



Scaling Commercial Software Through Collaboration





SCALING COMMERCIAL SOFTWARE THROUGH COLLABORATION

Well-tailored commercial software reflects the scale and quality of the vendor-client relationship. Independent software vendors (ISV) profoundly impact their users with commercial software solutions that show a true understanding of their client's market, competition, and pain points.

The secret to this understanding is collaboration—and finding the space and time to collaborate. The rapid pace and competitive pressure of today's business landscape make it hard to devote the necessary resources to understand clients' functionality needs and pain points. Meanwhile, the promise of technology means users expect consumer-grade user experiences—just like Spotify, Instagram, and their other favorite apps deliver—on off-the-shelf timelines and budgets.

ISVs with adaptable solutions that reduce development redundancies can reap the benefits of collaboration. That's because less development time devoted to commonly shared engineering requirements means more time to work with a client to create informed, better-fitting software.

With Mendix, ISVs can create easy-to-integrate, composable software to solve client, industry, and market needs. With a foundational suite of applications—a common core prebuilt on the Mendix platform—ISVs and their clients develop precise solutions in a fraction of the time. And, when a collaborative—or modular—common core can outfit software for limitless applications, an ISV's potential for growth and expansion becomes easier to realize.

With the Mendix low-code platform, ISVs can:



Deliver custom-fit solutions in the same implementation time as off-the-shelf solutions, often with smaller investments and with more available time for collaboration.



Build modular offerings and applications to facilitate entry into new, previously inaccessible markets. A prebuilt core significantly reduces risk and gives ISVs more resources and time to scale.



COMMERCIAL SOFTWARE SOLUTIONS ADAPT TO TECHNOLOGY

Technology has a leveling effect when the market has equal access, understanding, and a shared script for building operational workflows. However, today's landscape presents a markedly different scenario.

Achieving market differentiation can't be bought off-the-shelf or accomplished through traditional development methods alone anymore. With engineering timelines accelerating—driven by competition and innovative technology integration—it's no surprise that many enterprises are adopting strategies to move faster and stand out in the market.



By 2024, the design mantra for new SaaS and custom applications will be “composable API-first or API-only,” rendering traditional SaaS and custom applications “legacy.”



By 2025, cloud-native platforms will be the foundation for more than 95% of new digital initiatives — up from less than 40% in 2021.



According to the 2022 Gartner CEO and Senior Business Executive Survey, technology is the second-highest business-related priority for CEOs. Thus, CIOs keep facing growing pressure to accelerate their digital initiatives.

ISVs building commercial software need to adapt product offerings and timetables to meet clients' expectations, for whom the old approaches and deadlines aren't cutting it anymore. Building bespoke solutions is too slow. Trying to mass-produce one-size-fits-all, commercial off-the-shelf (COTS) software leaves clients unsatisfied. Instead, ISVs are exploring different operational frameworks to achieve modern KPIs, including:



Replacing one-off application builds with modular building blocks



Embracing product-differentiating technologies to accelerate development and deployment

In short, ISVs strive to create adaptable, composable development frameworks to ensure their software stays relevant, available, and easy to integrate. With collaborative commercial software frameworks, ISVs gain market understanding when working with clients.



THE SWEET SPOT BETWEEN SPEED AND SPECIALIZATION

Every enterprise has their own development strategy, even if they have similar back-end or functional requirements. Adaptable solutions can be customized, integrated, and extended to meet client-specific module needs. In combination with their unique market understanding, ISVs use adaptable solutions to calibrate for clients' shared requirements while still accommodating unique client strategies.

Working with different clients and partners helps an ISV gain market understanding. This perspective informs the modular applications and future common commercial software the ISVs develop—the wider an ISV's net, the better the input, the better the software. Individual strategies may require limitless customizations, but when an ISV builds to solve a commonly occurring problem, they can shorten time to value without compromising opportunity.

Adaptable solutions optimize the value of an ISV's rich market perspective—especially when building a common core of reusable starter apps that function across solution implementations. ISVs can use this common core to address their clients' shared needs without building the same complex capabilities and connections repeatedly.

And once ISVs build their roster of reusable, modular apps that comprise a common core, they can offer adaptable solutions on COTS budgets with faster time to value. They can compound improvement with each build by collaborating with their client instead of inching through core development.



