Buy vs. Build

Key Considerations When Selecting an AI Solution

According to Gartner,

> "AI promises to be the most disruptive class of technologies during the next ten years due to advances in computational power, volume, velocity, and variety of data, as well as advances in deep neural networks (DNNs)."

When introducing AI into an organization, the most prevalent topic of the many conversations we have had with clients, industry partners, and business leaders has been the decision whether to buy or build an AI solution to deliver business value. It is a daunting task to navigate the vast range of vendor options, while identifying the AI solution best suited for a specific set of business needs. We distilled key deciding factors into a simple matrix to help you tackle this decision with confidence.

	Pros	Cons
Buy	• Smaller initial investment • Encourage experimenting with many use cases • Vendor might have access to proprietary technology and data • Might require less expertise to build new models	• Generic solution, not specific to the customer • Hidden implementation and integration costs • Buyer data might be enriching vendor • Limited flexibility to suit business use cases • No or unclear ownership of intellectual property • Harder to enable transparency into AI model
Build	• Retaining valuable training data and expertise • Transparency to the technology, allows for explainability and audit • Model can evolve to maintain business value • More freedom to evolve AI program when grows beyond initial scope	• Higher initial investment • Requires datasets with sufficient size and quality • Slower to initial implementation • Requires some level of in-house expertise and product ownership

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