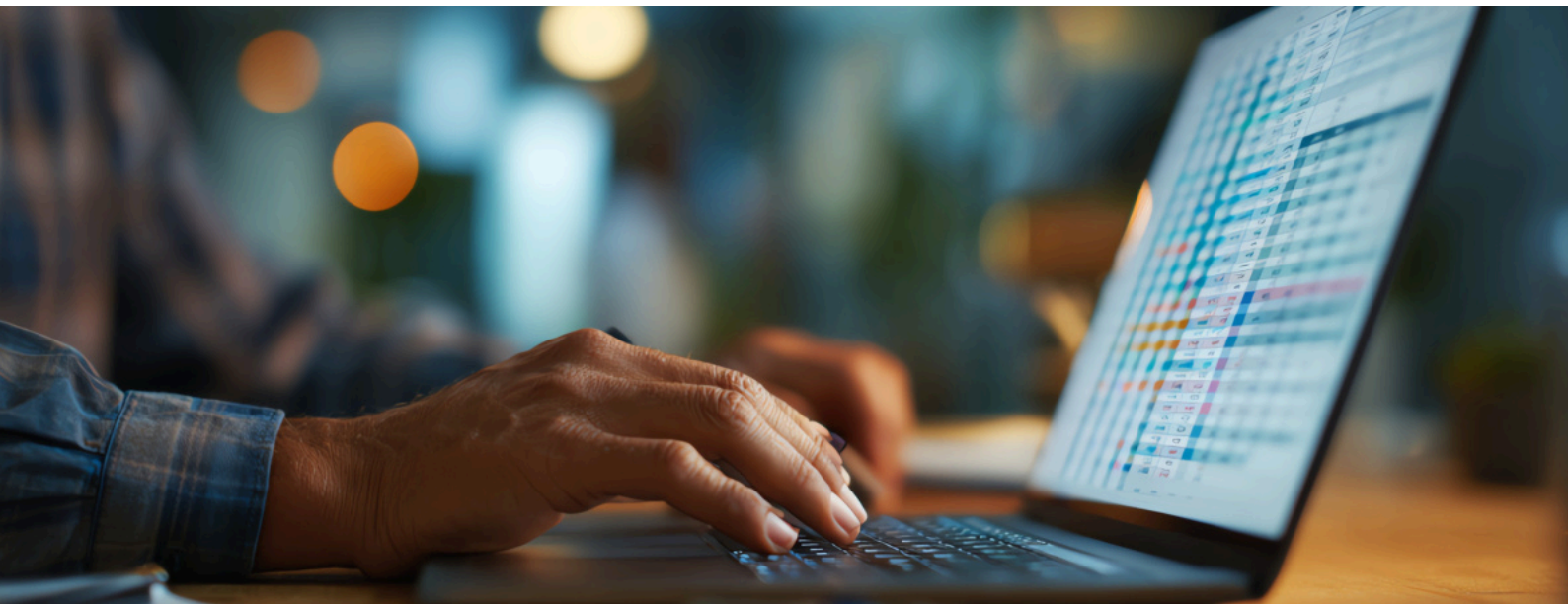


Whitepaper

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 standard tools that “kind of” work – until they start wasting time, forcing workarounds, or slowing growth. Custom software adapts to your business, not the other way around. The result: less friction, lower costs, and more clarity in daily operations.

This whitepaper explains in clear terms:

- **When** custom software is the right choice – and when standard tools are sufficient.
- **Which key benefits** it hold for SMEs: flexibility, efficiency, cost savings, and scalability.
- **How** a lean approach – **enhanced by AI** – delivers results quickly.
- **What** operation, maintenance, and **Swiss data protection/hosting** mean in practice.



What is Custom Software?

Standard software is easy to obtain and covers many common needs. But as soon as your processes become more specific, it quickly reaches its limits.

Custom software is built to support your workflows exactly as they are. You can start small – for example with a single module – and expand step by step.

Good to know: Custom software is not automatically costly. With clear priorities, modern tools, and AI support, **effective solutions** can often be built more affordably than expected.

When to Chose Custom Software – and When Standard?

Custom software is the better choice if ...

- You rely heavily on workarounds or Excel spreadsheets.
- Employees enter the same data multiple times.
- Standard tools fail to support critical steps.
- Data protection and Swiss-based hosting are essential to you.
- You want to start small and grow gradually.

Standard software is sufficient if ...

- Your processes are very typical (e.g. simple bookkeeping).
- You need a quick, temporary solution.
- Customization would add little or no value.

My tip: Don't decide ideologically – decide pragmatically, process by process.



