

Build *or* Buy?

How *clearly* defined are your requirements?

Not Very

Pretty Clearly

Crystal

Think harder.

Why?

Haven't given it much thought.

or

We need help.

Have you done any BI evaluations?

YES

NO

How many?

Fewer than 3.

or

3 or more.

Do more BI evals.

BUY!

YES

NO

MEH

Great! Any good fits?

Building is more expensive than buying. Would you pay more for a custom solution?

Can you afford to have a full team?

How many developers do you have to spare?

A full stack team

or

1 or 2 developers

YES

NO

MAYBE?

YES

NO

Will you be able to maintain that staff for ongoing release maintenance?

Yeah, no problem.

or

Yikes, no.

What is your maximum time to market?

2-3 months

or

1-2 years

Do you have a time machine?

YES

NO

Please contact us! We'd like one too.

Is your support team equipped to handle all BI-related queries ongoingly?

Of course!

or

Nah, it would be good to have help.

Are you planning to make BI a core competency of your internal team?

No, we need to focus on our core product.

or

Yup, that's the plan.

BUILD!