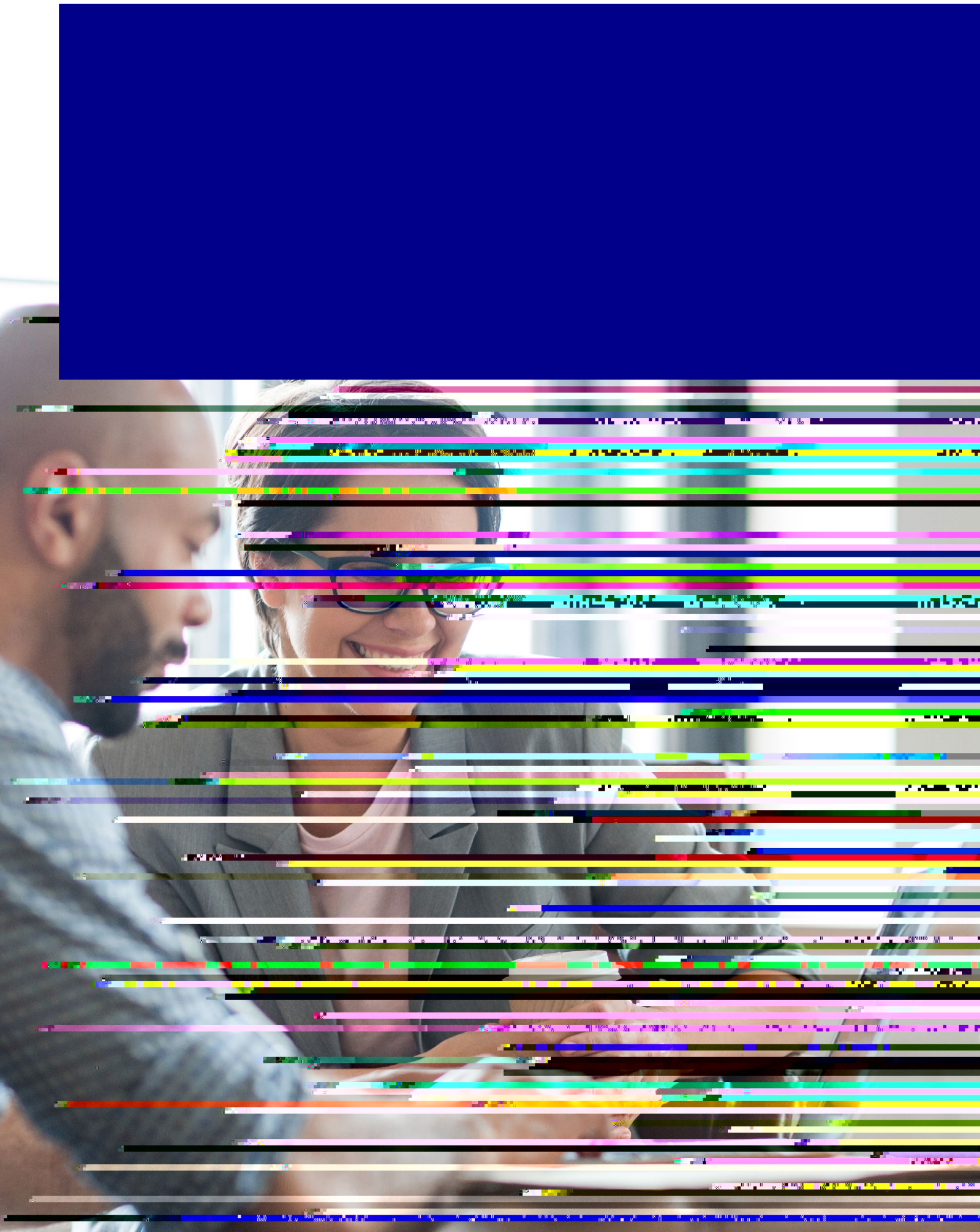


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Most technology today operates at the cutting edge, where competition for expertise, customers, solutions and public favor is fierce. Leaders need to keep ahead of trends, such as digital transformation and remote work, while continually developing their product offering to ensure it remains relevant and solves customers' business challenges. Failing to adapt can result in being late to market with key capabilities, or competition taking over the market position.

CTOs, CEOs and PMs at product companies face a critical decision that has drastic, long-lasting consequences. Do they build solutions and components for their offering from scratch or do they buy them from a third-party vendor?

Both paths have inherent risks and obstacles. Misunderstanding functionality or being unfamiliar with a new system can lead to serious negative ramifications for





## **B g g— w**

Before exploring the advantages and disadvantages of building or buying key parts of a software solution, it is helpful to describe precisely what is meant by the terms “build” and “buy.”

It is no longer viable to sell a minimal solution designed for a single purpose. Modern businesses need a ~~more~~ solution

Building a solution or component takes time and resources, but many businesses may find it in their best interest if it simply doesn't exist or isn't done well by other companies.

## **W g z**

Buying a solution refers to an organization licensing existing technology for use in its products or portfolio. For many companies, buying a ready-made component or solution from another developer or business may be a more convenient option.

For example, a company looking to add an analytical reporting feature to its practice management solution may choose to use a dedicated application that is available

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Of course, the above doesn't mean that all companies should always buy. Sometimes building is absolutely the right call. It is just important to approach that



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To take advantage of opportunities and adapt to shifting market demands, companies need to add the right information management capabilities to their portfolio quickly. These capabilities may prove difficult to develop and expensive to build.

OpenText currently offers the broadest selection of information management technology available, and now provides these solutions to other developers through the OpenText OEM Program.

The program enables enterprise software vendors to customize, embed, white-label and sell OpenText technology as part of their own products.

