

Keywords: custom software development (main), custom software development services, custom software development company, custom software development solutions, custom software development firm, bespoke software development, bespoke software development company, customized software development services, bespoke software development services, custom software developer, custom development software, custom software programming, custom software development provider, custom software outsourcing, customized software development company, custom software development pricing, how much does custom software development cost, custom business software development company

LSI words: outsource software development, end-to-end software development, software development process, custom software development company in USA, outsourcing

META

Title tag: Custom Software Development Services | LITSLINK

Meta description: Full-cycle custom software development services for web, mobile, and AI. 1540+ products delivered, MVPs shipped in 10 weeks. HealthTech, FinTech, SaaS. Book a free project discovery call.

Custom Software Development Services — Web, Mobile, AI & More

End-to-end custom software development — from MVP in 10 weeks to enterprise-scale platforms. We ship products for HealthTech, FinTech, and SaaS companies across the US, Europe, and beyond.

- MVP delivered in 10 weeks — scoped, built, and shipped
- 1540+ products delivered across HealthTech, FinTech, SaaS & more
- Full-cycle — from discovery to post-launch support
- US-based project management, EU engineering — Palo Alto, Orlando, Warsaw, Lisbon
- 80+ funded startups launched — we act as a technical co-founder
- 9 of 10 clients come back

Primary CTA: Get a Free Project Estimate

Our Custom Software Development Services

Our customized software development services cover whatever stage your product is at: a blank page, a half-built codebase, an aging legacy system, or a live product ready to grow.

Custom Software Development

Start with a blank page and end with software in production. We scope the idea, design the architecture, handle the custom software programming, test it, and ship it, then stay on for what comes next. This is end-to-end software development for teams that would rather hand the build to one partner than stitch together three. You own the code and the roadmap the entire way.

[Read more →](#)

AI & Machine Learning Development

Practical AI that does a job, not AI for the pitch deck. We build agentic AI, integrate LLMs, stand up RAG pipelines on your own data, train custom ML models, and ship computer vision where it earns its keep.

AI Agent: Hand it the busywork. An agent works through multi-step jobs by itself, pulling data, updating records, calling services, and carrying a task to “Done” while your team focuses on the calls only people can make. We ship it with guardrails and an audit trail, so a tool that acts for you stays a tool you control.

[Read more →](#)

Web Application Development

Portals, marketplaces, B2B platforms, and full SaaS products. We build web apps that hold up when the user count climbs, and the data gets messy, the two things that break most early builds. Front end and back end come from the same team, so nothing falls through the cracks at the handoff.

[Read more →](#)

Mobile App Development

iOS and Android, native or cross-platform with React Native and Flutter. We pick the approach by what your product needs, not by what is trendy: native when performance and device features matter, cross-platform when speed to two app stores matters more. Either way, you get one codebase strategy and a clear reason behind it.

[Read more →](#)

SaaS Development

Multi-tenant from day one, with subscription billing and the usage analytics that tell you who is about to churn. We have built SaaS for proof of concept and for production at scale, and we know where the architecture decisions you make in week two come back to bite you in year two. We make those decisions on purpose.

[Read more →](#)

Enterprise Software

Big companies run on big systems, and we build the ones that carry real load. That covers ERP, CRM, and HRM platforms, BPM tools that map to how work actually moves, document management, and data analytics and BI dashboards that turn raw numbers into decisions. We also handle the parts that keep enterprise software trusted: enterprise security, IoT device fleets, internal portals, eLearning systems, and multi-tenant SaaS platforms. Everything is built to fit your existing stack and your compliance bar, not to force a rip-and-replace.

Platform-based Solution Implementation

Already running on a platform like Salesforce, Odoo, or Shopify? We configure and customize it to match how your business actually works, instead of bending your process to fit the default settings. Less rebuilding, more fitting the tool to the job.

Application Modernization & Legacy Systems

Moving off a legacy stack is risky because the business logic nobody documented usually lives inside it. We migrate legacy systems to cloud-native architecture or microservices while keeping that logic intact, so the lights stay on during the move. The result is software your team can change again without holding its breath.

