

Application development

Nash
Tech.

Power your business with custom-built applications that serve your unique requirements and deliver sustainable competitive advantage

Every organisation has a unique set of business needs. Custom application development helps you to address your own challenges more effectively, improve your operational workflows and better support your growth strategy.

We excel in the development of custom applications that empower organisations to scale, innovate and differentiate themselves in the marketplace. Whether optimising operations, enhancing customer experiences or automating

complex processes, our technology solutions are built specifically to serve your unique business needs and goals.

Differentiate yourself from the competition by developing compelling and innovative products and services your customers want using custom software. We take the time to understand your requirements and deliver solutions that are easy to maintain and enhance, while minimising your total application lifecycle costs.

Solve your application development challenges



Hidden costs

While COTS software can have lower upfront costs, it often includes recurring licensing fees and additional costs for customisation, upgrades and feature extensions.



Barriers to efficiency, performance and innovation

Most organisations are forced to adapt their processes to the commercial off-the-shelf (COTS) software they employ rather than the other way around.



Security and compliance

Sectors with strict security, regulatory or compliance requirements, such as finance, healthcare and public sector, often struggle with COTS software that does not fully meet their standards.



Poor integration with existing systems

Many organisations have legacy systems, proprietary databases or specific operational workflows that COTS software may not support effectively.



Ownership and independence

An off-the-shelf solution ties you to third-party vendors for feature updates, bug fixes and continued support. This leaves you vulnerable to price hikes, product discontinuation or limited customisation.



Case study:

Leading Insurance broker transforms quote and buy platforms

Industry: Insurance

Markerstudy Distribution (MSD) specialises in developing, administering and distributing bespoke insurance services to a wide range of high-profile brands. NashTech built a standardised quote and buy framework that enables MSD to launch new propositions much faster, reducing time to market from months to weeks.

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

“What NashTech delivers is of high value and high quality. The speed, efficiency, and innovation from their teams have surpassed anything we’ve seen before, even compared to UK-based teams.

Broker Systems Director,
Markerstudy Distribution

Discover the power of custom application development



Sharpen your cutting edge

Customised functionality differentiates you from your competitors to create that edge to grow your business and adapt rapidly to the evolving needs of your customers.



Retain control

You retain control of your roadmap. You can change course to suit your needs. And you can innovate at your pace.



No hidden costs

There is no risk of license cost creep as it is your custom software.



Stay ahead of the technology curve

You do not have to wait to take advantage of the latest implementation paradigms, you can take advantage of skilled professionals across a huge range of languages, patterns and frameworks.



Get your best fit solution

Custom software tessellates with your unique technology landscape meaning you avoid having to compromise on the solution of best fit. This reduces the risk of redundant features and improves your return on investment.

Work smarter, move faster and achieve more with custom application development

We develop custom applications in a cost-effective, rapid and highly effective way using the latest software engineering techniques and artificial intelligence (AI) tools. We can also support and continue to enhance your own custom-built software.

- **Built for you, not the masses**
Many organisations have requirements that off-the-shelf software cannot always meet. We craft solutions that align perfectly with what you need to achieve your goals.
- **Scalable and future-proofed**
Our software adapts as your business evolves, ensuring longevity and flexibility.
- **Integrated and efficient**
Seamlessly connect your existing systems, data and third-party applications for streamlined operations.
- **Expert-led development**
With deep technical expertise and a business-first approach, we design and deliver software that drives impact.
- **Secure and compliant**
Whether you operate in finance, healthcare, retail or any regulated industry, our software meets the highest security and compliance standards. We are ISO27001 accredited.

Your trusted application 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

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