Key Advantages of Custom Software for SMEs

Tailored to your processes

Instead of adapting your work to a program, custom software adapts to you. The result: solutions that do exactly what you need – no more, no less. Fewer clicks, no duplicate data entry, fewer errors.

The outcome: leaner workflows and more motivated employees who finally work with a tool that makes sense.

Cost and resource efficiency

Inefficient processes are more expensive than many companies realise – lost time, fragmented systems, unnecessary license fees. Custom software can automate workflows such as digital forms, approvals, or exports.

This saves valuable time and reduces costs tied to extra tools and workarounds.

Flexibility and scalability

Businesses evolve – new clients, new services, new demands. With custom software you can begin with a Minimum Viable Product (MVP) that covers the essentials.

As your needs grow, the system can grow with you. Step by step, without the disruption of a complete replacement.

Smooth integration

SMEs often struggle with siloed systems that don't "talk" to each other. Custom software connects the dots: interfaces ensure seamless data exchange and keep information consistent.

The result: one unified environment instead of juggling five different programs.

A competitive edge

Efficiency, transparency, and speed aren't just buzzwords – they deliver real advantages. With custom software you make better decisions, improve service quality, and stand out from the competition.



Digitalization Made Easy

A simple roadmap to digitalisation with custom software – efficient and resource-friendly:

1 Assessment

Short workshop: Where are the bottlenecks? Where do errors occur?
What data is already available?

2 Process analysis

Identify manual steps that can be automated or simplified.

3 Solution design & implementation

Roadmap with clear priorities (must-haves vs. nice-to-haves). Start with an MVP – ready to use in just weeks.

4 Data protection & compliance

Aligned with GDPR and Swiss DSG. Only necessary data is processed. Roles and permissions remain transparent.

5 Realistic resourcing

No large IT department required. One internal contact is enough – we take care of the rest.

Your Result:

Digitalization without the “big project” headache – lean, secure, and manageable.



A Quick ROI Thought Experiment

- Saving **5 hours per week** (team) × **CHF 80/hour** = **CHF 400/week**
- Over a year: ~ **CHF 20,000** in savings – often far more
- Plus: fewer errors, happier employees, better data

How AI Accelerates Development

Individuality doesn't have to be expensive

Modern AI-assisted tools make development faster and more efficient than ever. Importantly, AI doesn't replace experts – it supports them. The best of both worlds: speed with human quality assurance.

Prototypes in days, not weeks

Where it once took weeks to deliver a first prototype, AI can now generate drafts, scaffolds, or example code in just hours. You see tangible results sooner and can provide feedback earlier.

Smarter coding and testing

AI suggests useful snippets, automates repetitive tasks, and helps catch errors. Testing – essential but often time-consuming – is also faster with AI. This saves time and reduces risk.

Clearer documentation

Documentation is often missing or unreadable. AI can produce understandable descriptions automatically – even for non-developers. This simplifies onboarding and lowers the entry barrier.

Faster reporting

SMEs depend on reports – from customer lists to sales data. AI can structure and process information automatically, producing meaningful insights with minimal effort.



Practical Use Cases (From the SME World)

- Order and production planning (manufacturing/crafts) – from orders to workflows
- Event registrations (associations/schools/churches) – with automatic confirmations, exports, reporting
- Workforce and resource planning (cleaning, security, trades) – staff, vehicles, materials coordinated efficiently
- Membership management (sports, culture, cooperatives) – invoices, roles, events without Excel chaos
- Voucher management (restaurants, gyms, pools) – issuing, redemption, reporting
- Tailored reporting/controlling (management) – exactly the KPIs you need
- B2B ordering portals (trade/wholesale) – custom prices, discounts, delivery conditions
- System integration (shop, ERP, logistics, CRM, accounting) – seamless data flows, fewer errors
- Custom user interfaces for existing databases – modern, mobile, user-friendly

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



Operation, Maintenance, and Collaboration – Reliable and Close

Software only delivers value if it is developed and reliably maintained. With Martinelli GmbH, development and operations go hand in hand – ensuring stability, security, and long-term viability.

Hosting and operation in Switzerland means:

- Compliance with Swiss DSG and EU GDPR
- Short communication paths and partners who understand your context
- Clear processes for updates, backups, and monitoring – transparent and predictable

You also benefit from the technical expertise and real-world experience of Simon Martinelli. Using proven open-source technologies such as Java, Spring Boot, Vaadin, and jOOQ, combined with AI-assisted tools – he accelerates development without compromising quality.

The result: solutions that are technically solid, easy to maintain, and supported directly – no ticket hurdles, clear service levels, and straightforward communication.

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.