

**BUILD****Long-term investment to maintain relevance:**

While in-house development avoids third-party licensing fees, long term resourcing (including developers, support and training etc), and infrastructure investment (security, hosting etc) is required for maintenance, support and upgrades to ensure the system remains current and fit for purpose.

**May encourage innovation avoidance:**

Building software in-house allows a company to tailor it to its exact needs and requirements. This level of customisation may not be achievable with off-the-shelf software solutions and can help differentiate the company from its competitors. It does however carry the risk of delayed innovation due to the perceived cost and effort involved with changing or upgrading in-house software.

**AI Software and LLMs require ongoing maintenance and enhancement to stay functional.**

This involves a dedicated team of experts regularly evaluating, optimising, and updating models to suit specific use cases. Building this in-house means committing a costly team of AI & ML specialists, linguistic engineers, and bid writers for the duration of its use.

**BUY\*****Expertise and reliability:**

AutogenAI employs some of the world's top engineers and data scientists. We've dedicated 50,000 hours to develop our software to ensure it is the fastest, most intelligent, reliable, and secure solution on the market.

**More than AI:**

AutogenAI provides more than a solution; it's an investment in comprehensive support, including employee training and onboarding. Our user coaches offer expert training and continuous support, enabling your team to maximise the software's capabilities, boosting productivity and results.

**Specialised support and enablement:**

AutogenAI has dedicated account management support, offering 24/7 customer service and technical assistance at no extra cost.

**Scalable and always upgrading:**

Ready-made software allows for easy scalability to meet your company's growing needs. Building in-house requires constant development and updates to match business growth.

**World-leading research and development:**

At AutogenAI, our dedicated team's focus lies in heavy investment in Engineering and R&D, constantly incorporating the latest breakthroughs in deep AI research for the benefit of our customers.

\*all is included in an annual subscription