Weighing options:
Making the right call on
internal vs **external** software solutions

Navigating your software strategy for success

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The software solution dilemma

(*Forrester, 2025)

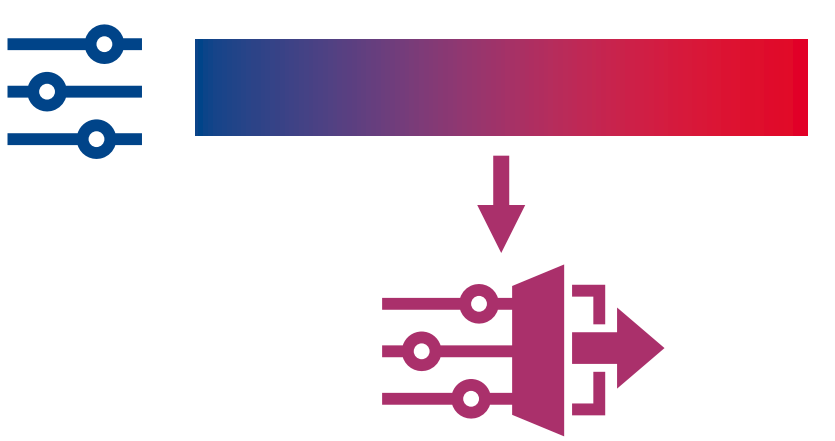
The ‘right’ call is yours to make

“IT DEPENDS”

1. Exploring the landscape
2. Internal solutions
3. External solutions
4. Finding your path

Understanding the landscape

In-house (**DIY**)
custom-made
full ownership



SaaS COTS
Third-party **vendors**
Configurable platforms

API-first **Modular** Design
micro-**Services**
Integrated ecosystems

Illustrative examples: **Facility Services**

ASSETLINK

3000+

1000+

10K+

4000+

SEYMOUR WHYTE

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Illustrative examples: **Construction**

SEYMOUR WHYTE

750+

25+

450+

100+

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Illustrative examples: **Construction**

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VIRTUAL SUPERINTENDENT

Internal Vs External solutions:

Benefits & Trade-offs

Internal solutions: **Benefits**

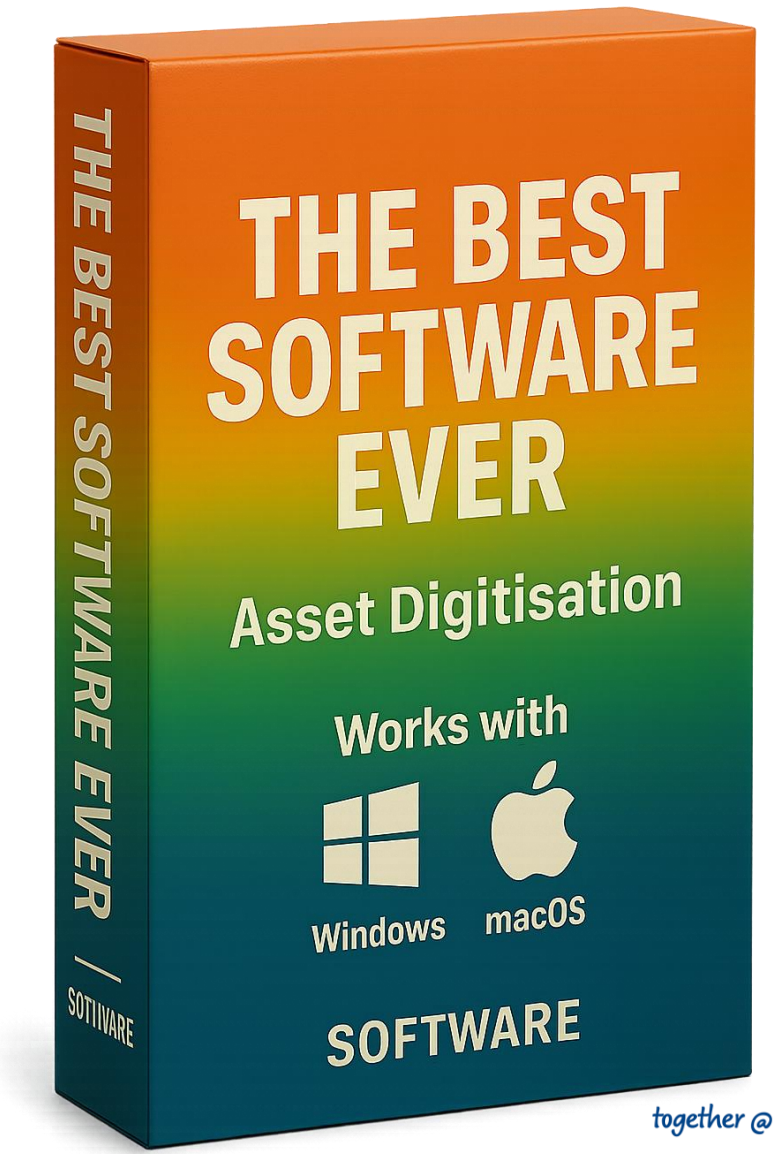
- **Control**
- **Intellectual property**
- **Integration**
- **Data sovereignty**
- **Strengthen capability**
- **Cost savings**

