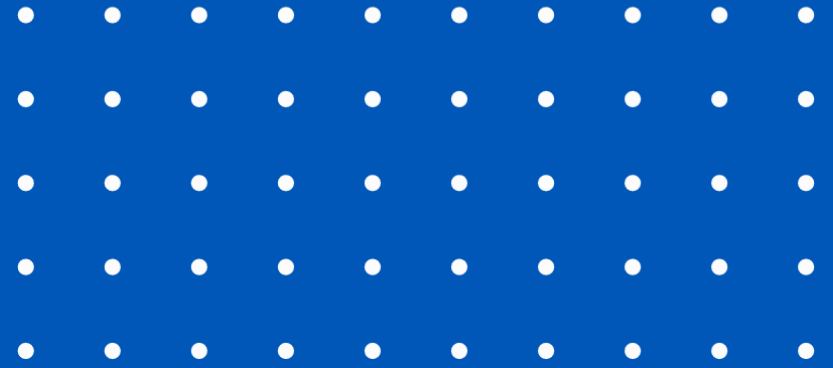


Build it vs. Buy It

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When do you build vs buy?
What steps would you consider?
How should you think about
evaluation?

Agenda

Say hello! 🖐️

What's your **name**?

What's your **organization**?

What's your **role**?

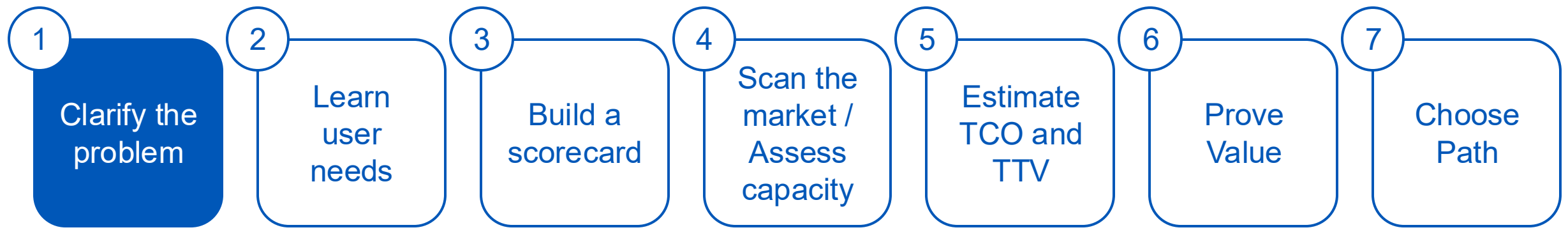
What's your **goal**?

Build
differentiators

Buy
commodities

How do you decide?





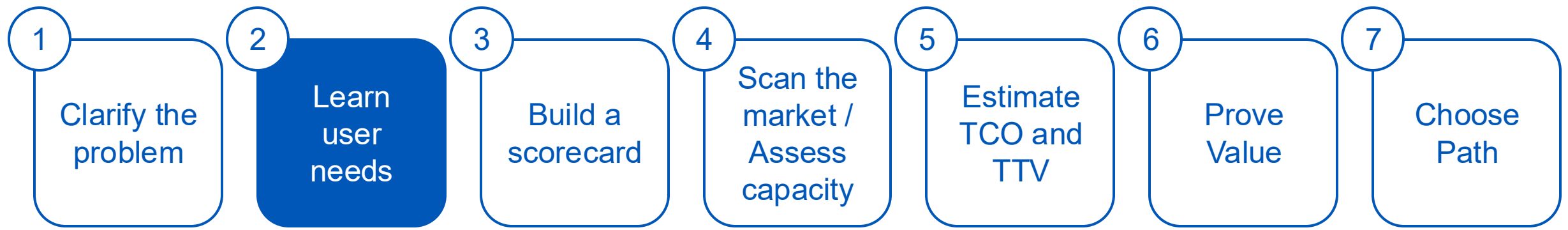
What are you actually trying to solve?

What KPIs matter? How will you know if you have been successful?

Is this issue unique to your model?

What should be accomplished *now* vs *later*?

Who owns this? Who needs to be consulted?

