

# Custom Software Development: Practical Strategies to Get What You Pay For (Webinar)

November 03, 2017

A company's custom software is an increasingly important part of growing profitability, shrinking expenses, and reaching new markets. It is critical to corporate success or failure. Software deals and licensing models are evolving as quickly as the technology, becoming more complicated and costly. Companies that do not understand the current trends and common pitfalls when negotiating software contracts may find themselves facing unexpected and unnecessary expenses and litigation.

How can you avoid mistakes, negotiate a better deal, protect your company, and obtain maximum value for your organization?

Join business owners, IT professionals, CIOs, CTOs, and attorneys for a program on best practices for scoping and negotiating custom software and IT agreements. This unique event will provide up-to-date, specific examples of contract language designed to minimize risk and maximize your rights.

Gain valuable insights and new strategies to help you:

- Evaluate and hire software developers
- Use appropriate pricing models to achieve your goals
- Assess how ownership of software and data is determined in connection with cutting-edge technology
- Anticipate and incorporate future M&A needs in your agreements
- Master security risks

- Navigate domestic and international standards including PCI, Safe Harbor, HIPAA, GAAP, and General Operational Security
- Plan effective exit strategies while preserving your data

Panelists:

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