Internal solutions: **Trade-offs**

- **Upfront investment**
- **Talent**
- **Time-to-market**
- **Obsolescence**
- **Tunnel vision**
- **Development risks**

External solutions: **Benefits**

- **Expertise**
- **Time-to-value**
- **Agility**
- **Reduced upfront costs**
- **Continuous innovation**
- **Risk mitigation**



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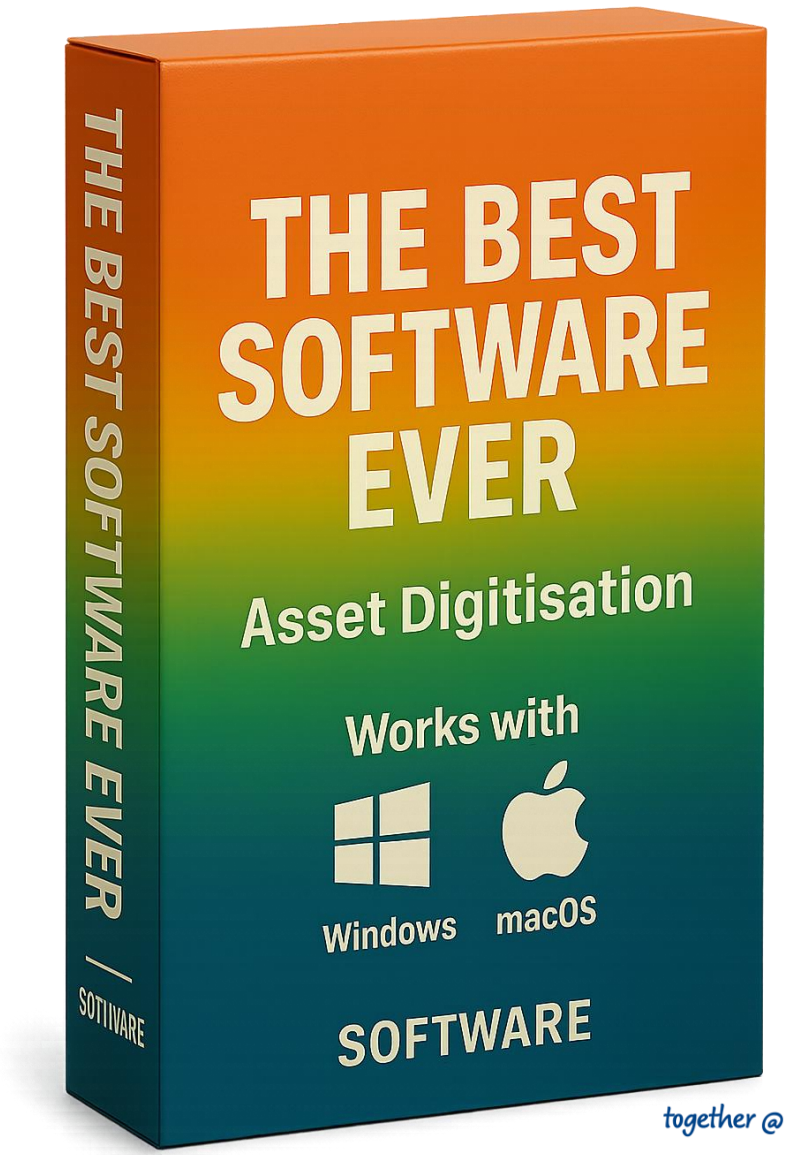
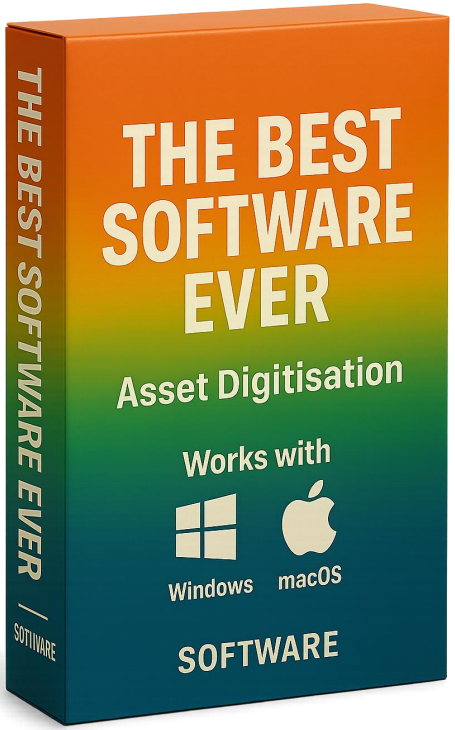
External solutions: **Trade-offs**

