

How a €100k Feature Became a €10k Win

| (and Still Shipped Before Deadline)

They came to us as an energy trader with a very enterprise-friendly promise:

“Our biggest clients can lock today’s market price from global providers.”

It’s a strong promise. Sales teams love it.
Right up until someone asks:
“Great. Where’s the button?”

Act 1: The Sticker Shock

They assumed their ERP vendor had this covered.

The ERP vendor assumed they had a spare **€100,000** for a “small enhancement.”

That’s when they called us.

The feature didn’t look like a €100k problem. It looked like something solvable - cleanly and pragmatically.

So we said:

“This shouldn’t be a €100k problem. This is a €25k problem. Maximum.”

We asked for a requirements list so we could assess bespoke development properly. We received this in September.

We responded with a range: **€15k–€25k**.

Then we did something unusual in enterprise IT: we had one focused meeting.

Everyone left knowing exactly what needed to happen and who was doing what.

Act 2: “Ok, Let’s Do It.” (Also: It’s October.)

In October they gave the green light.

Small detail:

We had less than two months to deliver.

And December is not exactly famous for its calm productivity.

So we moved immediately.

We asked for the two things that unblock everything:

1. The input form/mockup they had already designed internally
2. Access to the exchange API for downloading market prices

Then... nothing.

Four days of silence.

So we picked up the phone.

We learned they were waiting for another ERP-related discussion.

And that’s when we separated motion from progress.

Act 3: Steps A, B, C Before Step X

ERP integration was important - but it wasn't first.
So we clarified:

"ERP integration is Step X.
Let's do Steps A, B, and C first.
Send us the form.
Get us API access.
Give us 45 minutes to clear the unknowns.
Otherwise, we'll meet in January with nothing tangible."

Things started moving quickly after that. The form came through, we had a quick call to clear up a few details, and the project began to build momentum.
It moved the way good work should - straightforward and steady.

Act 4: Show Something Real, Early

A week later, the form was live. It wasn't the finished system or fully integrated yet, but it worked - something real people could use.

And that changed the quality of feedback overnight.
Because you cannot design edge cases in theory.

Once they saw it functioning, the conversation moved to:

- Approval thresholds
- UX clarity
- Edge cases
- User misunderstandings
- Practical behavior in real market conditions

That's when projects stop being abstract and start becoming useful.

Act 5: Plot Twist - ERP Integration Quietly Exits

Two weeks later, the UI was fully activated.
And then they discovered something inconvenient:
Their ERP had nowhere meaningful to store our output.
This is where many projects spiral.
Instead, they made a practical choice: skip the ERP integration and handle small adjustments manually.

Why?

It would take about two hours a month to update invoicing totals using our reports - a simple trade-off that made perfect sense.

And here's the adult logic:

- If automation is expensive
- And manual work is barely noticeable
- Don't build expensive software to eliminate a small inconvenience

That decision alone protected the project's ROI.

Act 6: Christmas Polish (Without the Elusive Brand Manual)

As December approached, we styled the client-facing interface to match their company branding. We requested their graphic manual multiple times.

It never materialized.

So we used their website as reference and aligned the UI accordingly.

API access to live market prices wasn't ready yet. And while we're always supportive, some things have to come from the client's side.

We can guide and prepare everything around it, but credentials don't appear out of thin air.

Finale: The Invoice

The solution went live before New Year - fully polished and operational.

The invoice had already gone out before the holidays: €10,000. Not €100k, not €25k - just €10k for work that fit the scope perfectly.

That's what proportionate engineering looks like.

What This Story Is Really About

1. Bespoke Development Can Move Extremely Fast

As long as the scope is clear and the momentum stays protected.

2. When We Push for "Simple" Things Early, It's Experience

When we ask for API access or mockups early, it comes from experience. We've learned that's where most delays start.

3. You Don't Need a Perfect Plan

You need:

- *A clear starting slice*
- *Something usable quickly*
- *The willingness to adjust*

Reality is a better consultant than most strategy decks.

4. Pragmatic Beats Performative

We don't believe in endless ceremonial meetings.

We reserve high ceremony for:

- *Code quality*
- *Data handling*
- *Security & Stability*

Because that's what clients pay for.

**The real story wasn't the form. It was
how focus and clear boundaries kept
the project on track.**

TIMEPRESS

We love making people's lives easier — and a whole lot more joyful. Getting rid of repetitive tasks and putting more time back into your day? That's what drives us.

Since 2009, we've specialized in Ruby on Rails, process automation, and custom-tailored software development.

And in 2023, when AI came speeding into the scene faster than a kid chasing a cute dog, we jumped right in — and we're loving the results.

We believe tech should work for you, not the other way around. Lucky for you (and honestly, for us too), we know exactly how to make that happen.

What we offer



Free demo in 14 days

A demo version will be prepared for you within 14 days. You will be able to try some of the basic functions and evaluate the benefits.



ROI in 6-24 months

Return on investment is an important indicator of our accomplishment. Based on our experience, we know that this goal is usually reached within 6-24 months.



Direct communication

We know that effective communication is the basis for success. The lead developer of the project will always be at hand for you.



Professional support

Once your new system is successfully implemented, we will continue to measure, analyze, and oversee that everything works as it should.

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