Be #softwaresmart to save in 2021

Business experiences of the 2020 pandemic varied enormously, and not only according to sector. Traditionally office-based companies equipped to work and collaborate remotely have inevitably survived better, and that's due largely to software.

As we enter a new year, we can clearly see the value of having the right tools for the job.

Put simply, having software that does what you need and that works in unison gives you time back, which saves you money.

Take a breath

Software consultancy deep-dives into what you do, what you want to do and how intelligent synergy can help you to achieve that.

You probably think you know what you need from the software you use. To an extent, that's undoubtedly true. But someone who understands software from the bottom up and top down will bring fresh insights. You might discover solutions you haven't previously heard of or imagined.

Just as it's crucial to hire the right people to contribute to and enhance your team, the software you invest in impacts your company's results.

Consultancy gives you a 360°, illuminated view of your business processes and offers you choices that streamline efficiency, improve your ability to respond to external shifts and crises, and empower you to accomplish sustainable growth.

Whether you want an expert to look over your existing packages, or need a bespoke development project to kick off a whole new way of utilising software, there are clever, intuitive, creative and connected software choices that consultancy can open you up to.

What is software consultancy?

Software consultancy is a dialogue between a company and an expert who specialises in software.

The consultation will begin with a discussion about project scope, aims, strategy, budget and timescales, and what you already have in place.

This conversation will develop into a workshop refining business and user needs, opening up new avenues of thought. Aligning business goals with planned output, your consultant will analyse your IT infrastructure and light the way towards those goals.

For instance:

Jeff is an artist who creates paintings utilising the most beautiful red, yellows and blues available. He wants to sell more paintings and for his clients to be so happy that they recommend his artwork to others.

He wants to become the go-to artist of his region.

Consultant Florina admires Jeff's paintings, but asks, "What happens if you mix yellow and blue?"

Jeff's eyes widen.

Florina asks another question: "Have you thought about using your colours to create sculptural light installations?"

At once, Jeff's business offering gains fresh vibrancy.

Your software consultant will look at how the software you have in place can facilitate your aims. They should go further than that and be able to identify and imagine ways your software can work better in accord to achieve even more, and how custom-built options could elevate your business to the next level.

As a result, your aims have unlimited space to flourish, resulting in better efficiency, enhanced agility and the potential for unparalleled success.

But how can software consultancy save as well as make money?

Your consultant will go through your software forensically and show you how to make best use of what you already own, what you can shed, and what you can unify for whole-business agility while amplifying your offering. You'll discover how the right software and infrastructure will turn business challenges into opportunities adeptly and cost-effectively.

Your consultant will guide you to:

- assess exactly what you need, and how to get there, evaluating the pros and cons of custom-built software versus alternative out-of-the-box solutions and amending existing software

- work in previously unimagined ways with your technology platforms or development language

- unify disparate applications, data and devices to enable whole-business agility

- understand the security of your technology environment, and identify potential compliance risks with standards such as GDPR

- attribute a commercial value on your new or newly improved and streamlined software, making it easy to calculate return on investment.

In addition, you'll have the choice to take the software's User Experience (UX) in hand, making interactions a positive journey for your business, internal users and clients.

With 2020 now in our past (finally!), there's a clear path forward. Honing your business capabilities via software consultancy might just be the beginning.