hAPPenings

February 2019

PIONEERING PROGRAMMERS

We're well into the New Year and it's time to get back to work. The holidays are long gone and businesses focusing on integrating new strategies into their annual plans are bound to benefit by outsourcing services that could really take that extra burden off their shoulders. We're revamping our approach to clients and in 2019, Pioneering Programmers is going to provide extraordinary support to help you get more customers and help your business thrive! Keep reading to see how your business can succeed by choosing us as a preferred partner.

STAY ON TOP OF SECURITY WITH CUSTOM AND SECURE WEBSITES

Using themes, free or paid and commonly used content management systems like WordPress allow for easy infiltration into websites. If you didn't know, the Panama Papers hack was largely due to a security issue in WordPress and has also been the cause of much concern for companies not shifting to a more secure model for their website.

It could seem like a hefty task but moving over your website to a custom and highly secure platform is easier than ever. Pioneering Programmers is not just a leading software company, but we also offer secure and fully customized websites for our clients. We just don't believe in going for the free stuff. There is always a catch, a loophole and because of our superior belief in giving our clients the most value for their investments, choosing to go with free platforms and plugins is not our style of business.

Here are some of the ways that we ensure clients working with us always stay one step ahead when it comes to keeping their websites secure:

Software is always Updated

Platforms which are free may seem like a great deal. Unfortunately, free does not usually mean secure in our vulnerable world. Keeping software updated isn't cheap, but we go the extra mile in making sure it is. Using software, plugins and even content management systems which are not updated expose the entire system to hackers and vulnerabilities which could end up costing thousands in damages. For larger businesses, that amount can be much greater and even impossible to recover from.

Why not stay away from the hassle which could come about the very next moment and choose to go with a provider which will never compromise on client security and protection of data? Give it a thought.

We're Always Scanning for Vulnerabilities

When was the last time your website and online presence was audited for any potential security threats and hazards? Most businesses unfortunately are unable to give a clear answer. Hackers are not

waiting around for a company to go with a scheduled maintenance. Which is exactly why we are constantly monitoring for any possible breaches or loopholes in the system.

Our team of experts is equipped with not only the latest information in providing clients with a secure experience, but we are also always in the process of maintaining data at the highest possible level.

Free tools to scan for vulnerabilities don't end up getting the job done and may not even be able to recognize most threats. Depend on professionals who have been in the business of managing client security for years and don't end up on your back every time there is even a slight chance of sensitive data loss.

If your business has not faced any sort of hacking attempt or data loss in the past, you are one of the few lucky ones. Online threats are very real. We read about them every day in the news and how customer information is lost and leaked. Keep yourself and your business safe from implications of not being able to protect sensitive information in the right way.

GIVING UP ON DIGITAL MARKETING? THERE IS HOPE!

With all the recent changes on social media in 2018, businesses are giving up on their efforts to take advantage of the scope of social media. Billions of people are using social media on a daily basis, but it seems harder for companies to really take advantage of that when platforms such as Facebook, Twitter and Instagram keep changing their algorithms. It is like tightening the noose around those on social media who make it profitable for those companies in the first place.

All major social media companies generate revenue mainly from business presence and advertising, but unfortunately, their policies seem to have taken a turn against that. While user experience is important, it seems like businesses just can't find the right balance of how to use social media to the point of benefitting from it.

That could all possibly change for your business. Pioneering Programmers is not only a one-stop solution for great website design, software programming and creating futuristic mobile apps, we also invest in hiring top digital marketing experts to cater to our clienteles' diverse needs.

As much as we would like to tell you to keep things consistent in terms of your digital marketing plan for 2019, things have changed significantly. Here are some ways our clients are benefitting from our continuously improving digital marketing strategies.

Effective Content Marketing

What is worse than writing an immeasurable number of blog posts just to spam search engines? Writing low quality blog posts. Not surprisingly, both of those things go hand-in-hand when it comes to businesses trying to benefit from content marketing.

