SUMATOSOFT

7-Page Quick Guide to

Choosing Your Custom Software Development Vendor

Custom Development Services Costs & Timelines

Service type	Cost in the USA	Cost in Europe	Timeline
Discovery & scope sprint	$20,000 - $50,000	$10,000 - $20,000	1 month
Data dashboards/BI	$100,000 - $200,000	$50,000 - $150,000	1-3 months
Legacy system refactor	$20,000 - $70,000	$10,000 - $30,000	1-2 months
Web application	$90,000 - $200,000	$50,000 - $150,000	2-4 months
Mobile application	$90,000 - $200,000	$50,000 - $150,000	2-4 months
E-commerce platform	$40,000 - $100,000	$20,000 - $50,000	1-3 months
AI-powered solution	$150,000 - $300,000	$75,000 - $200,000	2-4 months
IoT application	$90,000 - $200,000	$50,000 - $150,000	2-4 months
Fintech	$200,000 - $500,000	$100,000 - $300,000	3-6 months
SaaS platform	$250,000 - $600,000	$150,000 - $350,000	3-6 months
Marketplace	$150,000 - $400,000	$100,000 - $250,000	3-5 months
Dedicated squad (4-6 ppl)	$80,000 - $120,000 / month	$40,000 - $60,000 / month	ongoing
Healthcare	$200,000 - $500,000	$100,000 - $300,000	3-6 months

Notes:
- *ranges assume mid-rate vendors, include PM/QA; exclude VAT, infra, and 3rd-party fees;*
- *the biggest cost drivers are integrations, compliance (HIPAA/GDPR), performance/SLA, multi-tenant, and complex roles.*

7 Steps to The Right Team

Step 1 - Frame the problem
- **One-pager**: business goal, success metrics, scope boundaries, key integrations, budget & timeline.
- This is the brief you send to vendors; it keeps comparisons apples-to-apples.

Step 2 - Build a longlist fast
- **Sources**: search + catalogs (Clutch/GoodFirms/TechReviewer) + your network.
- **Quick screen**: relevant case studies (≤24 months), legal entity & location, team capacity (not solo), basic security posture page.

Step 3 - Shortlist by evidence
- **Ask each vendor for**: 2-3 similar case studies with measurable results, 1 reference you can call, and named team bios for your project.
- **Verify via**: 10-minute reference call, LinkedIn cross-check of reviewers and team, and recency of portfolio posts.

Step 4 - Process & quality: show, don't tell
- **Ask for artifacts of the development process**: sample weekly plan, demo cadence, Definition of Done, QA plan excerpt (what tests, when), CI/CD screenshot/diagram, staging policy, and incident escalation path.
- Pass if they can show each item with a concrete doc/screenshot/link.
- Don't rely on words.

Step 5 - Proposal & cost you can compare
- **Demand a written SoW**: scope/WBS, deliverables, timeline with dates, assumptions, change policy, and payment schedule.
- Compare time-to-first-value, PoC/MVP plan, and risk controls - not hourly rate alone.
- Prefer a paid pilot (1-3 weeks) to validate collaboration before full scope.

Step 6 - Communication stress-test (7 days)
- Send a structured brief, expect a written recap within 24h.
- 1 call, expect minutes-of-meeting with actions/owners/dates within 24h.
- Meet PM + lead dev, not only sales. Track response SLAs and completeness.

Step 7 - Contract & exit hygiene
- **Include**: IP transfer, your ownership of repos/CI, delivery of all docs, data export formats, access/credentials handover, support SLA, termination clause, and a handover plan.
  Milestones with sign-offs: Design, PoC, MVP, UAT, Go-live - each with acceptance criteria.