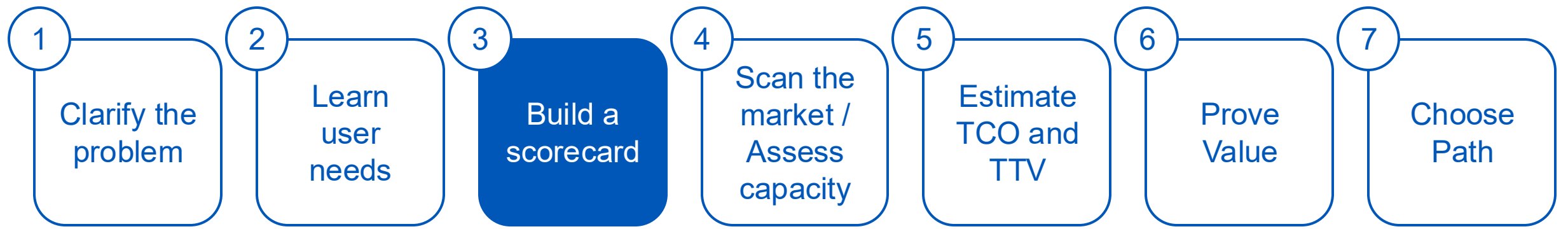


Interview your team members:

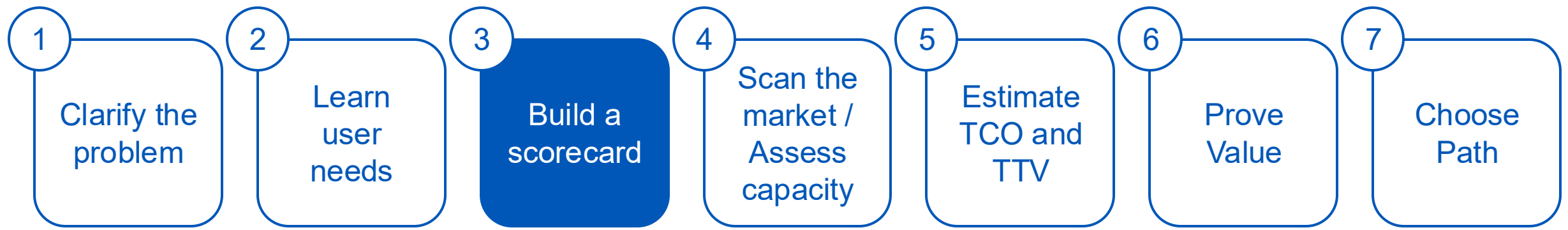
- Frontline users
- Operations team members
- Leadership

Map out core workflows in swimlanes

Understand constraints and data



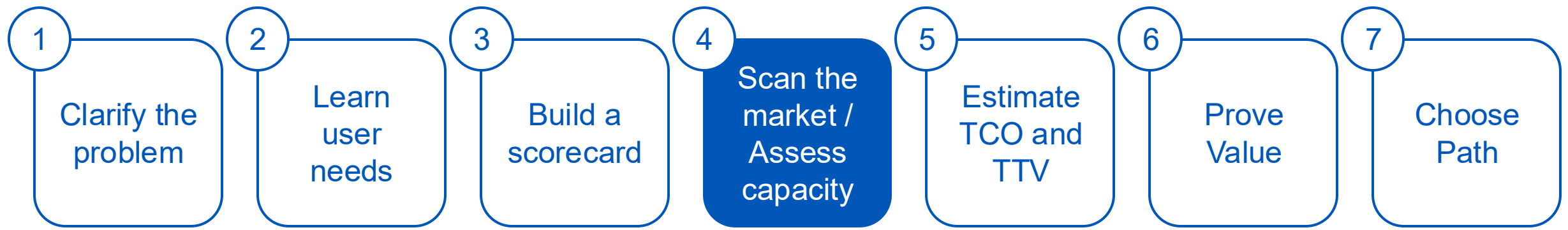
If you were building a scorecard, what would you consider?



Things to consider:

- Mission Fit
- Time to Value
- Total Cost of Ownership
- Capacity & Support
- Integrations / Compliance
- Risk & Sustainability