That strategy may have worked a few years ago and even into 2018 to some extent. This year, that strategy will lead your digital marketing even more into the ground. This is why whenever we talk about content marketing, we always add the term 'effective' in front of it.

Each piece of content needs to be specially curated and customized according to a client's industry, best practices and how it could be of the highest value for the reader. All of these aspects really brings it all together for the best effectiveness possible.
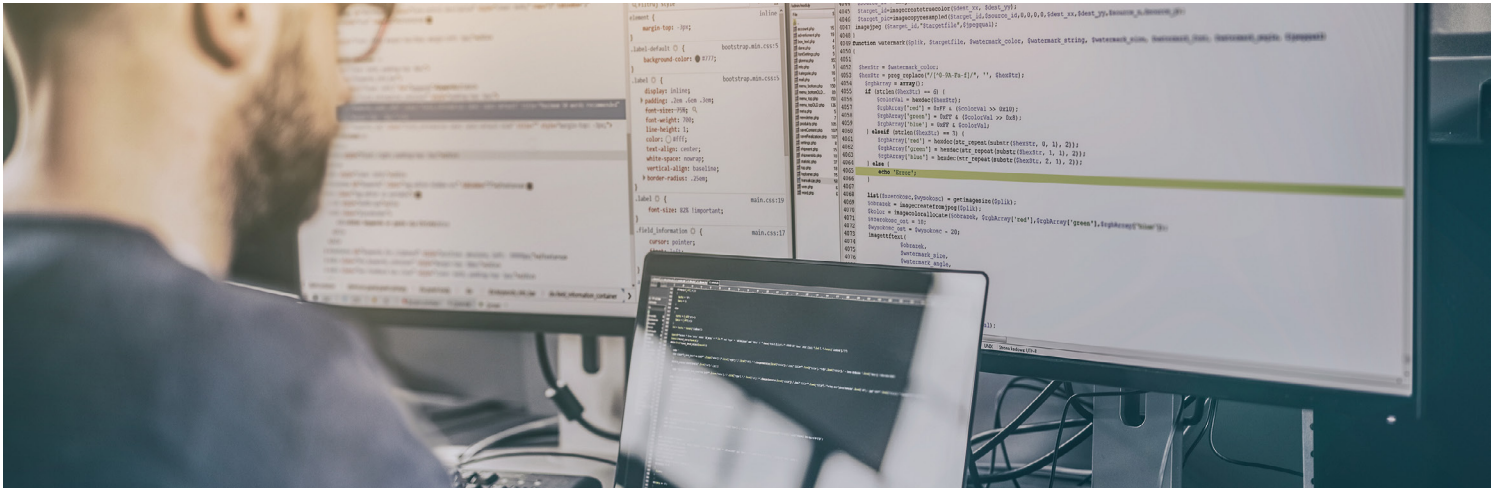
Marketing Automation

Struggling to keep up with all the items on your digital marketing agenda? Trying to do it solo can really take up a big chunk of your day and week. As a business owner, you need to be focusing more on the core of your operations and increasing revenue. Leave the digital marketing part up to us.

Efficiency comes from great content, but also automating most tasks which could be done better by a computer instead of a human being. Because we use the latest tools and digital marketing methodology, our processes have proved again and again that marketing automation is really a great way to increase brand visibility, reader awareness and value for both parties involved.

So the next time you schedule out hours of your day to do blog writing, social media posts and even analyzing traffic data from your website, just keep in mind that a team of experts is just waiting for your green single to give you the best experience you'll ever have.

Would it not be great to have your own, fully customized, personal and highly secure software? It has been years that your business is using template based programs which have always been causing issues here and there. Than you also probably have an annual subscription for technical support, which also ends up costing way more than originally intended because you are always on the phone with them. This needs to end in 2019!

