Article

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Ready to turn your idea into a reality?

Whether it's an app you've been sketching on a napkin for years, an automation that would save your team hours every week, or a smarter way to use the data you already have - there has never been a better moment to stop thinking about it and start building it.



Mike Dent
Head of Digital Solutions
Email mike.dent@waterstons.com

When it comes to building software, we believe in choosing the right tools to solve the right problems. Sometimes that's bespoke software built from the ground up. Sometimes it's a low code platform. Sometimes it's something in between. The goal has always been the same: get your idea into the real world in a way that actually works.

And right now, that's never been easier.

Tools have changed – opportunities haven't

'Vibe coding' – using AI to generate working code through natural language prompts, with little or no traditional programming knowledge - is helping people turn ideas into working products faster than ever.

Low code platforms like Power Platform let you build automations and applications without needing to understand the infrastructure underneath. And AI-assisted development is helping teams ship things that used to take months in just a matter of *days*.

Although the barriers between a good idea and a working product are coming down, which really is exciting, it comes with a serious caveat: if you're building quickly, you must make sure the right guardrails are in place. Code that's generated quickly and deployed without proper security checks is a real risk. We see it. Our cyber and advisory teams deal with the consequences all the time.

The opportunity is real. But so is the responsibility to do it properly.

Technology should serve the business, not the other way around, and we're always telling clients to focus on what slows them down, not what makes them special. But the world is shifting. Building the 'special' stuff - your idea, your edge, your vision – is a real possibility, without it necessarily costing the earth. The key is building it in a way that doesn't create a bigger problem down the line.

Help, not hinderance

This isn't about the dangers of AI generated code. And it’s certainly not a pitch for why you should ditch your current approach and do it our way.

The truth is, AI can write code better than most humans now, and embracing that is the only sensible move. Whether you’re vibe coding a prototype, automating a process in Power Platform, or working with a development team on something more substantial, all of it is valid. All of it can work. And all of it can get you closer to what you’re trying to build.

What matters is that a human is still in the room. Someone who understands the problem, cares about the outcome, and can make the judgement calls that no AI prompt can ever replace. And someone who's asking the right questions about what happens when things go wrong - because at some point, they will.

This is where we’re a bit different. We're not just a software team - we have people who build things, people who secure things, people who advise on whether you've got the right practices in place, and people who keep an eye on things once they're live. All under one roof.

We've been helping people turn ideas into digital products for a long time, from small automations and integrations to extensions for M365. We also deal with large, complex applications such as CyberAlarm, a national cyber threat monitoring tool used by thousands of businesses across the UK and funded by the Home Office, where we combined traditional software development, UX, and AI assisted coding with the right checks and governance in place.

If you're vibe coding something and you're not sure whether your security practices are up to scratch, that's a conversation worth having before it becomes a problem. Our cyber security and advisory teams work with organisations every day to make sure the guardrails are in place. It's not about slowing you down, but making sure what you build doesn't come back to bite you.

We sit side by side with development teams and citizen developers. Working with them, building something together, and leaving them in a position where they can own it when we're done. That human element - the collaboration, the shared problem solving, the relationship - is something we'll never automate away. It's the bit that makes the difference.

So, what's the point?

That idea you’ve got? Now is the time to do something with it.

The tools are more accessible. The support is there. And the cost of getting started is lower than it's ever been.

Whether you need help building it, securing it, or making sure it keeps running once it's live – it’s what we’re here for. All of it, in one place.

We’re ready when you are: ai@waterstons.com