Be up front about non-negotiables



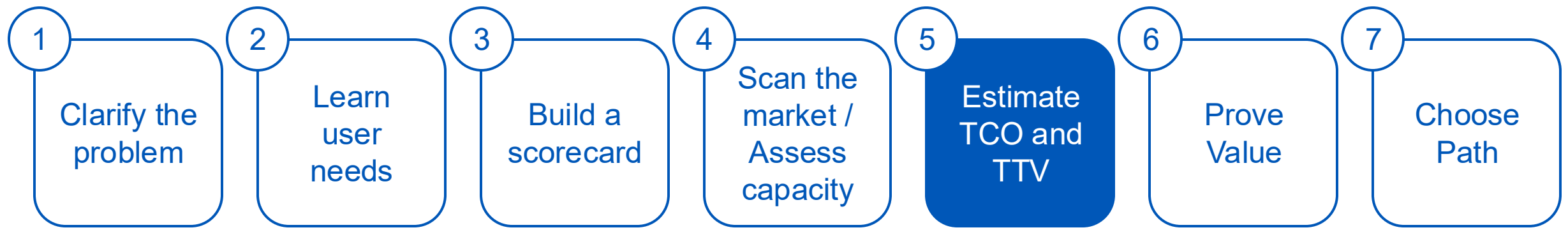
Assess 3-5 off-the-shelf options by comparing with user needs

Consider your current stack

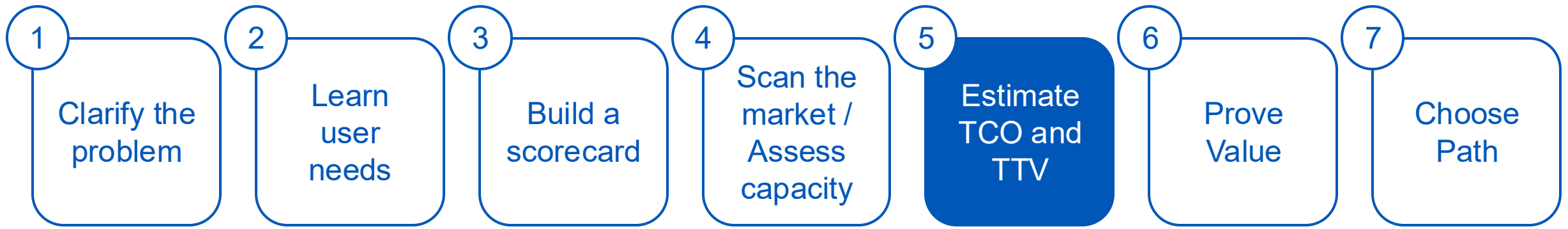
Be aware of lock-in risks

Hybrid approaches might begin to emerge as options

- Off-the-shelf options cover majority of functionality, but some lightweight building might be necessary to stitch it all together



What would you consider as part of total cost of ownership?

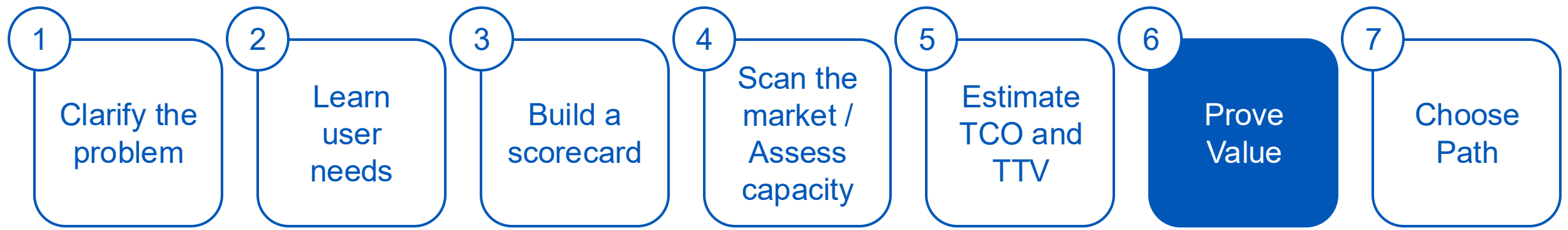


Total Cost of Ownership includes:

- Implementation costs
- Operational costs
- Maintenance & support costs

Make sure to account for change management

How long until your organization sees value from the new tool
(time to value?)



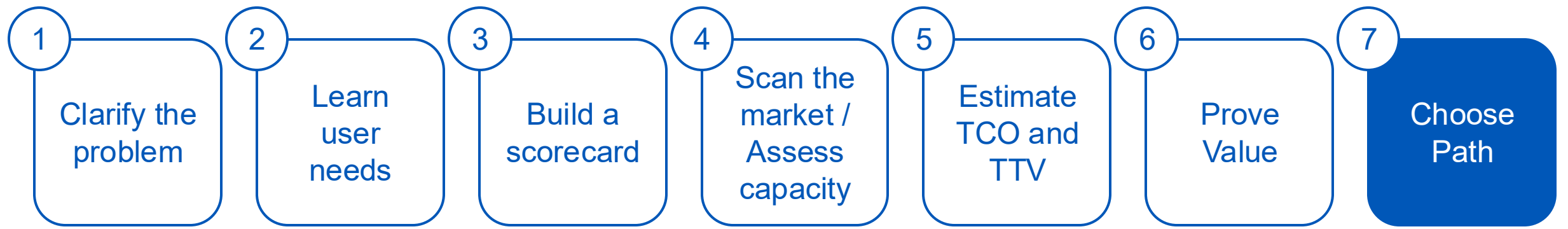
For **building**:

