# **Custom Software Development Services**

Crafting Your Digital Advantage Beyond the Shelf 2024 CONSTELLATION SHORTLIST

The Constellation ShortList<sup>™</sup> presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

#### **ABOUT THIS SHORTLIST**

In today's dynamic digital landscape, off-the-shelf software often falls short of meeting unique business needs. Custom Software Development Services (CSDS) tackle the misfit problem plaguing many businesses. Off-the-shelf software often fails to fully address specific needs, leading to inefficiency, wasted resources, and limitations on growth. CSDS act as the digital tailors, crafting bespoke solutions that perfectly align with your unique processes, workflows, and security requirements. This eliminates the workarounds and frustrations associated with generic software, boosting productivity, agility, and competitive advantage. Essentially, CSDS solve the problem of trying to fit into a pre-made mold, empowering businesses to shape their own digital destiny through custom-built software.

Additionally, CSDS offer the flexibility and scalability to adapt to your evolving needs, ensuring your software remains valuable in the long run. Essentially, CSDS act as architects of customized digital solutions, empowering you to overcome the limitations of off-the-shelf software and unlock your full potential. Custom Software Development Services (CSDS) market is expected to reach \$150 billion by 2030.

## **12 SOLUTIONS** TO KNOW

Constellation evaluates more than 40 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.

- ACCENTURE COGNIZANT
- DELOITTE
- EY
- SLOBALLOGIC (HITACHI)
- HCLTECH
- IBM
- PERSISTENT
- SOFTSERVE
- **TCS**
- WIPRO

## LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email <u>ShortList@ContellationR.com</u> for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList

### **THRESHOLD** CRITERIA

Constellation considers the following criteria for these solutions:

- Requirements gathering and analysis: Deep understanding of your needs to ensure a solution that perfectly aligns with your goals.
- Agile development methodology: Iterative approach with continuous feedback for faster development and increased flexibility.
- Integration with existing systems: Seamless integration with your current IT infrastructure, minimizing disruption and maximizing value.
- Testing and quality assurance: Rigorous testing processes to ensure the software meets performance and security standards.
- Ongoing maintenance and support: Continuous support to ensure your software remains secure, functional, and updated.
- Flexible workforce: Leverage various workforce models such as nearshore, offshore, onsite, build-operate-transfer etc.
- Automated development: Leverage AI tools to automate repetitive tasks, accelerating development cycles and reducing costs.
- Personalized user experiences: AI can tailor software interactions to individual users, enhancing engagement and satisfaction.

#### **ABOUT** CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

## **FREQUENCY** OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

## **EVALUATION SERVICES**

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

### **BUSINESS** THEMES

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Digital Safety, Privacy and Cybersecurity



# **Chirag Mehta** VP & Principal Analyst

Chirag Mehta is Vice President and Principal Analyst focusing on cybersecurity, next-gen application development, and product-led growth. With over 25 years of experience, he has built, shipped, marketed, and sold successful enterprise SaaS products and solutions across startups, mid-size, and large companies. As a product leader overseeing engineering, product management, and design, he has consistently driven revenue growth and product innovation. He also held key leadership roles in product marketing, corporate strategy, ecosystem partnerships, and business development, leveraging his expertise to make a significant impact on various aspects of product success.