API Development & System Integration

Custom APIs, middleware, and third-party integrations that keep data flowing reliably across your connected systems. When your CRM, billing, analytics, and product all need to agree on the truth, the integration layer is what makes that possible. We build it so it stays standing when one of those systems changes.

Cloud Services & DevOps

AWS, Azure, and GCP architecture, plus CI/CD, Docker, Kubernetes, and infrastructure-as-code. We set up the pipeline so releases stop being a nervous all-hands event and start being a Tuesday. Infrastructure as code means your environments are reproducible.

[Read more →](#)

AR / VR Development

Immersive AR and VR built for a purpose: real estate tours buyers can take from another country, training simulations that beat a slideshow, and AR experiences that run on the phone already in your customer's pocket. We have shipped these for clients who needed the tech to sell or teach, not just to demo.

[Read more →](#)

IT Consulting

Sometimes the right first step is advice, before anyone writes a line of code. Our subject matter experts bring real domain expertise to technology consulting, software architecture reviews, and a digital transformation strategy built around your business rather than a generic playbook. We look at your business process management, find where the right software turns into a competitive advantage, and tell you straight when the smart call is build, buy, or wait. You leave with a plan you can act on, whether or not we are the ones who build it.

CTA: Get a Free Project Estimate

Why Choose LITSLINK for Custom Software Development

If you're picking a custom software development firm, five things tend to decide it. Speed, proof, the co-founder gap, your day-to-day contact, and retention. Here's where we land on each.

MVP in 10 Weeks

Ten weeks from kickoff to a working build, scoped tightly enough to learn something real from it. We cut the MVP down to what proves or kills the idea, then ship that. A short time to market is its own competitive advantage: you reach users, revenue, or your next funding conversation while slower teams are still in planning.

1540+ Projects Delivered

More than 1540 products shipped across industries since we started, which means most problems on your roadmap are ones we have hit before. That includes regulatory compliance in fields like HealthTech and FinTech, and the seamless integration of a new build into the systems you already run. See the proof in our [case studies](#).

80+ Funded Startups

We have launched 80+ funded startups, and for a good number of them, we filled the technical co-founder seat: the person who owns architecture decisions, hiring calls, and the honest "that will not scale" conversation. Useful when your cap table does not yet have a CTO.

US-Based PM, EU Engineering

Your project manager works US hours and speaks your language, in Palo Alto and Orlando. Your engineering runs out of Warsaw and Lisbon. As a custom software development company in the USA with European delivery, you get overlap with your day and a sharp engineering bench, without the offshore communication tax. That structure also keeps your total cost of ownership down, with cost savings that show up over the life of the product rather than just the first invoice.

9 of 10 clients come back

Clients keep coming back, which is the metric we trust more than any award. The first project is rarely the last one, because the software keeps paying off in operational efficiency and a clear ROI long after launch. By the time you are ready for the next phase of your digital transformation, we already know your stack.

Our Custom Software Development Process

This is the software development process we run on every engagement, and we tell you which step you are in the whole way through.

1. Discovery & Scoping

We get clear on the business objective before we touch a wireframe: the real goal, whether that is customer engagement, revenue, or efficiency, the hard requirements, and any regulatory compliance that fields like HealthTech and FinTech demand. We name the risks worth naming out loud. You leave discovery with a scope you can actually budget against, not a vague "it depends."

2. Architecture & Design

We choose the tech stack for your product's reality, not our comfort zone, and we design the UX/UI and the core user flows alongside it, across every channel your customers actually use, so an omnichannel experience is built in rather than bolted on later. We make the architecture decisions that protect scalability now, while they are still cheap to make. Software prototyping

comes early here, because it is far cheaper to move a button in a prototype than in production. You see and react to the shape of the product before the bill grows.

3. Planning

Now the timeline gets real, the deliverables for each milestone get named, and the budget gets refined against the actual scope. We map dependencies, flag where things tend to slip, and put a risk plan in writing. Hardware integrations always take longer than anyone hopes, so we plan for that instead of pretending.

