

# BUY VS. BUILD

## The Top Ten Factors To Consider Before You Choose A Software Solution

**We've all been there.** You just want a *completely custom* enterprise level software solution that does everything you need, does it automatically, does it correctly every time, integrates with all your other applications, comes in below budget, and can be up and running tomorrow.

**But real-world options rarely align with those desires.** So the question becomes: do you *buy* a ready-made platform and accept any potential limitations, or do you *build* a custom solution tailored to your every need?

### Take The Top Ten Test

1. **WHAT IS THE MVP?** In other words, identify your Minimum Viable Product. The more you can distill out the “nice to haves” from the “must haves,” the easier it will be to make a sound decision.
2. **WHAT SOLUTIONS ALREADY EXIST?** Do your due diligence! Even if you're leaning toward a custom solution, you don't want the new guy across the hall stealing your thunder, revealing an exciting turnkey solution while you're making your case for custom to the VP. Besides, you can always learn from the interface, features, or even failures of existing solutions to set the stage for success.
3. **WHAT IS THE UPFRONT COST TO BUY VS. BUILD?** Ok, so while it doesn't tick all the boxes, you found an existing solution that at least meets your MVP list. Time to compare upfront costs with the custom solution you're considering, with and without the extra bells and whistles on your extended wish list.
4. **WHAT ARE THE ONGOING COSTS OF EACH?** This is a question that is often glossed over. An existing platform may have clearly defined yearly expenses that make it look like a long-term loser over a custom build, but it's easy to overlook the fact that a custom solution can be even more expensive when you factor the custom upgrades needed to

keep it in line with technology advances, especially if the existing platform is regularly updated by the provider as part of their fee.

5. **HOW LONG CAN YOU WAIT?** An off the shelf solution is usually quick to implement, whereas a custom solution may be 9, 12, or even 18 months from launch, and bug fixes may go on for months or years thereafter as real world use reveals the flies in the ointment.
6. **DO YOU HAVE THE MANPOWER?** If you're building your custom solution in-house, the development team is going to be unavailable for other tasks, and their time should be factored into the upfront cost. If it's an external team, there will still be ongoing meetings, project management, oversight, testing, and other tasks that will consume time and resources from internal staff members.
7. **ARE YOU FUTURE PROOF?** How long does the solution need to last? Does the off-the-shelf contender have a proven track record and long life expectancy? What will it take to ensure your custom solution can stand the test of time? What technology dependencies exist that must be considered for a custom solution that may not be released for a year or more?
8. **WHAT ABOUT THOSE PESKY USERS?** For an existing solution, make sure and get reviews and recommendations from real users. For your custom solution, just remember that the first release, no matter how thorough the testing, will probably have issues that go undiscovered until real world use begins. Be prepared for several version releases afterward to iron out the rough edges. And don't forget to factor in training materials, which will need to be developed for a custom solution. Did you factor that into your up-front costs?
9. **WHAT ARE THE BENEFITS OF SUCCESS?** Perhaps you're looking to increase productivity, enable greater control, connect disconnected systems, automate manual tasks, or solve other business pain points. Whatever success looks like, it has a value that should be greater than the cost of the resources used to obtain it. This seems obvious, but you wouldn't be the first to try and solve a problem that was literally not worth solving.
10. **WHAT IS THE RISK OF FAILURE?** Another way to test your options is to consider the outcome if the solution just doesn't deliver. What investment of time and resources have been lost? What is the risk of a compliance failure? In the case of implementing an existing solution, is there a proven track record of success, industry certifications, warranties, or other protections?

## Putting XpConnect® To The Test

XpConnect, the patented software solution from Xpediant Digital, aces the Top Ten Test for those in the Pharmaceutical, Life Sciences, Financial, Healthcare, or Public Sectors.

So let's say you're using Adobe Experience Manager (AEM) and the Adobe Marketing Cloud suite of products for marketing automation, authoring, and Digital Asset Management (DAM) solutions.

Now let's assume you're also using the Veeva Vault platform for DAM and compliance review.

These are two industry leading platforms, but they don't talk to each other. This leads to time-consuming and expensive manual processes, limited to no visibility across digital assets, the risk of using expired assets, unmanageable asset versions, increased growth of new assets, limited asset reuse, and error prone compliance and regulatory risks.

You need software integration to bridge this gap. Do you buy or build?

## XpConnect Takes On The Top Ten Test

1. **MORE THAN A MVP:** While a simple connector may meet the needs of a Minimum Viable Product, ideally you'd prefer a software solution that seamlessly integrates these systems into a single ecosystem.
2. **PROVEN TURNKEY SOLUTION:** With XpConnect, you're in luck, because the XpConnect user experience is the same as Adobe AEM. If you know AEM, you can author any channel and integrate to the DAM and with one click, prepare your MLR package, submit to Vault, and prepare a production package - all revolving around the Author. What more could you ask of a custom solution?
3. **LOWER UPFRONT COSTS:** The cost to build a custom solution would be many factors greater than simply leveraging XpConnect, not to mention the development, testing, and deployment time lost. And with XpConnect, there's no chance of cost overruns or delays.
4. **LOWER ONGOING COSTS:** We handle any needed updates, maintenance, or upgrades as technology advances. We do the work so you don't have to.
5. **FASTER DEPLOYMENT:** With XpConnect, you'll be up and running before a custom solution could even be designed. And since training documentation and processes have already been developed, you can reap the benefits of your investment without delay.

6. **MANPOWER EMPOWERED:** Avoid the strain on manpower developing a custom solution and enjoy the benefits of doubled productivity as team members are able to quickly automate and complete formerly time consuming and tedious tasks.
7. **FUTURE PROOF:** XpConnect is an exclusive patented solution that integrates two leading industry platforms you rely on. Xpediant Digital is constantly improving the XpConnect platform to stay ahead of the latest technology advancements, so you can count on the solution to work for many years to come, well beyond contract term limits.
8. **REAL WORLD TESTED, USER APPROVED:** This is no beta release. With installations all over the world, XpConnect has won user appreciation and accolades the world over for removing hassles and doubling productivity. The interface is designed to be familiar to Adobe AEM users to reduce the learning curve, and training materials and documentation have been fully vetted.
9. **ENJOY THE BENEFITS OF SUCCESS:** Global brands in Pharmaceutical, Life Sciences, Financial, Healthcare, and Public Sector industries rely on XpConnect to save time and money and accelerate speed to market, all while meeting the rigors of strict compliance regulations.
10. **RISK FREE, INDUSTRY PROVEN, AND VEEVA CERTIFIED:** With thousands of regulatory review interactions championed every day, XpConnect is about as close to bullet proof as you can get. Explore our case studies online to see how the platform has transformed enterprise throughout the world, doing more, moving faster, and spending less.

We hope you feel more equipped to make the best Buy Vs. Build decision for your next software addition, and if you happen to need a solution like XpConnect just give us a shout.

Our team at Xpediant Digital is ready to help you improve productivity, accuracy, and saving time and money with XpConnect, the first and only Veeva certified platform in the industry.

Connect with an Xpediant representative and book a demo. See why this turnkey solution seems like it was custom built just for you.

