

# Buy or Build? Why Not Both?

Today's omni-channel landscape means you need real-time data and visibility. Should you buy off-the-shelf solutions? Or build your own capabilities? Blue Yonder offers the best of both worlds — cloud-delivered microservices that are easy to launch, and just as easy to customize.

# You need real-time insights, enabled by AI and ML.

Today every company needs to deliver responsive, intelligent performance that's fueled by real-time data and visibility. Real-time data not only helps create a personalized, differentiated buying experience for customers, but it also helps internal stakeholders make accurate promises and optimal decisions. Artificial intelligence (AI) and machine learning (ML) are critical in turning real-time data into actionable insights.

## The technology exists.

### Should you buy it? Or build it?

The great news is that advanced technology is available to capture and share these real-time insights — as well as use them to fuel profitable, autonomous decision-making. But how can companies profitably keep up with the latest developments in AI, ML, data science, predictive analytics and other areas?

Traditionally, advanced technology adoption has been a simple question of “buy versus build.” Should companies purchase new, off-the shelf solutions? Or should they write custom code and build in-house, homegrown capabilities?

Blue Yonder answers those questions with another question: Why are “buy” or “build” the only options?

**This eBook describes a new hybrid approach in which powerful Blue Yonder microservices can be quickly, easily and affordably added on top of your existing technology stack.**



# Buy versus build: A complex question.

There's a reason companies struggle with the decision of buying software versus building their own customized capabilities. It's a tough question, with pros and cons on both sides.

By purchasing off-the-shelf solutions, companies can enjoy a faster time to launch, with ongoing support and maintenance delivered by the software provider.

Buyers know the cost upfront, and they know they're going to benefit from proven, battle-tested products that have delivered benefits for hundreds, or even thousands, of customers.

Off-the-shelf software means faster upgrades and continuous new functionality. And companies have limited liability in case something goes wrong.

But off-the-shelf solutions also come with drawbacks, including a higher upfront investment and reliance on a third party.

By building software in-house, companies have complete control over development, as well as a lower initial investment.

They can design customized, differentiated capabilities that are perfect for their own unique needs.

However, building custom software has many disadvantages. Companies need to create internal expertise and invest in development resources. It's time-consuming to build, test and iterate — which means a much longer time to launch.

Home-grown solutions are rarely scalable and extensible as business needs change. And high levels of task complexity, including cybersecurity, increase risks and liabilities.

What if there were a better approach — one that combined the benefits of both buying and building?

## Build to compete



### Pros

- Control over development
- Differentiation
- Lower initial investment

### Cons

- Expertise & resource intensive
- Lack of scalability
- Complexity
- Time to build & market
- Risk & security

## Buy to differentiate



### Pros

- Proven & battle-tested
- Faster time to market
- Support & on-going maintenance
- Set investment
- Faster new product capabilities
- Limited liability

### Cons

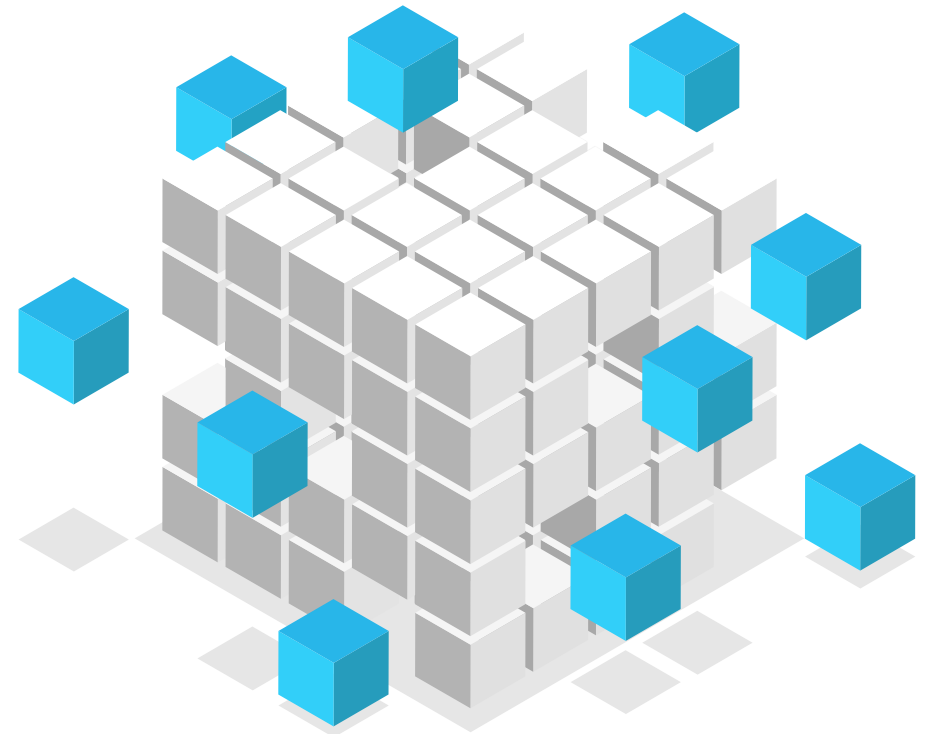
- Higher upfront investment
- Third-party dependency

# Buy meets build: Now you can do both.

Composable microservices confidently answer the "Buy versus build" question, where companies can now do a hybrid of both.

## What are microservices?

They are small, independent software applications that communicate with the larger technology environment via tightly integrated application programming interfaces (APIs). Microservices work autonomously on top of the existing technology stack. They're easy to scale and fast to deploy, leading to a rapid time-to-market for new capabilities — typically weeks, instead of the months it takes to launch a monolithic solution.



