TECH DECISION PATHS for

Retail CIOs & CDOs

IN-HOUSE DEVELOPMENT DEVELOPMENT PLATFORMS



TRADITIONAL, CANNED SAAS VERTICAL SAAS

BeatRoute





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

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 Al era.

DEV PLATFORMS



High; scalable,
vendor-managed
infrastructure

TRADITIONAL SAAS

Limited; scaling limited by solution rigidity and vendor constraints

VERTICAL SAAS

BeatRoute

High; enterpriseready, scalable by design



FLEXIBILITY

How much can you mould it to your needs?

IN-HOUSE DEVELOPMENT

salesforce

Highest flexibility, at the slowest pace

Moderate-High, requires continuous external effort/cost

TRADITIONAL SAAS

VERTICAL SAAS

DEV PLATFORMS

Lowest, limited flexibility

≡ BeatRoute

High, deeply configurable with quick turnaround

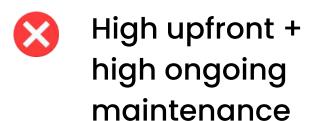


COST OF OWNERSHIP

How much money does it require?

IN-HOUSE DEVELOPMENT

DEV PLATFORMS





salesforce

High upfront + high ongoing maintenance

TRADITIONAL SAAS

VERTICAL SAAS



Moderate, predictable but limited ROI

BeatRoute



Structurally costeffective. Industryspecific workflows with easy switch on/off



INTEGRATIONS

What kind of effort do integrations require?

IN-HOUSE DEVELOPMENT

DEV PLATFORMS



High, custombuilt integrations



Moderate, standard APIs but effort required

TRADITIONAL SAAS

VERTICAL SAAS

A

Moderate, limited integration flexibility

BeatRoute



Low, standardized integrations, middleware driven integrations



AI FRIENDLINESS

Centralized Corporate AI and Embedded SaaS AI

IN-HOUSE DEVELOPMENT

DEV PLATFORMS



Low, significant internal investment required

Moderate, generalized capabilities requiring implementation project

TRADITIONAL SAAS

VERTICAL SAAS



□ BeatRoute

Low-High embedded Al depending on the tool

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



INNOVATION PACE

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

IN-HOUSE DEVELOPMENT

DEV PLATFORMS



Slow, dependent on internal resources

Moderate, vendordriven but generalized capability updates

TRADITIONAL SAAS

VERTICAL SAAS



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

BeatRoute



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

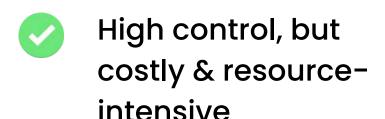


DATA SECURITY & COMPLIANCE

Level of control achieved and the cost required?

IN-HOUSE DEVELOPMENT

DEV PLATFORMS





salesforce

Moderate-High, Implementation dependent for half of it

TRADITIONAL SAAS

VERTICAL SAAS



Moderate, typically not suited for enterprise grade infosec

BeatRoute



High, standardized. Enforced at platform level



VENDOR LOCK-IN & PORTABILITY

How easy is it for you to replace the system?

IN-HOUSE DEVELOPMENT

DEV PLATFORMS



Easy, complete control



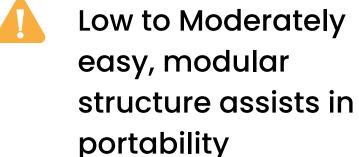
Moderately easy, migrations are complex and costly because of custom implementation

TRADITIONAL SAAS

VERTICAL SAAS

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

≡ BeatRoute





BOOK AFREE SESSION

for a sneak peek at BeatRoute's
Vertical SaaS Platform

beatroute.io

