Buy vs. Build: Final Takeaways

1. **Buying is the right choice when:**
   - You need a fast solution.
   - AI is not core to your business.
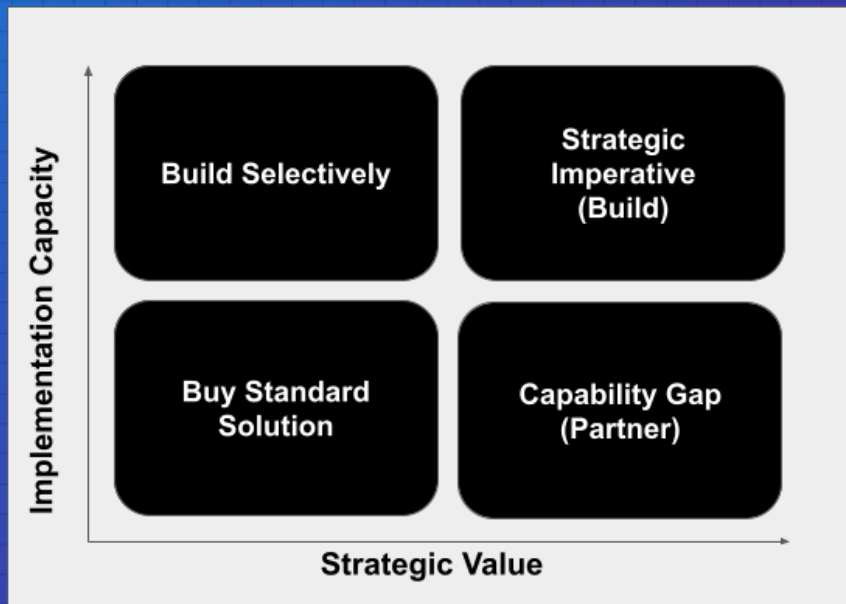   - Your team lacks the resources to build.

2. **Building makes sense when:**
   - Customization or data security is critical.
   - The AI solution drives long-term competitive advantage.
   - Your team has the capacity to deliver.

Use the Buy vs. Build Framework to balance Strategic Value with your team's Implementation Capacity!

Buy vs. Build Framework

Buy vs. Build

What's the Difference?

Buying: Pre-built AI solutions like chatbots or analytics tools.
- Fast Setup – Ready to use with minimal customization.
- Lower Cost – No need for a full AI team.
- Less Control – Limited custom features.

Building: Custom AI solutions developed in-house or by contractors.
- Highly Customizable – Tailored to your exact business needs.
- Long-Term Asset – Can become a unique competitive advantage.
- More Complex – Requires time, budget, and skilled developers.

When to Build?

When to Build an AI Solution

- Customization: Tailor features to fit unique business needs.
- Data Security: Keep sensitive data fully protected.
- Competitive Edge: Create a solution competitors can't replicate.
- Own the IP: Retain full control and future potential.

Example:

A healthcare startup builds an AI diagnostic tool to ensure data privacy, customization, and full ownership of the IP.

When to Buy?

When to Buy an AI Solution

- Fast Deployment: Launch quickly when time is critical.
- No AI Team Needed: Skip hiring specialized staff.
- Non-Core Feature: AI supports but isn't central to your business.
- Vendor Support: Receive ongoing updates and maintenance.

Example:

A travel agency buys an AI-powered trip planner to enhance customer service without building a platform from scratch.