4. Development & QA

This is where the product gets built, in working increments that you can open and try at the end of each cycle. Continuous testing keeps bugs small and surfaces them early, while they cost an hour to fix. By the end, you have working software you have already seen running, plus a clear picture of what is done.

5. Deployment

User acceptance testing first, then the production deploy, then onboarding that gets your team to real employee productivity quickly, so people and users land softly. We do not throw it over the wall and wish you luck. Launch day is something we plan, not something that happens to you.

6. Support & Maintenance

After launch, we monitor, fix, and keep the product evolving with on-demand updates, the ones that turn into real operational efficiency once your team leans on it daily. Software is never truly finished, so we stay reachable for the changes your product will need as it grows. You decide the pace, we keep the lights on.

VIDEO BLOCK

How We Build Your Product

Industries We Build Custom Software For

We have shipped in a lot of verticals. Here is where we go deep, and where to read more on each.

Healthcare / HealthTech

Healthcare software fails on the boring parts: data security, compliance, and getting two clinical systems to agree. We build HIPAA-compliant platforms, integrate with existing EHR systems, and design the compliance architecture so it is baked in rather than bolted on. Patient engagement portals, clinical systems, telemedicine, and integrations with medical devices are all in scope. The goal is software clinicians will use without fighting it, and that holds up to an audit.

[Read more: [HealthTech →](#)]

FinTech & Finance

Money software is judged on trust, and trust here is spelled compliance. We build payment processing, trading platforms, insurance software, and risk management tools with PCI DSS and SOC 2 requirements designed in from the start. The work spans core banking, peer-to-peer payments, robo-advisory, and high-load enterprise systems that cannot blink during market hours. We sweat the audit trail and the edge cases, because in FinTech, the edge case is where the money leaks.

[Read more: [FinTech →](#)]

SaaS & Startups

For founders, speed is survival, so we ship MVPs in 10 weeks: from proof of concept to a production-ready SaaS you can sell or raise on. We often act as the technical co-founder, owning the architecture so it survives both user growth and a venture round's worth of due diligence. We have launched 80+ funded startups this way. If your next milestone is a demo, a raise, or your first paying cohort, that is the deadline we build toward.

[Read more: [SaaS & Startups →](#)]

EdTech & E-Learning

Learning products live or die on whether people come back, so we build for engagement, not just enrollment. Full-cycle EdTech platforms, LMS builds with gamification, mobile learning apps, and AI personalization that adapts to each learner are the core of it. The usual stack is React, Node.js, and video streaming that does not stutter mid-lesson. We have built for both classrooms and self-paced learners, and the design choices differ more than you would think.

[Read more: [EdTech →](#)]

E-Commerce & Retail

Custom marketplace development across B2B, B2C, and C2C, built for stores that have outgrown the off-the-shelf cart. Payment integration, inventory management, recommendation engines, and a personalized UX that actually moves conversion are where we focus. The infrastructure underneath is built to hold up on your busiest sales day, not just an average

Tuesday. When traffic spikes and the cart cannot fall over, that is the part we obsess about. [Read more: [E-Commerce →](#)]

Real Estate & PropTech

Buyers and agents both want less friction, so PropTech is mostly about removing steps. We build custom real estate software: marketplaces with real search and filtering, VR property tours, CRMs built for how agents actually work, and the financial calculators that close the deal. International buyers especially want to tour before they fly, and we build for that. The thread through all of it is fewer in-person visits to get to "yes." [Read more: [Real Estate →](#)]

Sport & Fitness

Fitness products have to earn the daily open, and that is a high bar. We build fitness apps with workout tracking, AI coaching platforms, nutrition management, wearable device integration, and game-analysis systems that turn footage into something a coach can use. Some of these run on the phone, some pull from a wrist, some chew through video. The constant is making the data useful in the moment, not the next morning. [Read more: [Sport & Fitness →](#)]

