

HOW SOFTWARE DEVELOPMENT CAN CHANGE YOUR BUSINESS



Have you noticed that the majority of successful companies develop an online presence rather than physically expand? Top corporations like Uber, AirBnB and Trivago are reaching more and more customers and taking an ever greater market share from traditional brick-and-mortar businesses.

Delivery route planning, cargo tracking automation, remote personnel management... Have you ever thought about how all these operations and so many other things you do every day have completely changed since the Millenium? I want to share with you my observations - what processes can be optimised and accelerated if you just think outside the box.

Everything from production management, personnel control and cargo mapping to sales, finance and reporting can, like so many other day-to-day aspects of your business, be optimised and accelerated.

Follow me and I'll show you how to make your life simpler with bespoke software development. And who knows, maybe you'll find the inspiration to be the first among your competitors to create the next innovative software product.

Business Software Prospects

Let's start with the general benefits.

- **Automate and streamline business processes.** Business software can help you speed up any operation while keeping costs down.

What am I talking about? Imagine a light. Whenever one of your staff enters the office, it turns on; when the room is empty, it turns off again. The electronic key each person uses at the office door starts their computers, so by the time they reach their workstation their laptops are ready to go. All they need is a

fingerprint scan to unlock - let's not forget security and data protection.

Or think about a production centre: goods in the factory are marked by robot with unique barcodes, immediately checked by a quality control department, counted with the help of a barcode reader and loaded automatically onto the production line. This conveyor belt, via special sensors, transfers the data to the information system. Everything is available for inventory from the moment of production.

- **Strengthening engagement.** You can get a helpful business tool to engage remote teams, manage large offices, and allow your staff to work from home, all while ameliorating the work-life balance.

How does it work? All those in the office and at home can organise video-conferences and chats, share the screens and documents, add comments and approvals with a couple of clicks and add written remarks to mockups, presentations and documents.

Each team member feels as though they're in the office, yet can work remotely and enjoy spare moments and personal comfort.

- **Provide better management facilities.** Even those workers who aren't so accustomed to the digital world can increase their efficiency with a single system offering a user-friendly interface for all workloads, eliminating the need to switch between multiple instances or windows. If you're not using apps to handle electronic orders, it's high time to implement a bespoke system for your company. All sales will be electronically implemented in the system by sales reps, decreasing the time consumption and cost of additional operators. Customers can even do part of the job themselves with actual item stock pictures in online mode. By the way, you'll see your reps' roles and current location with the help of GPS-integration to the mobile app. Less errors, less cost - more efficiency and better operational results with the implementation of simple bespoke sales software.

And now to the point - how to transform your business with bespoke app development.

Streamline Communication

Your employees and business partners can be anywhere in the world but still communicate as effectively as if they were in the same room. Here at Magora, we've made it possible for all team members to make local calls regardless of their current location with a complex [corporate Internet calling software](#). With it you can call a colleague from anywhere in the world using their unique extension. Incoming calls can be transferred several times from colleague to colleague, even if one is in the US and another in Australia, everything will be implemented at the price of an incoming local call. This solution can be easily implemented into your system too.

Create Virtual Reality

Are you the owner of a Real Estate company? Well, you can't manage without analysing complex engineering systems in a project. Moreover, I don't think you'd mind a future tenant being childishly excited about your offer. If so, virtual reality (VR) technology is what you need. By creating the illusion of being "inside", VR takes you to a world that's fully generated by a computer program, making it possible for customers to literally see what you're offering right here, right now, even if it's a large-scale project.

Optimise Any Process

When thinking about how to improve your workflow and grow returns, custom software development is the number one issue to consider. Business software offers boundless opportunities to improve your organisation's existing processes by getting rid of obvious shortfalls, such as information loops, duplication of functions, etc. Software systems can collect data, perform complex calculations and offer optimised methods of solving everyday problems. Alternatively, connect suppliers and buyers via a convenient and flexible [internet platform](#). Have another idea? The sky's the limit!

Summary

In fact, here at Magora, we build anything you could ever think of. No kidding. The chances are we already have the case you need in our [portfolio](#) - please, check it out. Mobile and web applications, complex integrated platforms, content management systems - we're prepared for tasks of any complexity - just get in touch.