

Build vs Buy Decision Checklist

Tick what's true for the tool or workflow you're deciding about.

Lean toward BUY (off-the-shelf) if...

- ☐ The need is **common and well-served** (email, accounting, basic CRM)
- ☐ A product fits your process **closely enough**
- ☐ You need it **working this week**
- ☐ Your seat count and usage are **modest**

Lean toward BUILD (custom) if...

- ☐ The workflow is a **genuine differentiator** for your business
- ☐ You're paying for **lots of seats** or a pricey tier for one feature
- ☐ Staff **copy data between tools** that only half-fit
- ☐ **No vendor** offers what you actually need
- ☐ You want to **own the asset** — no per-seat fees, no lock-in

The usual best answer

- ☐ **Hybrid:** buy the commodity parts, build the unique part, integrate the two

Reading it: mostly BUY ticks → buy and move on. Mostly BUILD ticks, especially "differentiator" or "paying for scale" → get a fixed-price scoping conversation. A mix → hybrid.

Not sure which way to go?

We'll tell you honestly — and won't sell you a build you don't need. blancore.tech