Travel & Hospitality

Travel software has to handle a million availability checks and still take a payment cleanly. We build booking engines, reservation systems, marketplaces for tours and activities, and guest experience platforms. Dynamic pricing and reliable payment gateway integration are usually where the real complexity hides. Get those right and the rest of the trip feels easy to the traveler. [Read more: [Travel & Hospitality →](#)]

Social Media & Networks

A social product is a scale problem wearing a UX costume. We build social platforms with engagement tools, content moderation, feed infrastructure that holds up under millions of updates, real-time messaging, and creator monetization. The feed and the moderation layer are where most builds quietly break, so that is where we put the senior engineers. Community is the product, and the infrastructure has to disappear behind it. [Read more: [Social Media & Networks →](#)]

Recruiting & HRTech

Hiring teams drown in volume, so HRTech is mostly about giving them their time back. We build end-to-end applicant tracking systems, video interview platforms, AI CV screening, candidate scoring, onboarding tools, and HR analytics that show leadership what is actually happening. The AI here has to be fair and explainable, not a black box that screens people out for reasons nobody can name. We build it to assist the recruiter, not replace their judgment. [Read more: [Recruiting & HRTech →](#)]

Logistics & Transportation

In logistics, you cannot fix what you cannot see, so visibility is the whole game. We build transportation management systems, fleet management platforms, route optimization software, warehouse management systems, and last-mile delivery tracking. Real-time visibility across the chain, tied into your ERP, is what turns a guess into a decision. When a truck is late, the system should tell you before the customer does.

[Read more: Logistics & Transportation →]

Manufacturing & Enterprise

Manufacturing software meets the factory floor where it actually is, mess and all. We build manufacturing execution systems, quality management, production scheduling, supply chain automation, and IoT-enabled monitoring that reads the machines directly. A lot of the work is modernizing legacy ERP and automating the custom enterprise workflows that have lived in spreadsheets for a decade. The payoff is a floor that runs on data instead of tribal knowledge.

[Read more: Manufacturing & Enterprise →]

Technology & Software Companies

Even teams that build software for a living hand us the parts they would rather not staff for. We build custom software for ISVs, developer tools companies, and tech startups: AI-powered features, platform integrations, and architecture ready for the growth their own users bring. That includes automating internal dev workflows, AI code assistants, and API platforms. When your engineers are already maxed on the core product, we take the next thing off their plate.

[Read more: Technology →]

Technologies We Work With

Frontend

- React
- Vue.js
- Angular
- Next.js
- TypeScript
- Redux

Backend

- Node.js

- Python
- Java
- C# / .NET
- PHP
- Go
- Ruby on Rails

Mobile

- React Native
- Flutter
- Swift (iOS)
- Kotlin (Android)

AI & Machine Learning

- TensorFlow
- PyTorch
- OpenAI / GPT
- LangChain
- Hugging Face
- RAG systems

Cloud & DevOps

- AWS
- Microsoft Azure
- Google Cloud (GCP)
- Docker
- Kubernetes
- CI/CD pipelines
- Terraform

Databases

- PostgreSQL
- MySQL
- MongoDB
- Redis
- Elasticsearch
- GraphQL

AR / VR

- Unity

- Unreal Engine
- ARKit / ARCore
- WebXR

Platforms & Integrations

- Salesforce
- Odoo
- WordPress
- Shopify
- Stripe / Payments API

Custom Software Development Case Studies

Find the one closest to your situation. Each card lays out what the client needed, how we built it, and the technologies we used, with a link to the full story.

HealthTech · SaaS

SaaS Patient Engagement Platform & EHR Integration

Challenge: A healthcare client needed a HIPAA-compliant patient engagement platform that plugged into their existing EHR systems without interrupting clinical workflows. Switching systems mid-career was not an option.

Solution: We built the platform end-to-end: the compliance architecture, a patient portal, an EHR integration layer, secure messaging, and role-based access. The integration layer sat between the new product and the EHR, so clinicians never changed how they worked.

Result: Patients got a modern portal, and clinical staff kept their existing workflow, with the compliance and security posture designed in rather than retrofitted.