THE MORE ISVS COLLABORATE, THE BETTER THEIR PRODUCTS

Collaboration gives ISVs a window into how a client uses a solution. The better an ISV understands where new technology may solve a business challenge, the more cost-effective, efficient, and useful their commercial software becomes.

An ISV can unlock valuable collaborative opportunities that lead to better products by engaging fusion teams within their clients' organizations. These teams bring together diverse expertise, allowing vendors to design and implement solutions that effectively address business challenges.

Tiger or fusion teams join composable skillsets and wide-ranging roles to form multidisciplinary digital teams that deliver products. They are conscientiously assembled—often including non-core-IT team members—to create a best-fit scenario for a specific task. They reconfigure based on the project's needs, redeploy quickly, and represent a purpose-built, modern collaboration strategy for ISVs.

Fusion teams can unlock valuable insights into how adaptable modules are modified and extended after implementation. This insight can help vendors prioritize their roadmaps with real-world feedback, better position modular software solutions for future clients, and predict the success of an upcoming upgrade. When an ISV and client partner together in the development process:



ISVs leverage real data to ensure their product roadmap aligns to actual, beneficial use cases



Dev teams discover conflicting customizations with enough time to handle them properly



Fine-grained conflict resolution becomes possible, giving clients more freedom to customize across modules



Technical collaboration ends data loss for the client

COLLABORATION OPENS MARKETS FOR ISVS—AND THEIR PARTNERS

Within a composable, modular framework, vendor's partners quickly iterate upon or pick up at the extensible endpoint of an ISV's core application. Partners can scale and continue innovation from where the vendor left off without fear of maintenance headaches or future versioning issues.

Easy adaptations, customizable extensions, and seamless upgrades make modular systems attractive to implementation partners, and open the door for better collaborative opportunities. In addition, knowing the technical side of the solution builds a stronger case for co-innovation with the client, and also with the vendor. For ISVs building the common core, partner input is critical feedback that helps craft products well-tailored to clients' needs.

ISV-partner collaborations add value in a modular framework because of the lowered risk of expansion. Vendors can scale a commercial software solution's footprint into new markets by leveraging implementation partners. In addition to generating new revenue opportunities, scaling broadens the scope of the ISV feedback engine, increases collaboration, and keeps commercial software offerings at the forefront of innovation.

Partner collaboration expands an ISV's networks of satisfied clients. End users are happier when they enjoy accelerated integrations and quicker access to new technologies. Clients also prefer to select and use an implementation partner they know—one familiar with their systems. Finally, clients with swift, efficient integrations conducted by their partners of choice are more willing to use low-code modular solutions to update, modify, and innovate next time around.

CLIENTS GET TAILOR-MADE SOFTWARE, ACCESS TO NEW TECHNOLOGY

When clients work with ISVs and partners that use modular, adaptable solutions, development times are reduced, technology becomes accessible, and product builds are more accurate.

Software-as-a-service solutions thrive on tailoring experiences that perfectly fit the clients' needs, business processes, and market expectations. By extending collaboration beyond just the internal tiger team and involving the client's product and development teams, the ISV and the enterprise can eliminate guesswork and focus on what truly matters to the end user.

When ISVs join forces with clients to co-innovate and co-create, the clients benefit from:



Tailored solutions and experiences that stand out in the market



Software applications that users trust and are more likely to adopt



Smoother upgrades, versioning, & implementations



MENDIX LOW-CODE PLATFORM IS PURPOSE-BUILT FOR COLLABORATION

Mendix Low-Code Platform is Purpose-Built for Collaboration

Building adaptable solutions on Mendix's low-code application development platform is an efficient and scalable way to mass-produce commercial software without sacrificing customization opportunities.

With adaptable solutions built on Mendix, ISVs have the power to monetize and protect their intellectual property and transform their developed code into a reusable resource through customization and extension. In addition, having a secure and immutable core makes user management more manageable, facilitates iterative development, and enhances privacy.

The immutable core concept also prevents clients and partners from making potentially dangerous modifications that could derail an entire system. Controlling user permissions and locking down specific aspects of the code base help with privacy and security concerns and reduce development timelines. When innovation is safe to conduct, when it doesn't endanger essential application functionality, it becomes easier for clients and partners to tailor their solutions.

