

# Why ruby on rails from the business point of view

From a business perspective, Ruby on Rails is often chosen due to **its ability to rapidly develop web applications**, making it ideal for startups and companies needing to quickly bring products to market, while also offering scalability to handle growing user bases, strong community support, and built-in security features, all contributing to cost-effectiveness and efficient development cycles. [1, 2, 3, 4, 5]

## Key business benefits of Ruby on Rails: [1, 2, 4]

- **Faster development time:** Rails' conventions and simplicity allow developers to build applications much quicker compared to other frameworks, leading to faster time-to-market. [1, 2, 4]
- **Scalability:** Ruby on Rails can handle increasing traffic and user numbers as a business grows, making it suitable for large-scale applications. [1, 2, 5]
- **Cost-effective:** The rapid development speed and readily available community support can significantly reduce development costs. [1, 2, 5]
- **Strong community:** A large, active community of developers provides access to readily available libraries, solutions, and support for troubleshooting. [1, 2, 6]
- **Built-in security features:** Rails prioritizes security with features that help prevent common vulnerabilities like SQL injection and cross-site scripting. [2, 3, 7]
- **Flexibility:** The framework allows for customization and adaptation to unique business needs. [1, 2, 4]
- **Suitable for MVPs:** Due to its rapid development capabilities, Rails is often used to build Minimum Viable Products (MVPs) to test market viability quickly. [2, 4, 5]

Examples of companies using Ruby on Rails: [5, 8, 9]

Airbnb, Shopify, GitHub, and Basecamp. [5, 8, 9, 10]

[1] <https://www.learnenough.com/blog/why-ruby-on-rails-is-so-popular>

[2] <https://www.linkedin.com/pulse/why-ruby-rails-great-choice-building-mvp-natalie-kaminski-9onwe>

[3] <https://shakuro.com/blog/why-use-ruby-on-rails-and-when-its-better-for-your-project>

[4] <https://rubyroidlabs.com/blog/2024/03/why-ruby-on-rails-dev/>

[5] <https://gaper.io/ruby-on-rails-cost-effective-solution-for-startups/>

[6] <https://patrickkarsh.medium.com/why-ruby-on-rails-is-so-popular-c950106737d7>

[7] <https://www.cleveroad.com/blog/discover-why-ruby-on-rails-framework-is-a-good-pick-for-your-startup/>

[8] <https://daily.dev/blog/ruby-on-rails-beginners-guide-2024>

[9] <https://gaper.io/ruby-on-rails-startup-founders/>

[10] <https://www.monterail.com/blog/why-ruby-on-rails-development>