Stack: React.js · Node.js · AWS

[\[See Full Case Study →\]](#)

AI · Technology Companies

AI JavaScript Generator

Challenge: A tech company wanted a tool that writes JavaScript from a developer's plain-language instructions, fast enough to be useful inside real workflows.

Solution: An LLM-based code generator built on OpenAI, with context-aware prompting plus a layer that safely executes and validates the generated code before it reaches the developer. The validation step is what made it trustworthy rather than just clever.

Result: Developers describe what they want in words and get working, checked JavaScript back, cutting the gap between intent and code.

Stack: OpenAI / GPT · LangChain · JavaScript

[\[See Full Case Study →\]](#)

Real Estate · VR/AR

Virtual Reality App for Real Estate

Challenge: A real estate company wanted buyers to walk through properties in VR instead of flying in, a real problem for their international clients.

Solution: The VR application we built offers 360° property tours, interactive floor plans, and real-time rendering, running on VR headsets and on regular mobile devices. Supporting both meant a buyer with no headset could still take the tour.

Result: Prospective buyers tour listings from anywhere, so the in-person visit becomes the final step, not the first one.

Stack: Unity · ARKit / ARCore · WebXR

[\[See Full Case Study →\]](#)

AI · Enterprise / Manufacturing

AI Anomaly Detection for Enterprise ERP

Challenge: A manufacturing enterprise running a large ERP needed to catch anomalies in transactional data automatically, to head off errors and fraud before they spread.

Solution: A machine-learning model for real-time anomaly detection, wired into the ERP through its API. We added automatic alerts, a dashboard for analysts, and an audit trail so every flag could be traced back.

Result: Suspicious transactions get caught as they happen instead of during a quarterly review, and analysts work from a live dashboard rather than after-the-fact reports. *(Add verified metric if available.)*

Stack: Python · TensorFlow · ERP API Integration

[\[See Full Case Study →\]](#)

LLM · CRM / B2B SaaS

LLM Chatbot for CRM

Challenge: A B2B company wanted to take the busywork off its sales team inside the CRM: answering queries, updating contacts, and summarizing long threads through an AI assistant.

Solution: Inside the client's CRM, we built an LLM-powered chatbot connected through the CRM API. The agentic AI reads CRM data, updates records on its own, and produces clean summaries of customer communication, so reps stop copy-pasting and start selling.

Result: Routine CRM upkeep moves to the assistant, and sales spend their time on conversations instead of data entry.

Stack: LangChain · OpenAI · CRM API

[\[See Full Case Study →\]](#)

CTA: [View all Case Studies →](#)

What Our Clients Say

Note (not a carousel): static layout, 2–3 quotes. These must be different from the homepage testimonials.

"I feel so fortunate to have found Litslink for our software development needs. Our company was struggling to find good talent on our own, and they have provided an amazing person for every one of our needs."

— Sean Frank, Founder + CEO, Mainframe Real Estate · [GoodFirms →](#)

"After discussing our goals with Litslink, they carefully considered our needs and delivered a highly professional website that exceeded our expectations. Their project management and communication were top-notch, making us feel valued throughout the process."

— Zina Al-Khazal, Director of Technology, SoftBank Investment Advisers · [Clutch →](#)

"Oleg was amazing and always super responsive. He addressed and helped with any issues during the project."

— Octavian Neguletu, Founder & CPO, Vente AI · [Clutch →](#)

"She built over 150 end-to-end tests using Datadog Synthetic Monitoring and seamlessly connected them to our CI/CD pipelines. Her attention to detail and proactive mindset helped us identify and fix bugs before they reached our users."

— Gustavo de Souza Coelho, Head of Engineering, AIHR · [GoodFirms →](#)

"It was above our expectations, from the first meeting. During the project, the team clearly understood the tasks, which saved time on explanation and let us focus on delivering results."

— Olga Chiriac, Owner, FBC Fitness LLC · [GoodFirms →](#)

"The responsiveness of Litslink is top-notch, and they don't quit until they've found a solution. We're thankful we found them."