## Flexible and fast.

Launched via a "plug and play" approach, allow companies to build an extensible list of features tailored to their unique needs — while minimizing implementation risks, costs and timelines. Companies can keep building, layering on additional microservices to future-proof their business as conditions change.

Because microservices are cloud-native, companies continuously and seamlessly benefit from new software features and functionality. Instead of a static architecture, the technology stack becomes a living, breathing ecosystem that fluidly changes as new requirements emerge.



# By adopting a hybrid approach, in which they buy specific microservices to create a customized ecosystem, companies enjoy four distinct advantages:

## Modularity

While customized software development can create sweeping change, it's expensive and time-consuming. It may be months or years before launch, then even longer to realize a full return on investment. In contrast, microservices target specific capabilities and they're rapidly launched, often in mere weeks. Companies can quickly see performance improvements and a full return on these smaller, modular solutions. They can differentiate themselves and create unique capabilities, via an incremental approach

## Flexibility

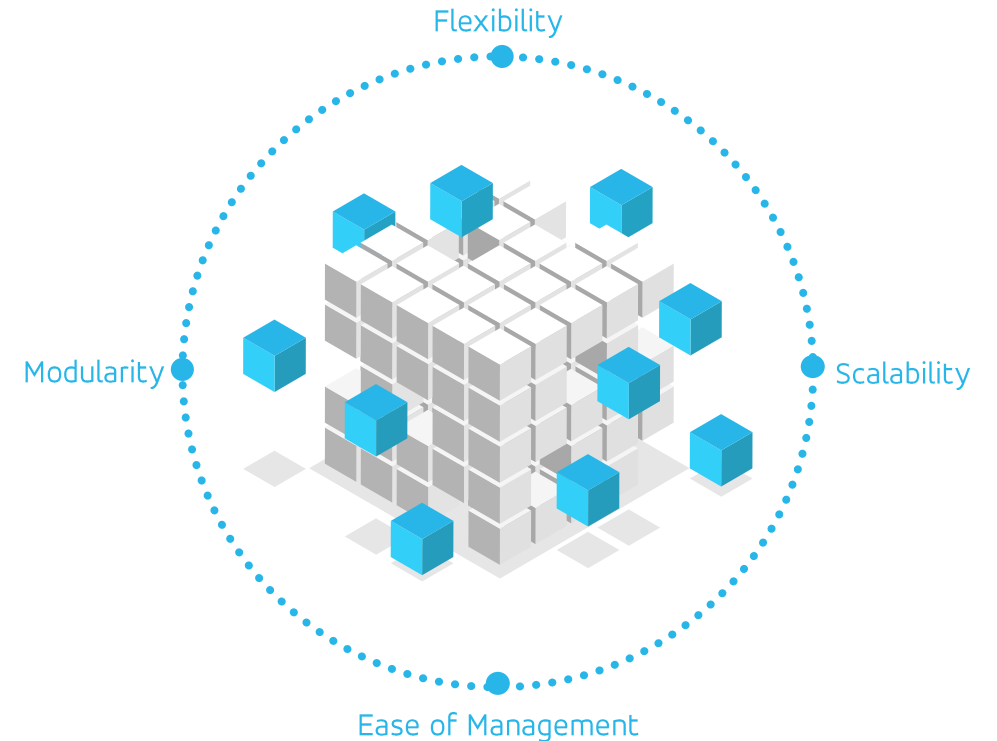
If the past several years taught us anything, it's that change is constant. Disruptions, from small to large, are continuously changing customer needs and impacting the business model. Because microservices are flexible and easy to launch, they future-proof the business against new risks and emerging challenges.

## Scalability

Monolithic, custom software is not good at scaling as the business grows — whether through new facilities, new markets, mergers or acquisitions. In contrast, cloud-native microservices are built for scalability and extensibility. They continuously evolve, right along with the business.

## Ease of management

With microservices, there's no need to add software developers, cybersecurity experts, liability professionals, or other specialized staff. The software provider delivers 24-7 support and assumes all liability. The cloud model means instant, seamless upgrades and minimal internal resources.



# Deliver advanced technology, launched quickly — with room to customize.

Blue Yonder is a recognized industry leader, with robust supply chain solutions that are used every day by thousands of customers across industries. Now Blue Yonder's advanced technology leadership, powerful performance and proven best practices are available via a flexible, extensible microservices delivery model.

Like Blue Yonder's traditional solutions, microservices feature AI- and ML-enabled optimization engines and proprietary algorithms that balance cost and service outcomes, autonomously, 24 hours a day — in an easy-to-launch, plug-and-play format.

Blue Yonder's cloud-native, composable microservices are backed by the same trusted, personalized service and support customers have come to expect.

While microservices typically deliver about 90% of the functionality and integration required by customers, Blue Yonder provides the launch support and change management services needed to customize the remaining 10%. Once the software is up and running, Blue Yonder experts are available 24/7/365 to answer questions and troubleshoot issues.

Performance guarantees and service-level agreements (SLAs) ensure that customers will reach their supply chain optimization targets. And seamless updates, delivered over the cloud, mean that customers always enjoy the latest software features and functionality. Blue Yonder has committed to investing over \$1 billion in research and development — and its customers will continuously benefit from this investment.





# Achieving real-time data and visibility doesn't have to be a question of “buy versus build.”

Blue Yonder's unique hybrid approach enables you to add the specific capabilities you need, in the form of cloud-native, composable microservices. These composable solutions can quickly and cost-effectively become part of your digital ecosystem and begin delivering benefits.

Visit [blueyonder.com/contact-us](https://blueyonder.com/contact-us) to get started or use the QR code below. You can also email us at [commercesales@blueyonder.com](mailto:commercesales@blueyonder.com).



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