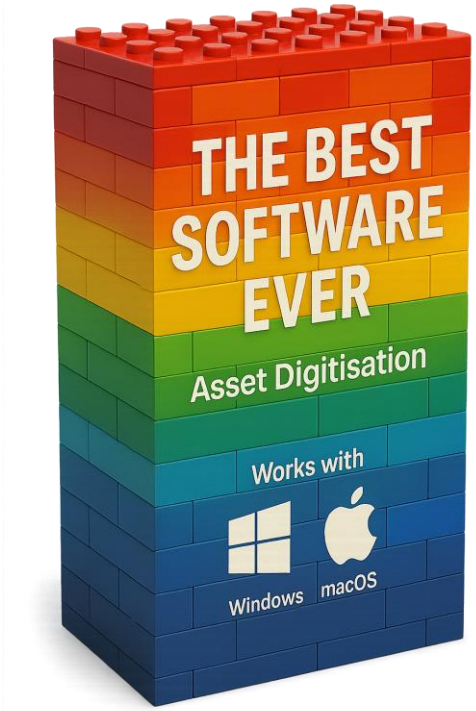
- **Less control**
- **Vendor dependency**
- **Data security**
- **Integration complexities**
- **Potential misalignment**



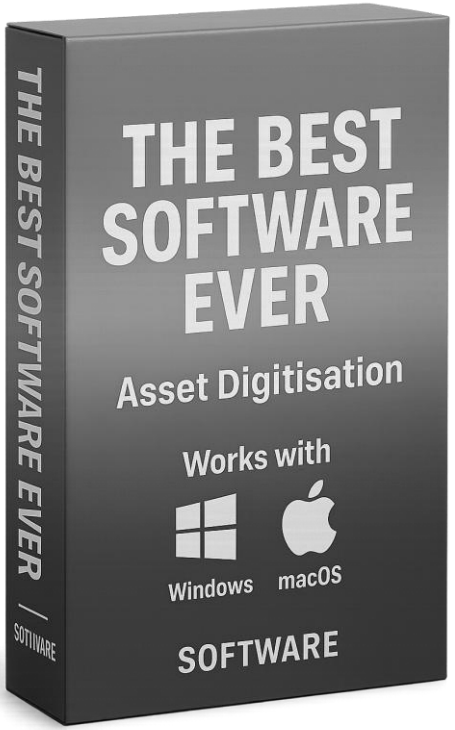
Making the **‘right call’**



- **Strategic goals**
- **Resources**
- **Risk appetite**
- **Long-term vision**



Rise of ‘**Hybrid**’



