

EMBEDDING ANALYTICS: BUILD vs BUY

The 3 questions to ask when evaluating whether to build or buy analytics.



How much *time* will it take to code my own analytics layer and get it to market?

Typical in-home development of the analytics layer take as long as...



How much *money* will it take to build my product and get it to market?



1 in 6

IT projects have a cost overrun of **200%**

(<https://saaslist.com/blog/project-management-statistics/>)



80% OF EMPLOYEES spend half their time on "rework" due to poor communication

(<https://saaslist.com/blog/project-management-statistics/>)



How can I future-proof my investment in analytics?

9 out of 10

consumers would consider taking their business elsewhere rather than work with a company that used outdated technology



(<https://www.lazorpoint.com/insights/bid/382833/how-outdated-technology-increases-cost-and-decreases-productivity>)



One survey found that U.S. businesses may be losing up to

\$1.8 trillion

in wasted productivity due to outdated technology

(<https://plexxtech.com/cost-of-using-obsolete-and-outdated-technology>)

Discover why MicroStrategy is the industry's recognized leader in Embedded Analytics. On average, our OEM solution is implemented 4X faster than the time our customers' estimate it takes to build themselves. With one of the industry's lowest TCO, you'll be able to do more—with less. And the platform's open architecture ensures that your organization retains the flexibility it will need in the future.

Learn more about industry-leading Embedded Analytics at www.microstrategy.com/OEM.

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