8 Specifics to Check Before Contracting a Vendor

Look for	Ask for proof	Run this quick validation
Ability to turn messy ideas into a system	A 1-page capability map + domain model they authored	Give a 30-minute messy brief; ask for a rough domain model and 3-5 capabilities
Clear decision trail (not "it depends")	2-3 real Architecture Decision Records (ADRs)	Ask them to write 1 ADR for a stack choice you propose (and 1 alternative)
Sensible estimation under uncertainty	An estimated sample with three-point ranges + assumptions	Request a 2-feature estimate with best/likely/worst and explicit risks
Test strategy for tricky edge cases	Snapshot of their test pyramid + example boundary tests	Give 3 edge cases; ask where tests live (unit/integration/e2e) and to draft 1 test outline
Integration resilience (APIs fail in real life)	Error taxonomy + retry/idempotency policy excerpt	Hand a flaky dummy endpoint description; ask for retry/backoff and idempotency plan
Delivering value in slices (not big-bang)	Example "value slices" backlog that shipped to users	Share your goal; ask for first 2 slices delivering user-visible value in ≤4 weeks
Maintainability (future devs can live here)	Coding standards + module boundaries diagram + README template	Ask them to sketch module boundaries for your app and list what's enforced in CI/lint/review
Security by design	Lightweight threat model + data-classification matrix + role/permission scheme from a prior project	Share a simple flow with PII; ask them to label data classes, propose roles/permissions, list top-3 threats and mitigations

Top Custom Software Developers

[SumatoSoft](#)

- **Years in business**: since 2012 (13 years)
- **Core expertise**: full-cycle software, UX/UI, business analysis, backend, QA
- **Global presence**: US, Central/Eastern Europe, Asia
- **Time-zone coverage**: Americas, Europe, Asia
- **Team size**: 70% senior engineers, exact number not provided
- **Pricing**: $50-$99/hour

Innowise

- **Years in business**: since 2007 (18 years)
- **Core expertise**: custom development, staff augmentation, cloud/devops, data & AI, enterprise platforms
- **Global presence**: EU (Poland, Germany, Lithuania), US
- **Time-zone coverage**: Americas, Europe
- **Team size**: 2,500+ IT professionals
- **Pricing**: $50-$99/hour

HQSoftware

- **Years in business**: not provided
- **Core expertise**: custom software, mobile apps, dedicated teams, consulting, devops
- **Global presence**: Estonia, Poland
- **Time-zone coverage**: Europe
- **Team size**: not provided
- **Pricing**: $25-$49/hour

Amasty

- **Years in business**: 15+ years (since ~2008)
- **Core expertise**: e-commerce, plugins, integrations, audits, maintenance
- **Global presence**: Cyprus
- **Time-zone coverage**: Europe
- **Team size**: not provided
- **Pricing**: $50-$99/hour

Geniusee

- **Years in business**: since 2017 (8 years)
- **Core expertise**: edtech, fintech, custom apps
- **Global presence**: HQ in Ukraine, serving Clients globally
- **Time-zone coverage**: Europe, extended support for global Clients

- **Team size**: not provided
- **Pricing**: $25-$49/hour

Simform

- **Years in business**: since 2010 (15 years)
- **Core expertise**: custom apps, on-demand teams, architecture consulting
- **Global presence**: US, Asia
- **Time-zone coverage**: Americas, Asia
- **Team size**: not provided
- **Pricing**: $25-$49/hour

Merixstudio

- **Years in business**: since 1999 (26 years)
- **Core expertise**: JavaScript, Python, Flutter, react native, web apps
- **Global presence**: Europe, serving Clients worldwide
- **Time-zone coverage**: Europe, extended global
- **Team size**: 250+ experts
- **Pricing**: $50-$99/hour

ELEKS

- **Years in business**: since 1991 (34 years)
- **Core expertise**: DevOps, custom apps, blockchain, cybersecurity
- **Global presence**: Eastern Europe, the US, and Canada
- **Time-zone coverage**: Americas, Europe
- **Team size**: 2,000+ professionals
- **Pricing**: $30-$49/hour

Boldare

- **Years in business**: 17 years (founded 2008)
- **Core expertise**: agile projects, prototyping, scaling, product development
- **Global presence**: US, Europe
- **Time-zone coverage**: Americas, Europe
- **Team size**: several teams, exact number not provided
- **Pricing**: $50-$99/hour

Itransition

- **Years in business**: since 1998 (27 years)
- **Core expertise**: EDM, ERP, ECM, CRM, custom apps
- **Global presence**: Eastern Europe, US

- **Time-zone coverage**: Americas, Europe
- **Team size**: not provided
- **Pricing**: $30-$49/hour

Cogniteq

- **Years in business**: since 2005 (20 years)
- **Core expertise**: web, mobile, UI/UX, enterprise apps, IoT, AR/VR
- **Global presence**: Eastern Europe, US
- **Time-zone coverage**: Americas, Europe
- **Team size**: 90+ engineers
- **Pricing**: $30-$49/hour

SUMATOSOFT

Thank you for your time!

Any questions? Drop us a line!

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