# 5 Reasons Why DIY Application Development Makes Great Business Sense

Developing custom applications is no longer a luxury for large organizations. Advancements in cloud computing and technology have made it easier than ever for non-technical business professionals to develop custom business applications to meet their unique functional or situational requirements. This paper highlights the key benefits of using do-it-yourself (DIY) application development solutions for building custom online database and business applications.

## 1. Build Better Applications

When existing applications are unable to deliver the capabilities business professionals need, it can have a serious negative impact on business performance. Getting around this challenge typically involves investing time and money to customize the application so it will meet the precise needs of users.

While these customizations can be done by working with IT or perhaps even outsourcing to external service providers, the reality is that these groups don't always have full visibility into the objectives and team dynamics and in the case of external suppliers, the organizational structure. This can make the application development process very arduous and time-consuming.

However, getting applications to perform exactly as needed doesn't have to be a difficult process. DIY application development solutions offer a fast and easy way for non-technical business professionals to develop custom applications that are specifically designed to meet the unique functional or situational requirements of any business. These solutions make it easy for the people who are closest to the challenge to design and develop the exact solution they need so they can be immediately productive in their role and deliver value to the organization.

## 2. Build Applications Faster

Developing applications in house can be a never-ending battle for organizations with resource-strapped IT departments. If you opt to outsource your application development to an external firm, it could take weeks, if not months, to get your application developed. Additionally, both IT and external application development firms typically undertake an arduous planning process, which can add more time to the schedule as you wait, wait and wait some more for your application to get delivered.

DIY application development solutions are designed to greatly expedite all stages of the application development process from design to deployment, enabling business professionals to have their applications operational in minutes – without requiring any coding or IT assistance. These solutions offer an easy way for non-technical business professionals to solve virtually any business challenge and with a production timeline that is shorter than any other option.

## 3. Foster Innovation & Agility

Organizations are drowning in data and the demand for business applications that can optimize the use of this information is greater than ever before. DIY application development tools foster innovation by empowering business professionals to develop applications that can help solve a wide range of challenges and ultimately deliver more value to the business.

These solutions also provide business professionals with greater control over the applications they develop, enabling them to be easily changed or updated as needed and without having to involve IT. This flexibility provides businesses with greater agility to more effectively respond to rapidly changing business opportunities, competitive threats and market conditions.

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## 4. Free Backlogged IT Teams

For most organizations, the reality is that IT departments simply don't have enough time or resources to manage the plethora of business requests they receive. The IT team's list of projects is almost always longer than the resources they have available to get the projects completed on time. As a result, business professionals often find themselves under pressure to identify creative solutions to remove the roadblocks that are preventing them from being fully productive in their roles.

DIY application development solutions offer a way for business professionals to quickly and cost-effectively develop custom applications themselves – eliminating the need for backlogged IT resources so their time can be freed up to focus on more urgent corporate priorities.

## 5. Low Total Cost of Ownership

Cloud-based DIY application development solutions offer a cost-effective way for business professionals to develop custom applications. With the availability of powerful and low-cost solutions, business professionals can more easily get the precise applications they need without incurring significant development costs or tying up high-demand IT resources. When you combine this with the fact that your costs to maintain and update your application are greatly reduced, DIY application development solutions offer excellent value for your investment.

**About JustSystems**

JustSystems is a leading global software provider with 30+ years in delivering innovative office productivity and information management solutions. JustSystems is the maker of UnitBase, a leading DIY application development solution designed for non-technical business users. Among their list of over 2,500 customers are industry-leading global organizations such as Hitachi, Yamaha, Sony, Dole, MGS and Level 5.

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