

# TECH DECISION PATHS *for* Retail CIOs & CDOs

**IN-HOUSE  
DEVELOPMENT**

**DEVELOPMENT  
PLATFORMS**



**TRADITIONAL,  
CANNED SAAS**

**VERTICAL  
SAAS**

 **BeatRoute**

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# IMPLEMENTATION SPEED

*What is the Time to Market?*

## IN-HOUSE DEVELOPMENT

- ✗ Begins fast but exponentially decreasing speed

## DEV PLATFORMS



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

## TRADITIONAL SAAS

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

## VERTICAL SAAS





- ✓ Fast, with predictable outcomes and quick impact

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# SCALABILITY

*How far can you take it?*

<div>IN-HOUSE DEVELOPMENT</div> <div><div>✗</div><div>Limited; difficult to keep pace with fast-evolving business and tech. More so in AI era.</div></div>	<div>DEV PLATFORMS</div> <div><div></div><div><div>✓</div><div>High; scalable, vendor-managed infrastructure</div></div></div>
<div>TRADITIONAL SAAS</div> <div><div>✗</div><div>Limited; scaling limited by solution rigidity and vendor constraints</div></div>	<div>VERTICAL SAAS</div> <div><div></div><div><div>✓</div><div>High; enterprise-ready, scalable by design</div></div></div>

# FLEXIBILITY

*How much can you mould it to your needs?*

<div>IN-HOUSE DEVELOPMENT</div> <div> Highest flexibility, at the slowest pace</div>	<div>DEV PLATFORMS</div> <div>  Moderate-High, requires continuous external effort/cost</div>
<div>TRADITIONAL SAAS</div> <div> Lowest, limited flexibility</div>	<div>VERTICAL SAAS</div> <div>  High, deeply configurable with quick turnaround</div>

# COST OF OWNERSHIP

*How much money does it require?*

## IN-HOUSE DEVELOPMENT

✗ High upfront +  
high ongoing  
maintenance

## DEV PLATFORMS



✗ High upfront + high  
ongoing  
maintenance

## TRADITIONAL SAAS

⚠ Moderate,  
predictable but  
limited ROI

## VERTICAL SAAS



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


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# INTEGRATIONS

*What kind of effort do integrations require?*

## IN-HOUSE DEVELOPMENT


 High, custom-built integrations

## DEV PLATFORMS




 Moderate, standard APIs but effort required

## TRADITIONAL SAAS

 Moderate, limited integration flexibility

## VERTICAL SAAS









 Low, standardized integrations, middleware driven integrations

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# AI FRIENDLINESS







*Centralized Corporate AI and Embedded SaaS AI*

<div>IN-HOUSE DEVELOPMENT</div> <div> Low, significant internal investment required</div>	<div>DEV PLATFORMS</div> <div>  Moderate, generalized capabilities requiring implementation project</div>
<div>TRADITIONAL SAAS</div> <div> Low-High embedded AI depending on the tool</div>	<div>VERTICAL SAAS</div> <div>  High, pre-built industry-specific embedded AI ready-to-switch on</div>



# INNOVATION PACE







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

<div>IN-HOUSE DEVELOPMENT</div> <div> Slow, dependent on internal resources</div>	<div>DEV PLATFORMS</div> <div>  Moderate, vendor-driven but generalized capability updates</div>
<div>TRADITIONAL SAAS</div> <div> Low, platform capability upgrades come but adapting for customer instance requires project</div>	<div>VERTICAL SAAS</div> <div>  High, frequent industry-driven innovations, ready to switch-on</div>



# DATA SECURITY & COMPLIANCE

*Level of control achieved and the cost required?*

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

# VENDOR LOCK-IN & PORTABILITY

*How easy is it for you to replace the system?*

## IN-HOUSE DEVELOPMENT



Easy, complete control

## DEV PLATFORMS



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

## TRADITIONAL SAAS



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

## VERTICAL SAAS



Low to Moderately easy, modular structure assists in portability

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# BOOK A *FREE* SESSION



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

*beatroute.io*

