Custom software development

Nash Tech.

You often need to build uniquely, move fast and operate efficiently to lead the market, stay competitive and drive profitability.

If you have a requirement that commercial off-the-shelf software (COTS) packages cannot meet, our custom software development services unlock business value faster for you in three key areas:

- **Differentiated products** that open new revenue streams and ensure your business stands out from the competition.
- **Unique user experiences** for enhanced user satisfaction and increased customer loyalty.
- **Optimised operations** through automating core business processes and improving efficiency and effectiveness.

AI-enhanced software development

We leverage GenAI to revolutionise our software development lifecycle (SDLC), including business analysis, development and testing.

Our systematic evaluation and integration of GenAI tools have led to significant productivity gains. With express permission from you, we can apply these tools to enhance coding efficiency, unit testing and overall project delivery.

See the results

Business outcomes delivered with customised software

MARKERSTUDY DISTRIBUTION

Markerstudy Distribution specialises in developing, administering and distributing bespoke insurance services to a wide range of high-profile brands. NashTech replaced its outdated systems with a hybrid Azure cloud platform delivering transformative results.

226%	**47%**	**90%**
increase in online quote-to-sale ratio drives profitability	*increase in customer journey completions*	*reduction in testing time improves time to market for new features*

300%	**4.7/5**	**99%**
increase in revenue	*rating on Trustpilot*	*delivery accuracy*

Jaguar Land Rover (JLR) saw an opportunity in the UK luxury car rental market and launched THE OUT to offer a premium, seamless rental experience with transparent pricing, a paperless process and no pickup or refuelling hassles. NashTech built its entire rental service platform.
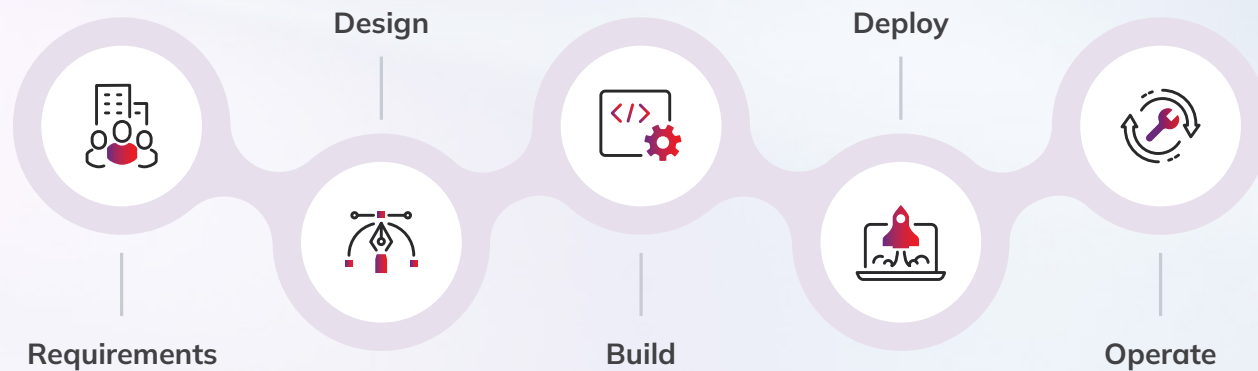
The Open University

" They are the hidden, but vital, element to a smooth-running platform that showcases the very best of Open University teaching to the world.

The Open University's OpenLearn platform serves 8.5 million visitors, but was struggling with mobile compatibility, page loading times, business continuity and GDPR compliance. NashTech deployed a scalable microservices architecture and a mobile-optimised website enhancing the learning experience and security.

A collaborative process for custom software development

Excellent software engineering is the engine that drives digital business success.

From developing new applications to modernising existing ones, we will work with your experts to engineer excellent user experiences and reimagine how your organisation operates.

Design

Deploy

Requirements

Build

Operate

Key benefits of custom software development with NashTech

NashTech is UK-headquartered, with highly experienced, motivated and qualified teams of software developers based offshore in key locations globally.

We offer our own distinctive engagement and delivery model that is versatile, adaptive and highly collaborative so that we can take you from vision to value fast at every scale of build and with exceptional quality assured:

Streamline workflows, automate repetitive tasks and eliminate inefficiencies.

Go to market faster using our suite of methodologies and accelerators.

Create new revenue streams and support business expansion with custom-built differentiated software.

Design with your teams, end users and clients in mind to create intuitive interfaces, embrace personalisation and deliver a better overall experience.

Your trusted customised software development partner

With expertise in software engineering, quality assurance, API integration, artificial intelligence (AI), cloud architecture, data management and analytics, our team ensures your software is innovative, reliable and strategically aligned with your objectives.

- **Flexible and scalable resourcing models.** Meet your strategic and technology goals efficiently and drive revenue and profitability.

- **Project delivery that balances innovation and risk.** Solve your toughest challenges through collaborative relationships and processes.

- **AI ready for substantial productivity gains.** Full AI options for the software development lifecycle (SDLC).

- **Exceptional quality assured**. We measure and continuously improve in terms of the overall quality accreditations we hold, the quality management system we deploy and at a detailed level within the SDLC.

Contact us