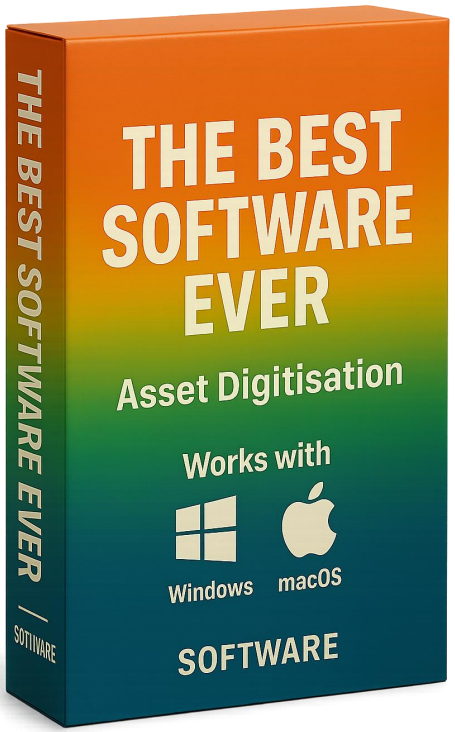
Blending strengths

Core IP in-house

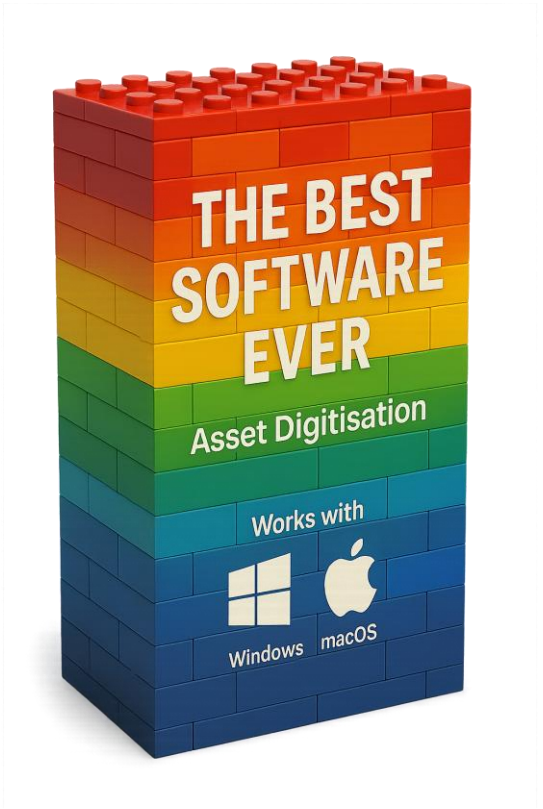
Non-core use SaaS

Right balance

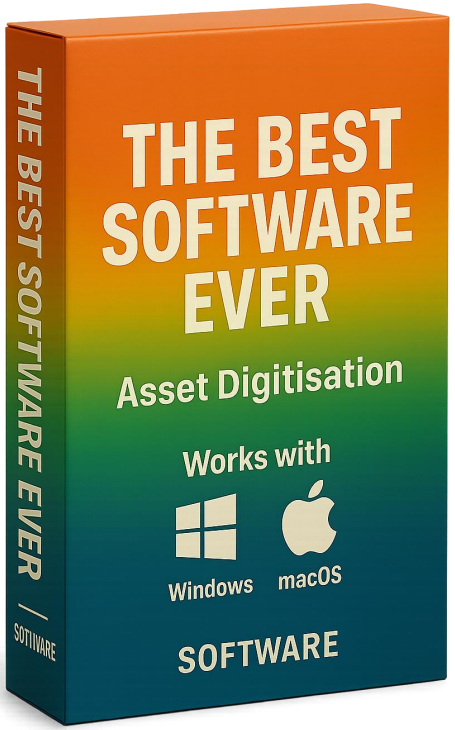
Guiding your **software decision**



1. **Strategic imperative**
2. **Cost & resources**
3. **Expertise & capabilities**
4. **Scalability & future-proofing**
5. **Risk & governance**
6. **Speed & agility**



