

# Time to evaluate IT

David Turner, Group Marketing Director at CODA, explains that continuing to invest in legacy systems in an unpredictable trading environment, when businesses are all under pressure to do more with less, can prove costly. It is time to invest in agile software.

Change can be unsettling, painful and expensive. Many of us stick to familiar systems and processes just because it is easier and less disruptive, even though we know there are alternatives that would help us to work more effectively.

But settling for the comfortable life is not an option in today's competitive landscape, where we are all under pressure to do more with less and to make every aspect of our lives more time- and cost-efficient.

So why do we put up with software that hinders rather than facilitates our ability to take advantage of the opportunities available to our business? And why do we keep systems that fail to help us adapt to change, without evaluating cost and exploring alternatives?

We know that technology is a significant investment in terms of time and cost. No one makes a decision to buy software lightly and the choices we make are based on the needs of our business at the time we buy and the events that we believe are likely to occur in the future. But we are living at a time when no-one knows when things will return to 'normality', or if they ever will.

So the standard rules of predictability and the forecasting models applied previously are becoming redundant and we all need to ensure our businesses and systems are set up to change at a moment's notice.

## 'Our system won't let us do that' is no longer acceptable

We would argue that many of the systems on the market and installed in businesses across the country can't cope with this radically changing trading environment without incurring extra cost and inconvenience. But many organisations

stick to the system they have bought rather than looking for a new, more agile solution because they have invested so heavily in their current software that they feel they have no option but to keep feeding that investment.

This may be a false economy and an approach that could seriously damage or even destroy your business. Typically

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companies with less agile, more traditional systems find themselves stuck in a need-spend-need-spend cycle, which is time consuming, costly, frustrating and far from efficient. Many such companies are:

- spending a disproportionate amount of time and money just to ensure that their software keeps up with the many internal and external factors that drive change
- over-spending on expensive external IT consultants to make essential system changes



- failing to deliver the standards of service and information demanded by stakeholders missing opportunities to grow the business or respond to threats because they are spending time and money managing inefficient systems
- managing an inflated and expanding software maintenance budget and not getting a quantifiable return on spend.

If all this sounds scarily familiar, think differently. Don't let your system run your business into the ground, evaluate whether changing it could be better for you. You need a solution with architecture that enables you to quickly make changes yourself, without the need for external consultants or specialist IT staff, while also being flexible, easy to use and easy to integrate with your other applications.

A change-embracing solution will ultimately cost less and provide a measurable return on investment, while ensuring your business keeps pace with its own objectives and with the demands of the outside world. Don't wait until it's too late, now is the time to evaluate. ■

### Further information

CODA GB Ltd

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