Further, by abstracting complexity, ISVs reduce legacy integration hurdles, adaption timelines, and training requirements. Mendix low-code applications are easier to understand for both humans and systems, reducing implementation risks, and facilitating future iterative improvements. ISVs can use Mendix to monitor and govern client developments post-implementation and even use these metrics to drive future development based on identified client needs.



Greater control leads to easier versioning

With traditional development, versioning is cost-prohibitive, invoking a complex mapping strategy between systems, tools, and services. Time and investment require careful planning and execution and unavoidably result in missed opportunities. ISVs can be further burdened by versioning when clients and partners hesitate to adopt new releases because they are unsure of the impact or worried about unexpected costs and unscheduled downtimes.

With adaptable solutions built on Mendix, one update to the core can service all the modular components contained within the software. Adaptation insights show which parts of the solution have been modified and extended for each client—the vendor has a centralized overview of who is running on which version and can quickly determine backward compatibility. It's even possible for clients to phase the rollout of new versions so that they can experiment with new technology early. With Mendix, ISVs can modulate the scope of a release, minimize operational disruption, and better align project timelines with client expectations.

Client collaboration starts at your first meeting

The potential time and cost savings and the cross-industry scalability are two ways Mendix can help future-proof a commercial software business strategy. Another impressive collaborative opportunity comes by combining ease-of-build with composability to optimize your commercial demonstrations.

With Mendix, ISVs and their potential clients can use low-code and modular applications to co-create a working prototype during their first demonstration. Here's how:

- 1** ISVs leverage real data to ensure their product roadmap aligns to actual, beneficial use cases
- 2** Dev teams discover conflicting customizations with enough time to handle them properly
- 3** Fine-grained conflict resolution becomes possible, giving clients more freedom to customize across modules
- 4** Technical collaboration means less data loss for the client

Imagine listening to a prospect explain their functional requirements for a business process, and you are right there with them, tweaking your commercial solution in real time to bring their vision to life. With Mendix's low-code platform, co-creating a tailored solution prototype with a client over the course of a demonstration is not science fiction.



MENDIX SOLUTIONS KIT CREATES ISV DIFFERENTIATION

Competitive advantage can materialize in different ways for an ISV. For example, faster implementation timelines can give a vendor a competitive advantage by releasing software features and capabilities before the competition.

Collaboration also gives commercial software vendors a competitive advantage. But it's hard to collaborate when you don't have the time—a common outcome from custom-only builds—and it's hard to set your product apart when using the same tools as the competition—such as with an off-the-shelf solution.

COTS offerings are always small, medium, and large and require time-consuming manual work, expensive retrofit customizations, or result in less-than-impressed users. Custom-built bespoke software solutions fit well but take too long and cost too much to produce, and by the time they are functioning, they are obsolete.

ISVs using the Mendix platform have the space and time to collaborate with partners and clients to unlock a new level of innovation. In addition, Mendix invests in building and discovering new adaptability and collaboration innovation, which means vendors have front-row access to the latest technology with which they can easily experiment. The result is software that stands out, extends an ISV's reach, and creates market differentiation.



COLLABORATION IS AT THE HEART OF MODERN DEVELOPMENT

With Mendix, ISVs have more resources to allocate to a project, and the fixed costs of core module development decline as the number of successful implementations increases. Mendix helps an ISV stand out in the following critical technological areas:



Ease of implementation and customization

Mendix's technology can integrate with anything, and with low-code development, it's quick and easy to build personalized experiences.



Future-proof, sustainable development framework

With Mendix, an ISV builds a solution once and can mass-customize it for scalability.



Precision versioning

ISVs can roll out core updates seamlessly and execute software versioning with improved visibility and a better understanding of the update's impact.



Demonstrability

Deliver a personalized demonstration of a solution in real time to a client for a powerful proof statement.

Co-innovating custom-fit solutions on COTS timelines is the future of commercial software development. Creating solutions with high client impact requires a framework that allows for innovation and collaboration with a network of clients and partners. Mendix is purpose-built for collaboration and can help your ISV organization expand a future-proof portfolio of commercial software solutions.

Become part of the Mendix ISV program and start the journey of collaboration and co-innovation.

