

The Future Is Software: How Every Company Will Need Internal Development Teams to Compete

In an exclusive interview, business consultant and technology innovator Rodrigo Amora discusses why traditional businesses must embrace software development to survive and thrive in the AI era.

San Antonio, Texas Jul 12, 2025 ([IssueWire.com](https://www.issuewire.com)) - **Interviewer:** Rodrigo, you've been working extensively with small and medium businesses on digital transformation. What's the biggest shift you're seeing in how companies operate?

Rodrigo Amora: The most fundamental change I'm witnessing is that every company, regardless of their industry, is becoming a software company by necessity. It's no longer enough to just use off-the-shelf software solutions. Companies that want to truly differentiate themselves and serve their customers better are building internal development capabilities.

What do you mean by "every company becoming a software company"?

Think about it this way - a restaurant isn't just about food anymore. The successful ones have custom apps for ordering, AI-powered inventory management, personalized customer experiences. A construction company needs custom project management systems, IoT sensors for equipment monitoring, AI for cost estimation. These aren't "nice to have" features anymore - they're competitive necessities.

Through my work with Berry Consulting, we've been testing and validating new ways to implement technologies into business processes in order to develop a framework on how to use in-house software to completely change business models. Today, the businesses that thrive are those that build custom solutions tailored to their specific workflows and customer needs, rather than trying to force their processes into generic software.

Why can't companies just buy existing software solutions?

Off-the-shelf solutions solve maybe 70-80% of your needs - or worse, they have way more functionality than what is needed and cost a lot more, that remaining 20-30% is often where your competitive advantage lies. When you build internal solutions, you can create exactly what your customers need, integrate seamlessly with your existing processes, and iterate quickly based on real feedback.

In our research on AI and business consulting, we found that companies using custom AI tools saw productivity increases of 30% or more. That's because they weren't limited by what a generic tool could do - they built exactly what they needed.

What about the costs and complexity of building internal teams?

This is the biggest misconception. People think you need massive teams and budgets, but that's not true anymore. With modern development tools, AI-assisted coding, and cloud platforms, a small, focused team can build incredibly powerful solutions.

I've seen companies start with just one or two developers and gradually build their capabilities. The key is starting small, focusing on solving specific pain points, and growing organically. The ROI often

justifies itself within months when you're solving real business problems.

How does AI change this equation?

AI is a game-changer because it's simultaneously making software development easier and creating new opportunities for differentiation. On one hand, AI-assisted coding tools mean smaller teams can build more sophisticated solutions faster. On the other hand, companies that integrate AI thoughtfully into their operations gain huge advantages.

In our studies of the US market, we've seen small businesses using custom AI solutions to compete with much larger companies. A local retailer with a custom AI recommendation system can provide better customer experiences than a national chain using generic tools.

What specific capabilities should companies focus on building first?

Start with your biggest pain points. Usually, that's data integration - most companies have information scattered across multiple systems that don't talk to each other. Build internal tools that connect your data and automate your most repetitive processes.

Then move to customer-facing solutions. Custom dashboards for clients, automated reporting, personalized experiences. These directly impact revenue and customer satisfaction.

Finally, invest in AI capabilities. Even simple automation can save hours of work daily. We've documented cases where businesses reduced manual work by 60-70% through custom AI solutions.

What does this mean for the US market specifically?

The US market is perfectly positioned for this transformation. You have abundant technical talent, a strong entrepreneurial culture, and businesses that aren't afraid to innovate. The companies that embrace this software-first mentality early will dominate their industries.

I'm planning to bring Berry Consulting's methodology to the US market because I see incredible potential here. American businesses have the resources and mindset to build these internal capabilities, but they often just need guidance on where to start and how to do it efficiently.

What's your advice for business leaders who feel overwhelmed by this shift?

Don't try to boil the ocean. Start with one specific problem that costs you time or money every day. Find a developer or small team - they don't even need to be full-time initially. Build a simple solution to that one problem. Learn from the process. Then tackle the next problem.

The businesses that survive and thrive in the next decade will be those that view software development not as a cost center, but as their primary competitive advantage. The question isn't whether you'll need internal development capabilities - it's whether you'll build them before or after your competitors do.

Any final thoughts for our readers?

We're at an inflection point where technology is becoming democratized. Using the advances in AI, small businesses can now build solutions that were only possible for tech giants just a few years ago. The companies that recognize this and act on it will define the next generation of business success.

Don't wait for the perfect moment or the perfect team. Start building now, start learning now. Your future competitiveness depends on it.

Rodrigo Amora is co-founder and partner of Berry Consulting, Brazil's fastest-growing online business consultancy, and is currently expanding operations to the United States and Chile. His company has developed proprietary AI tools that democratize access to high-quality business consulting for small and medium enterprises.

Media Contact

Berry Consulting

*****@berryconsult.com

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