— CTO, Hot Air Balloon Company, Sedona, AZ · [Clutch →](#)

Custom Software Development Cost

The cost depends on the scope, but here is the honest range for custom software development pricing.

From \$50K: MVPs and smaller products

Enough to scope, build, and ship an MVP or a focused product, usually in the 10-week range. This is where most startups start.

From \$200K: mid-scale platforms

Multi-feature platforms with real integrations, custom workflows, and a user base to support. More moving parts, more QA, more planning.

\$1M+: enterprise-scale systems

Enterprise systems with heavy load, strict compliance, legacy modernization, or all three. Longer timelines, larger teams, deeper risk planning.

Where you land depends on scope, integrations, and compliance. The fastest way to a real number is a scoping call.

CTA: Get a Free Project Estimate (*form*)

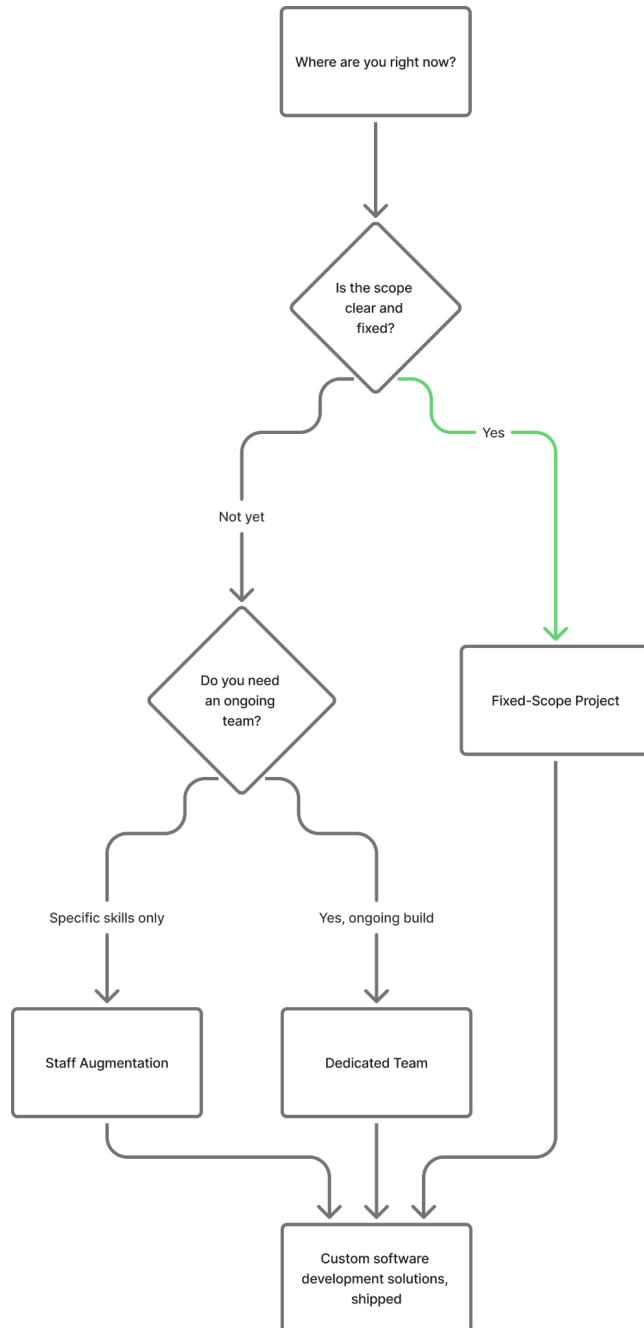
Engagement Models

You decide how closely we plug into your team. These three models cover most **custom software development solutions**, and a short scoping call is usually all it takes for us to point you to the right one.

