

The Smart Way to Win the Build vs. Buy Battle

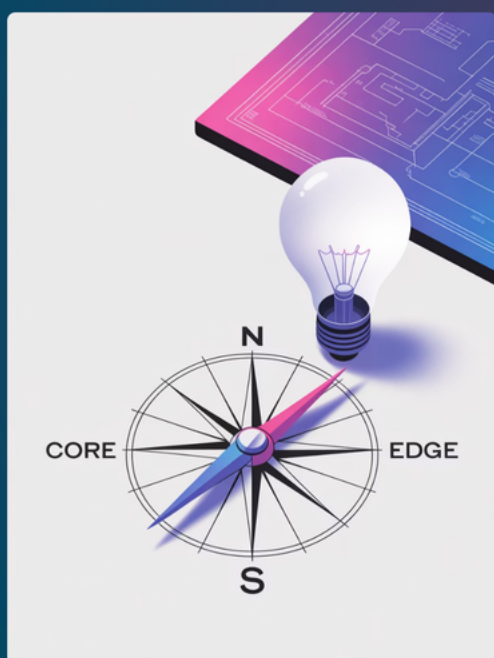


The Dilemma:

When organizations face a new software need, one deceptively simple question often arises: Should we build in-house, or buy a ready-made solution? The decision is anything but simple. Here's how to make the best choice.

When to Build: The Edge

What is the edge? **A point of opportunity:** Pursue unique features, custom workflows, or advantages that appeal to investors



Differentiation

Potential to differentiate and win customers

Control

Control over design, data, and innovation

Evolution

Keep reassessing: what appears to be "the edge" today may be "the core" tomorrow

User Focus

Always design for the end user, not the IT team

"Buy where the market is mature, build where the market is blind."

- David Stifter, CEO & Founder, PredictAP

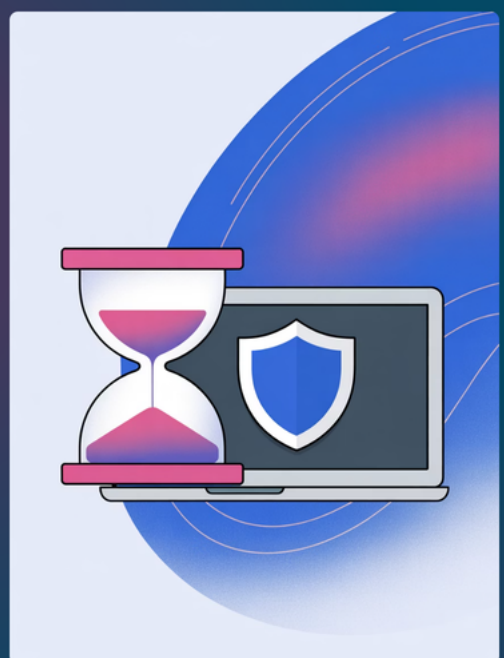
Why Buying Often Wins

Buy the Core: Gain speed and proven expertise, and save money

- Proven products have greater depth, backed by experienced vendors
- Ideal for foundational (core) capabilities
- Reduces risk, speeds time-to-market
- Vendor handles updates, maintenance, and compliance

"You should end up with a better product for less cost... in a much shorter time frame."

- David Stifter, CEO & Founder, PredictAP



Avoid Risk

- Don't spend years building something vendors can outpace
- Be ready to pivot if market offers a better, cheaper, integrated option



Think strategically:



Core = buy proven



Edge = build standout

- Evaluate your options carefully with a pros and cons analysis to make the most efficient choice for your organization.