Demos are great...sandboxes are better

For **buying**:

Experiment with the simplest version of a build

Refer back to your success criteria



Combine weighted scores & pilot evidence

Determine implementation plan

How would you think about these?

Case A

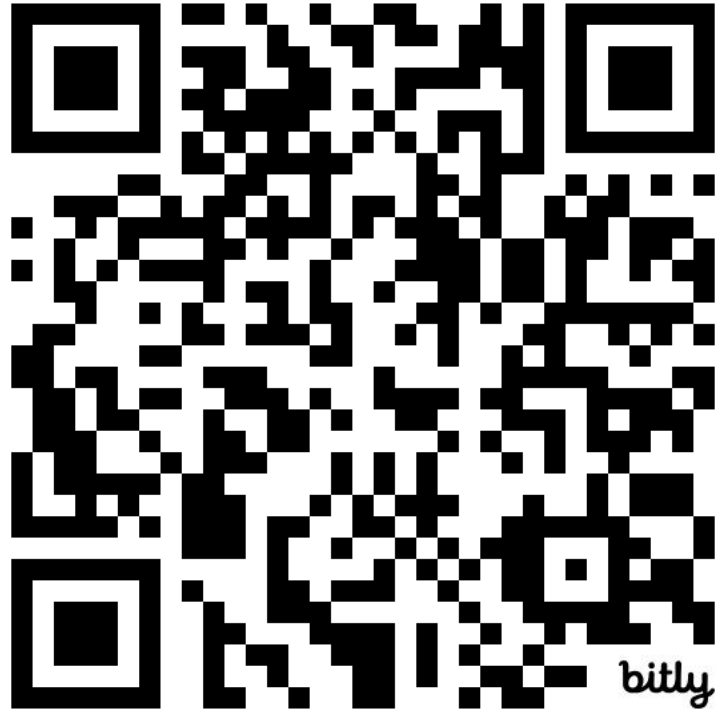
Replace the Donor
CRM for a Local
Food Bank

Case B

Volunteer
Scheduling &
Messaging

Case C

Housing Stability
Pilot Analytics



bit.ly/build_vs_buy

How would you think about these?

Answer the questions on your own (~4 minutes)

1. What problem are you trying to solve?
2. What KPIs do you need to consider in order to understand if you have been successful or not?
3. Who would you need to talk to in the organization to understand the current state and the future state of the new tool? What information would you need to gather from them?
4. What elements do you think should be included on a scorecard? How would you weight the elements? Why?
5. What would be important to consider in evaluating the total cost of ownership?

Be prepared to discuss with your group

What's a challenge in your organization?

Consider a build vs buy scenario that you may be facing in your own organization.

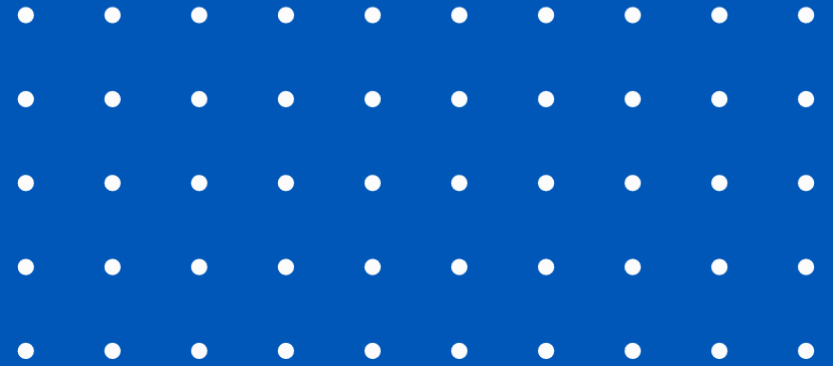
Consider each of the same questions for your own scenario.

Be prepared to share your challenge with your group.

Members of the group should be prepared to share feedback.

When making the choice...

1. Mission first, tools second
2. It's a spectrum, not a binary
3. Align based upon evidence
4. Price the *whole* thing



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