# 70% of our customers told us they "Already had a system" before they invested in Zway.

Of course, you already have a system in place. You wouldn't have a business at all if you had not already organised some way to deliver products or services. But if your current system sounds like any one of these three models, you need to upgrade and speak to Zway as soon as possible. The ROI can be almost instant or at least in the same financial year. So, no need to go and find significant new funds.

**Model 1. Most typical – Herding cats**
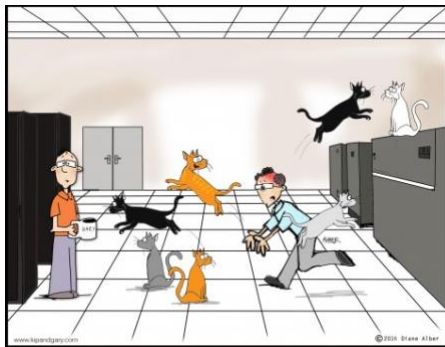
You have been in business for years. Over time, you and your colleagues have added individual apps to your portfolio of systems to help solve one issue at a time. Perhaps an accounting app to keep cash under control and MTD compliant? Perhaps a CRM because you thought it would decrease work and make sales easier. Over time these apps have proliferated. It's like they breed! Now you have no idea who bought what and why. Your information resides in different formats in different places and no single app speaks to the other. You may even have started to invest in another type of app that is supposed to "integrate the holy mess and create some sort of process, but it keeps breaking and costs the earth to maintain. You are not even 100% sure how much you are paying for everything you use.

Model 2. You still love the old dogs, but the vets' bills are mounting up.

Some time ago you wanted to gain advantage in your field by creating your own systems and software and you employed one or two people to build bespoke solutions. Initially everyone loved them, and you continued to invest way past what you originally planned. Now, those systems do much less than is required and the people you employed to make the apps are permanent employees and are a real cost just to maintain business as usual. Perhaps one of them has already left your employ and you feel nervous about what would happen without the last guy who wrote the original solutions. If your business is not a software business, you have no business building software products. Now, you want to re-organise, become more efficient and to concentrate on your core business.

Model 3. Owning and then trying to eat an elephant
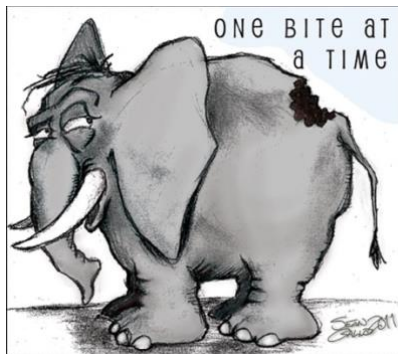
Much worse than adding many spurious apps (as in model 1), you decided to "pay a king's ransom" and go to one of the monolithic "ERP systems" to centralise your business processes. You bought an Elephant. Probably a white one. Now, a few years on, your provider has not kept pace with change, and you feel your legacy systems restrict business rather than empowering it. The operation day to day is complicated, smaller companies constantly "eat your lunch" by being nimble as your employees constantly moan about having to use fixed, heavy, grey computer programs.

What can you do about it all?

Speak with Zway for half an hour initially, tell us about your most pressing issue, ask us to solve it.

When we show you how, in a few days we can build a business process on fixed or mobile devices that will fix THAT problem, you can then discover how each process can be added one at a time, until your business is working at optimum speed. No need for large investment decisions. No need to eat the whole elephant at one sitting. Grow a single system that is designed and maintained by Zway as any product should be. Free yourself from developers that might hold you to ransom and make your company the "easiest company to do business with" in your marketplace.