With a fresh start, consider the fact that there is a service provider out there ready to develop custom software on a on-demand basis and make your life easier than ever before. Pioneering Programmers is the name to go with. We don't only offer an amazing experience throughout the entire custom software development process, but consultations are free too! How can there be a better deal than that?

But enough of us for now. Here are some major reasons that exploring custom software development in 2019 is the resolution you need to make now and keep.

Deep Level Personalization

Using one size fits all solutions which are widely available out there just do not get the job done in terms of personalization. The honest truth is that there is actually no one size fits all solution out there mainly because just how diver businesses are in today's era. There was a time when businesses would have very similar functions and requirements, but now, every organization is highly diverse and software companies have not always kept up with that.

We are thinking differently and so should you. Custom software allows businesses to get a solution, made and tailored exactly for them and their organizational requirements. This allows for greater integration, increased level of security and better performance overall.

Just think of it as getting something that you want against something someone else thinks you need. Which one of those situations sounds better? If getting something you want and your businesses requires is making sense, custom software is the way to go.

The Long Term Costs

A simple, available for all solution may definitely seem cheaper at the start. The key statement is 'at the start'. After that most companies are highly likely to be trapped into a system which ends up costing them way more than they intended. This is not uncommon.

The reason for this is needing to always get additional licenses and the huge costs associated with them. Not only that, but when you are using software that does not specially cater to your needs, it is likely that time with technical support will be a major item on your to-do list for months and years to come.

Custom software solutions end up saving money for a business in the long term and also allows for a greater experience and just better results overall. It really is that simple to differentiate from readymade software and custom software development. The latter is an investment which most businesses end up realizing too late after they have spent thousands of dollars and hours in figuring out what to do.

INCREASE REVENUE CHANNELS WITH SAAS AND MOBILE APPS

This year is the year your business is going to increase its flow of revenue and utilize more channels in doing so. That resolution you made to be more profitable is not going to be broken and Pioneering Programmers is going to be there every step of the way. How we intend on helping you achieve that goal is simple. Let's get that profit coming in with Software as a Service (SaaS) and mobile application development specifically for your business' needs.

What small to medium sized businesses do not usually understand is just how profitable it can be to have custom SaaS and mobile app development. The need to be continuously buying licensed software, manually or hiring someone to troubleshoot it regularly along with paying for upgrades end up being huge costs. This can all be avoided by simply choosing custom development and here at Pioneering Programmers, we have been doing it successfully for businesses just like yours for years!

Not convinced? Take a look at some of the benefits of using SaaS and having custom mobile apps for your business.

Better Customer Support

The ability to login from anywhere, anytime and see usage data and details in real times makes for custom SaaS and mobile development a key in superior customer support. If this is on the menu for 2019 than there is no better approach to it.

For businesses who have a geographically diverse team, the need to be continuously syncing devices and excel sheets with one another will no longer be there. Save a ton of hours of manual labour by heading into the cloud and let your customers know that your company has stepped into the future. Finally!

Increased Efficiency

Still waiting on Steven to send his files to the team so everyone has a copy? Is email file sharing and USB devices infected with malware a constant trouble for your business? Forget about all that because SaaS is how your business can save time, money and get rid of all of those nuisances which most companies gained freedom from years ago.

It is ok to be lagging behind, but with custom SaaS and mobile application development now being cheaper than it has ever been, the right time is now. Don't delay being a modern and efficient business any longer.

We know just how hard you work and how much you have put into your business and in making it profitable. Let's not let that hard work go to waste.

When it comes to having mobile apps developed specifically for a business' custom needs, the end result is a product which the business and customer are both extremely happy with. Why? Mainly because custom mobile app development makes it extremely user friendly and easier to customize instead of having a one size fits all solution.

Provide more value to your customers who are using their smartphones for hours every single day. Be one tap away from them at all times and even create special campaigns and loyalty programs to keep them coming back for more. This ultimately results in a stronger brand and better overall connections with customers no matter where they are.

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