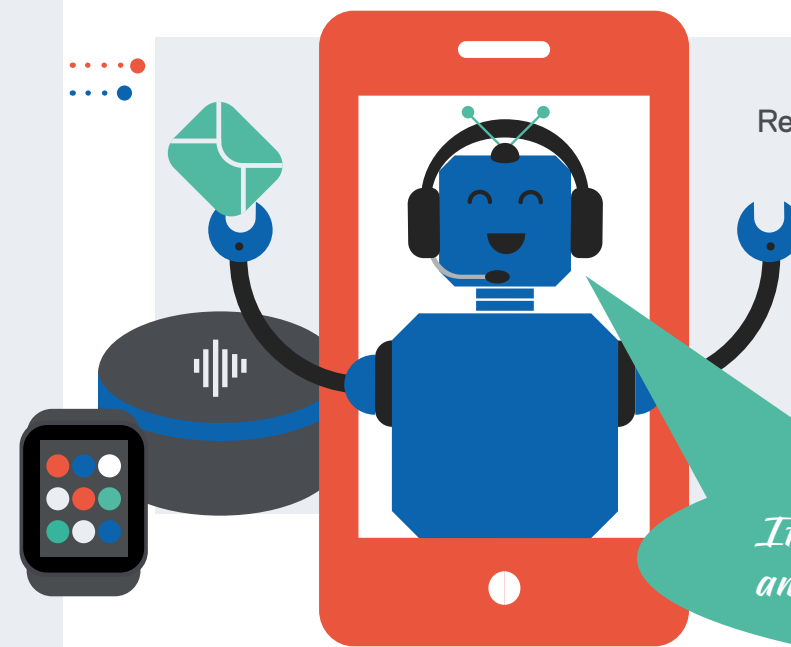# Stiff, Standard Software does not pay off in E-Commerce

In the **early 2000s**, the biggest concern for many B2C businesses was to design for the **right screen size.**

Since 2013, laptop, smartphone, and tablet have been experiencing serious competition from **new communication channels**, including the smartwatch, and later voice assistants, messenger apps, and other smart devices. This has started to affect the B2B industry as much as the B2C sector.

Reaching your customers is no longer about the most convenient option for your business.

The way to **customer satisfaction** is being able to build the **most convenient, customer-centric touchpoints and functionalities** while keeping up the ability to react to changing customer needs and behaviors.
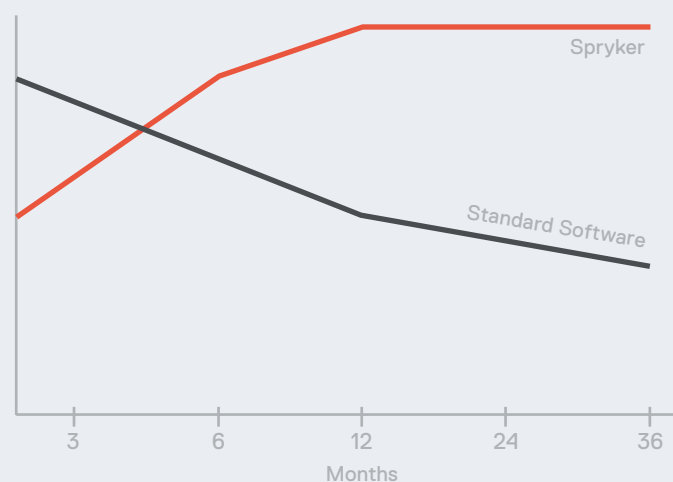
It's about where your customers see, engage with and repeatedly purchase your product or service.

The market demands flexibility - respond fast, stay agile

With **Spryker, development speed increases** over time and stays agile once the initial learning and setup have been completed.

Standard software is usually easy to start with. However, customizations, third-party integrations, and updates **eat more and more resources and time. Flexibility decreases.**

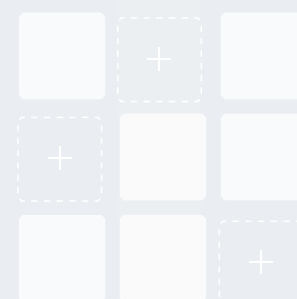### Development Speed: Spryker vs. Standard Software

Spryker

Standard Software

3   6   12   24   36
Months

Make the most of your development resources through solid, high development speed.

Build only what you need

The **downside** of changing code in preconfigured software is an **increased** demand in **maintenance and time spent on amending**- not adding new value.

Spryker Commerce OS

The Spryker Commerce OS allows you to pick only the functionalities you need. Avoid reengineering and continuous adaptation of preset functionalities.

95%

of e-commerce businesses end up **customizing** - if it is their ERP, fulfillment process, B2B-specific workflows or pricing management.

Swap the big bang for maintenance on your terms

With **standard software**, you will **not use all functionalities**, but you have to **maintain 100%**. The update cycles are determined by the vendor and come as big bang releases.

Spryker's business value approach enables you to only **update what you need.** Full modularity keeps dependencies to an absolute minimum. Combined with daily release cycles you get to update on your terms. New updates related to new features can be integrated into the current setup as independent modules, rather than requiring a full update of all functionalities.

What's more? You get to decrease maintenance costs and spend more time on building new functionalities.

With luck, standard software meets 80% of your requirements.
A minimum of 20% must be adapted by yourself.

In today's dynamic market, these fundamental requirements of your business model are decisive **over success and failure.**

What if...
you launch with a solution that reflects 100% of your business needs?

Spryker