

lesson). However, let us compare what happens with outcome 2 in both variants. Let us say that despite things not going so well both marketing and engineering have dived in and come up with proposals. There are two options on the table. So, which, if any, do we choose?

- Engineering says they could improve code efficiency by 75% for \$350K
- Marketing say they could add 400k extra microsite visitors for \$150K each month

Let us go through each variant. In figure 211, I've added the financial impact for the proposals on the in-house variant.

Figure 211 — Financial Impact on in-house variant