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|  | Arguments to Build (Software platform modules your business) |  | Build Score | Weight Factor | Buy Score |  | Arguments to Buy (Your business modules to a software platform) |  |
|  |  |  |  |  |  |  |  |  |
|  | Time to market - slower because of complexity |  | 4 | 9% | 6 |  | Only 3 months from start to production |  |
|  | Features - not defined but upgradeable |  | 7 | 6% | 3 |  | Features - sophisticated but not flexible |  |
|  | Performance - questionable outcome |  | 5 | 8% | 5 |  | High performance, not for all required features |  |
|  | Higher cost of ownership |  | 4 | 13% | 6 |  | One time fee and low maintenance cost |  |
|  | Documentation requires continues investing |  | 4 | 10% | 6 |  | Documentation at hand |  |
|  | Can be customized as per enterprise need |  | 2 | 5% | 8 |  | Vendor assessments as per need |  |
|  | Lack of marketplace expertise |  | 4 | 7% | 6 |  | Developed by industry experts |  |
|  | Static infrastructure |  | 7 | 11% | 3 |  | Available in cloud or on premise |  |
|  | Design demanding but aligned with company |  | 9 | 8% | 1 |  | Premium design, but not connected to company |  |
|  | Features aligned with organization vision |  | 6 | 7% | 4 |  | Dependency on vendor |  |
|  | Challenge with technical implementation |  | 4 | 9% | 6 |  | Huge market investment for best in class product |  |
|  | Stable platform as build in-house |  | 8 | 7% | 2 |  | Vendor stability in question |  |
|  |  |  |  |  |  |  |  |  |
|  |  | 5.31 | |  | 4.69 | |  |  |
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