	Fixed-Scope Project	Dedicated Team	Staff Augmentation
Best for	A well-scoped MVP or product with clear requirements	Ongoing custom software development solutions and long-term product growth	Filling a specific skill gap (AI/ML, mobile, DevOps) fast
Team size	2 to 6 specialists	5+ as a standing team	One or more individual experts
Duration	Fixed, tied to scope	Ongoing, month to month	Flexible, as long as the gap is open

	Fixed-Scope Project	Dedicated Team	Staff Augmentation
Pricing model	Fixed price	Monthly, per the team	Time and materials
When to choose	You know exactly what needs building	You want an engineering team you control without the hiring overhead	Your team is strong but short one or two skills

Not sure which one fits? Here is the short version of how we sort it out with you on the first call.



FAQ

What is custom software development?

Custom software development means building software designed around your specific problem, instead of buying an off-the-shelf product and forcing your process to fit it. A **custom software developer** scopes, designs, builds, tests, and ships software that matches how your business

actually works. You own the code and the roadmap. It costs more upfront than a license, and it pays off when the off-the-shelf option keeps saying no to the thing you need most.

How long does custom software development take?

An MVP can be in users' hands in 10 weeks. A mid-scale platform usually runs a few months, and an enterprise build can run longer, especially with compliance or legacy migration in the mix. The honest answer comes out of discovery, once the scope and risks are on the table. We give you a timeline you can plan against, not a hopeful guess.

How much does custom software development cost?

Most projects fall into three bands: roughly \$50K–\$200K for MVPs and smaller products, \$200K–\$1M for mid-scale platforms, and \$1M+ for enterprise-scale systems. Scope, integrations, and compliance move the number more than anything else. A free estimate gets you a figure tied to your actual requirements rather than a range off a webpage. (*Confirm bands with Sergiy Petrovich.*)

What engagement models do you offer?

Three, mostly. Fixed-scope project delivery when the requirements are clear, a dedicated team when you want an extension of your own org, and staff augmentation when you need specific skills to fill a gap. Plenty of clients start with one and move to another as the work changes. We will tell you which one fits your situation, even when it is the smaller engagement.

Do you sign NDAs?

Yes, and we will sign one before you share anything sensitive. Your idea, your data, and your code stay yours. This is a normal first step, not a negotiation.

Can you take over an existing project or legacy system?

Yes. A good share of our work is inheriting a codebase someone else started or a legacy system that needs modernizing. We start by reading the code and the business logic inside it, then map a path forward that does not break what already works. Taking over a half-built product is its own skill, and we have done it many times.

In-house vs outsourcing: what should I choose?

Build in-house when the software is your core product, and you can hire and keep senior engineers fast enough. Outsource software development when you need to move now, fill a skill gap, or ship an MVP before the budget for a full team makes sense. Many teams do both: a small in-house core plus a [custom software outsourcing](#) partner for the heavy lifting. We are happy to be the second part, and to hand everything over and train your team when you are ready to bring it in-house.

Is bespoke software development the same as custom software development?

Yes. Bespoke software development is the British-English term for the same work: software built for your specific needs instead of bought off the shelf. Whether you call us, the build is identical. Our bespoke software development services cover the full cycle, from discovery through launch and support.

Who do you build custom business software for?

All kinds, from seed-stage startups to enterprises modernizing a decade-old ERP. As a custom business software development company, we have shipped for HealthTech, FinTech, SaaS, logistics, and manufacturing. When an off-the-shelf license keeps saying no, custom development software built around your workflow is usually the better long-term call, and that is when teams bring in a custom software development provider like us.

Have a Custom Software Project in Mind?

If you are weighing custom software development partners and want to talk through your requirements, we would like to hear from you. A senior solution architect reads every inquiry and replies within 48 hours.

Next steps:

- 1 A LITSLINK specialist reviews your request and reaches out to discuss the details.
- 2 If needed, we can sign an NDA before moving forward.
- 3 We send a project proposal — estimates, timeline, and team CVs included.
- 4 After launch, we stay on for any updates your product needs.

Badges: ⚡ 48h Response · ♥ 1540+ Projects

CTA: Book a Free Discovery Call

Related Articles — From the Blog

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- [How Much Does Custom Software Development Cost in 2026](#)
 - [Custom vs Off-the-Shelf Software: What to Choose for Your Business](#)
 - [How to Choose a Custom Software Development Company](#)
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