TECH DECISION PATHS *for*
Retail CIOs & CDOs

IN-HOUSE DEVELOPMENT

DEVELOPMENT PLATFORMS

salesforce

TRADITIONAL, CANNED SAAS

VERTICAL SAAS

BeatRoute

BeatRoute

IMPLEMENTATION SPEED

What is the Time to Market?

IN-HOUSE DEVELOPMENT

❌ Begins fast but exponentially decreasing speed

DEV PLATFORMS

salesforce

❌ Slow (years) for workflow automation alone, impact takes longer

TRADITIONAL SAAS

✅ Fastest (day/weeks), but solves only narrow problems

VERTICAL SAAS

BeatRoute

✅ Fast, with predictable outcomes and quick impact

BeatRoute

SCALABILITY

How far can you take it?

IN-HOUSE DEVELOPMENT

❌ Limited; difficult to keep pace with fast-evolving business and tech. More so in AI era.

DEV PLATFORMS

salesforce

✅ High; scalable, vendor-managed infrastructure

TRADITIONAL SAAS

❌ Limited; scaling limited by solution rigidity and vendor constraints

VERTICAL SAAS

BeatRoute

✅ High; enterprise-ready, scalable by design

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BeatRoute

FLEXIBILITY

How much can you mould it to your needs?

IN-HOUSE DEVELOPMENT	DEV PLATFORMS
salesforce	
✅ Highest flexibility, at the slowest pace	⚠️ Moderate-High, requires continuous external effort/cost

TRADITIONAL SAAS	VERTICAL SAAS
	BeatRoute
❌ Lowest, limited flexibility	✅ High, deeply configurable with quick turnaround

BeatRoute

COST OF OWNERSHIP

How much money does it require?

IN-HOUSE DEVELOPMENT

❌ High upfront + high ongoing maintenance

DEV PLATFORMS

salesforce

❌ High upfront + high ongoing maintenance

TRADITIONAL SAAS

⚠️ Moderate, predictable but limited ROI

VERTICAL SAAS

BeatRoute

✅ Structurally cost-effective. Industry-specific workflows with easy switch on/off

BeatRoute

INTEGRATIONS

What kind of effort do integrations require?

IN-HOUSE DEVELOPMENT

❌ High, custom-built integrations

DEV PLATFORMS

salesforce

⚠️ Moderate, standard APIs but effort required

TRADITIONAL SAAS

⚠️ Moderate, limited integration flexibility

VERTICAL SAAS

BeatRoute

✅ Low, standardized integrations, middleware driven integrations

BeatRoute

AI FRIENDLINESS

Centralized Corporate AI and Embedded SaaS AI

IN-HOUSE DEVELOPMENT

❌ Low, significant internal investment required

DEV PLATFORMS

salesforce

⚠️ Moderate, generalized capabilities requiring implementation project

TRADITIONAL SAAS

⚠️ Low-High embedded AI depending on the tool

VERTICAL SAAS

BeatRoute

✅ High, pre-built industry-specific embedded AI ready-to-switch on

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BeatRoute

INNOVATION PACE

How quickly are you able to utilize new tech innovations (like AI)?

IN-HOUSE DEVELOPMENT

❌ Slow, dependent on internal resources

DEV PLATFORMS

salesforce

⚠️ Moderate, vendor-driven but generalized capability updates

TRADITIONAL SAAS

⚠️ Low, platform capability upgrades come but adapting for customer instance requires project

VERTICAL SAAS

BeatRoute

✅ High, frequent industry-driven innovations, ready to switch-on

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BeatRoute

DATA SECURITY & COMPLIANCE

Level of control achieved and the cost required?

IN-HOUSE DEVELOPMENT	DEV PLATFORMS
✅ High control, but costly & resource-intensive	⚠️ Moderate-High, Implementation dependent for half of it
TRADITIONAL SAAS	VERTICAL SAAS
⚠️ Moderate, typically not suited for enterprise grade infosec	✅ High, standardized. Enforced at platform level

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BeatRoute

VENDOR LOCK-IN & PORTABILITY

How easy is it for you to replace the system?

IN-HOUSE DEVELOPMENT

✅ Easy, complete control

DEV PLATFORMS

salesforce

⚠️ Moderately easy, migrations are complex and costly because of custom implementation

TRADITIONAL SAAS

❌ High lock-in risk, limited portability due to data migration comlexity

VERTICAL SAAS

BeatRoute

⚠️ Low to Moderately easy, modular structure assists in portability

BeatRoute

> "
For us, it was a choice between a development platform and BeatRoute. We determined that going with a development platform would take us a long time to market and a heavy upfront capex to implement for the nuances of our industry.

On the other hand, we found BeatRoute to be built for our industry with ready-to-use workflows coming from rigorous industry experience.

Isha Sharma

Lead, Digital Transformation

KERAKOLL

BeatRoute

BOOK A *FREE* SESSION

for a sneak peek at **BeatRoute's Vertical SaaS Platform**

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