From Custom Builds to SaaS and Back Again

online

O2
COTS

O3
SaaS

O1
CUSTOM BUILDS

O4
CUSTOM BUILDS

- Ownership & IP control
- Long-term cost efficiency
- Flexibility & scalability
- Advances in AI & automated QA
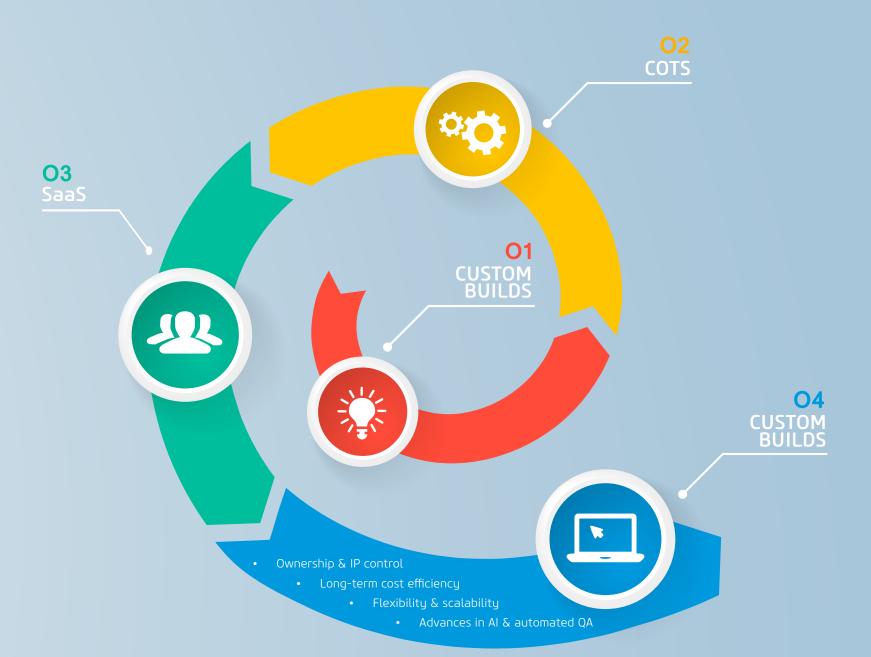
1940s-1960s

In the early days of computing, businesses developed custom software from scratch, allowing for perfectly tailored applications but requiring significant investment, longer time-to-market, and ongoing maintenance challenges.

1980s-1990s

As computing technology advanced, Commercial Off-The-Shelf (COTS) applications gained popularity for their quick implementation and cost-effectiveness, though businesses had to sacrifice customization and flexibility for these pre-built solutions.

2005-2010

The rise of Software as a Service (SaaS) transformed application development by offering cloud-based solutions with lower upfront costs and no need for extensive IT infrastructure, though businesses later faced "subscription fatigue" as the cumulative costs of multiple SaaS applications increased.

2010-2024

In recent years, businesses have increasingly returned to custom-developed applications to achieve the full functionality and flexibility they require, which off-the-shelf and SaaS products often cannot provide.