

50 Shades of Make or Buy

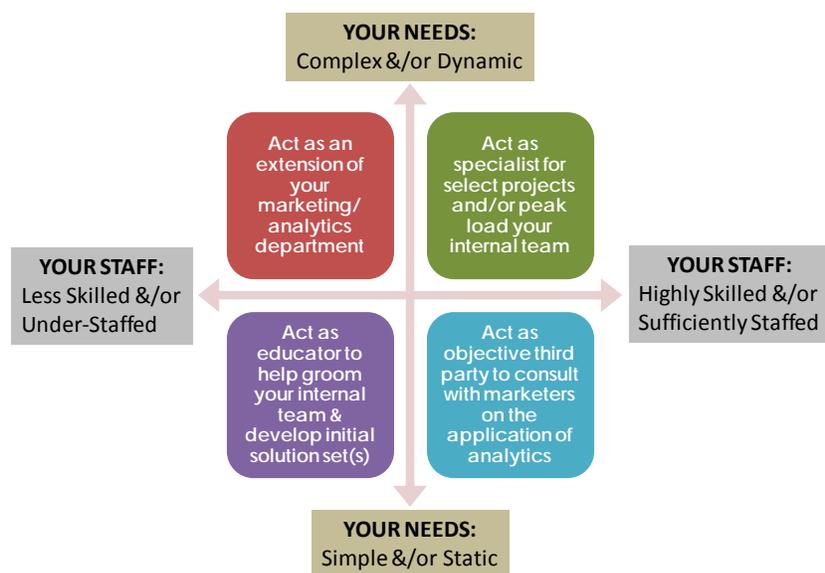
Have you ever been faced with a decision to “make or buy” a product or service? As a provider of marketing solutions based on empirical data, DataCo has often been told “We have an in-house department” or “We have a cloud-based solution for our marketers”. You might think that our response would be to walk away.

But we’ve learned something over the years - that “make or buy” is grey matter. Some of our best clients have in-house analytical resources and platforms, but they recognize that there is value in leveraging third parties.

Consider this – there is a continuum of knowledge and complexity of business solutions that your company requires. There will be times when an internal team does not have the skills, nor the capacity, to respond to every need.

But in-house resources don’t have to go it alone. Including an objective, third party perspective can bring value to strategic initiatives. An analytical partner provides supplemental person-power, skill sets and even knowledge transfer - often, at a lower cost than expanding a department or buying software. Buying knowledge and transferring it at the right time provides flexibility to try different approaches without a large investment in infrastructure.

In the figure, below, we show a 2-by-2 matrix, with your in-house resources skill level on the X-axis and your business needs on the y-axis. The right analytical partner can play a key role in any of the 4 quadrants to complement your internal team.



Check out our next post “A Shoppers Guide to Analytics” to learn how to find a partner that is right for you. If you want to discuss how DataCo can complement your in-house team, check us out at: www.datacosolutions.com.