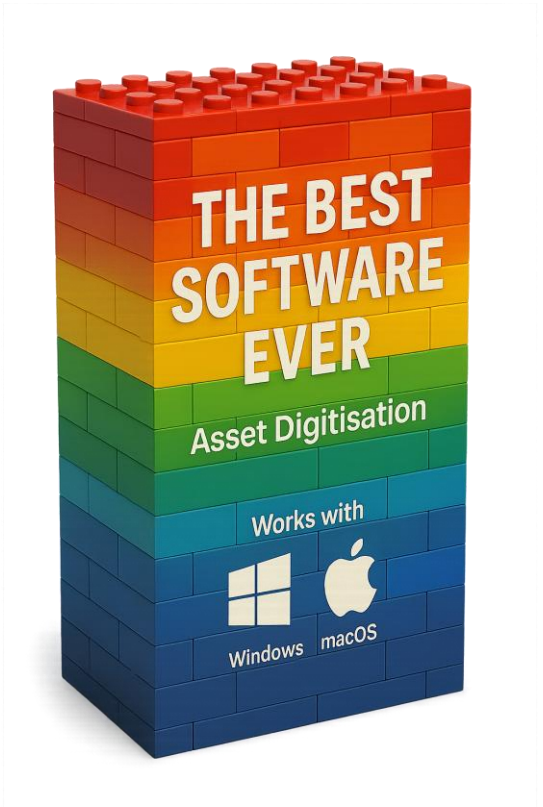
The **Golden** Thread



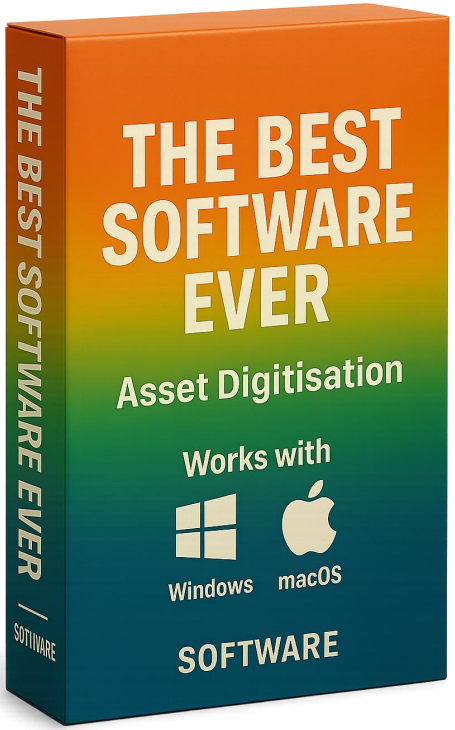
Not an island

Adaptability

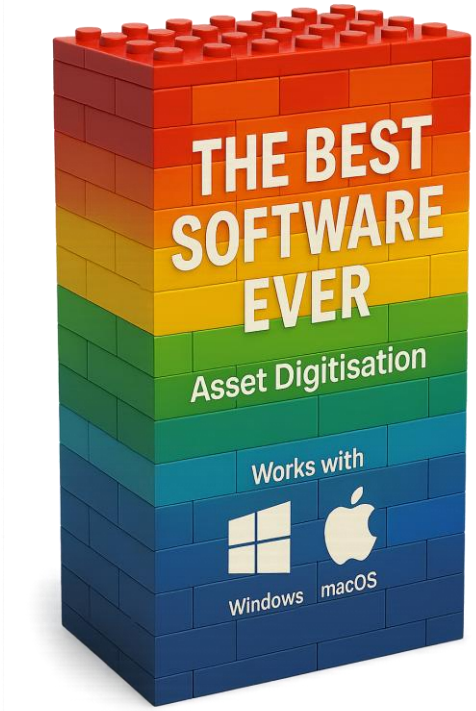
Culture



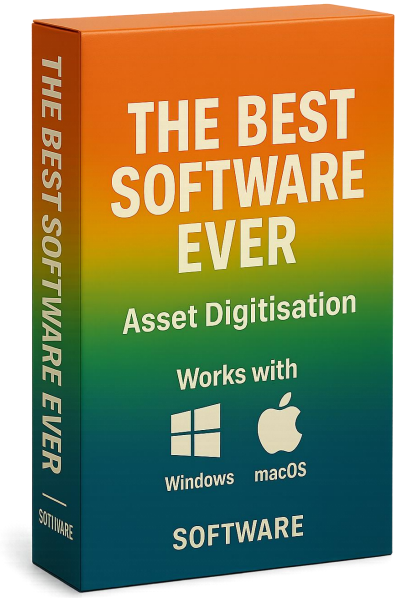
Charting **Your** Course

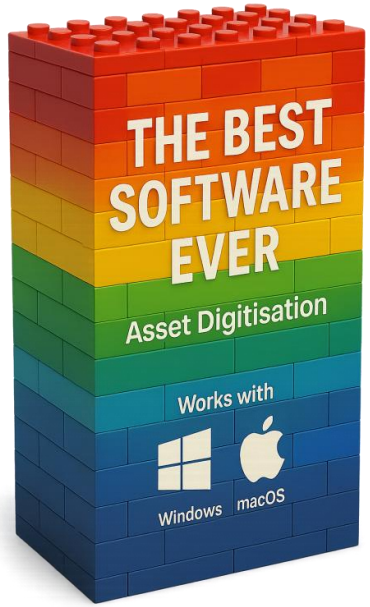


- **The journey**
- **The “Right” decision**
- **Start the conversation**



Q&A





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