boot, Vaadin, jOOQ) combined with AI-assisted tools to reduce development time without compromising quality.

Result: A custom solution with clear architecture, stable operation, and practical support – without opaque tickets, but with defined service levels.

Custom software is not a luxury for SMEs. It is a pragmatic way to streamline processes, cut costs, and stay agile. With modern technology, AI support, and Swiss hosting, you can build solutions that truly fit – secure, practical, and future-ready.

Let's schedule a short conversation to review your processes and explore whether custom software is right for you.

You'll gain clarity – and a solution that really works for your business.

