Build or Buy? Agency or ISV?

A Guide For SFMC Customers

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SERCANTE

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PFL

GRIDMATE

THE SPOT by SERCANTE

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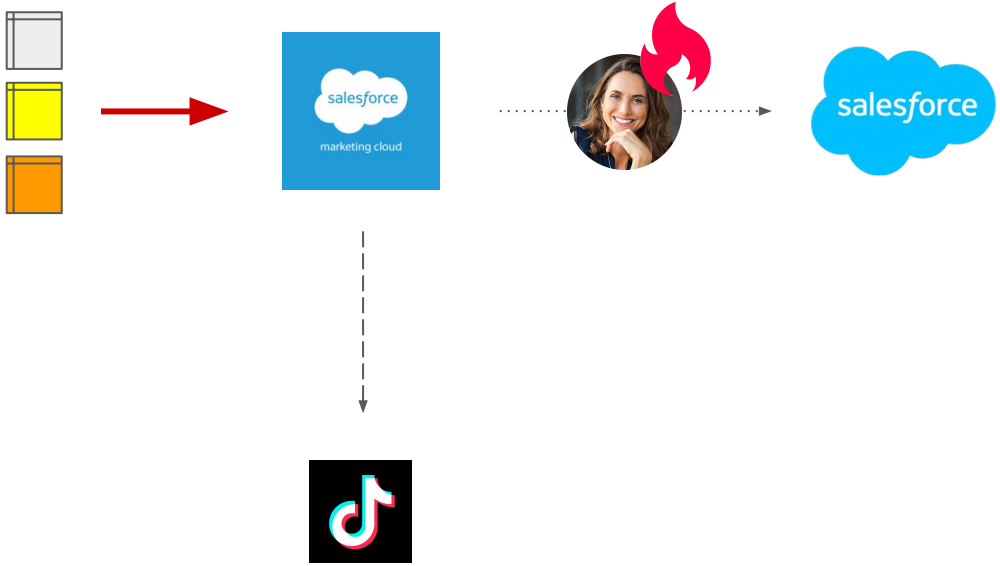
About Philip

- SalesWings | Salesforce ISV augmenting Marketing Cloud with essential B2B capabilities
- 10 years | Salesforce & Marketing Cloud ecosystem
- 12 years | Selecting & implementing SaaS platforms
- 08 years | Leading software engineering and product teams
- And about Philip...

Agenda

- Should I build or should I buy?
- “Pros and Cons” of both
- Marketing Cloud ISV & Appexchange
- Conclusion

Should I build or should I buy?



Analyse your pain point. 🩹

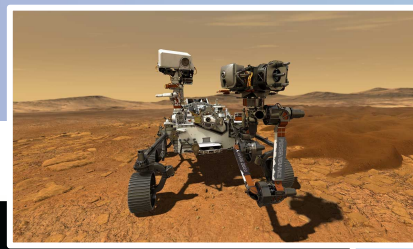
- What *is* the problem?
- How big is our problem?
- How will a solution need to evolve?
- How unique is our problem?
- How quickly do we need to solve this problem?
- Are there synergies with our strategic mission?

Consider this.

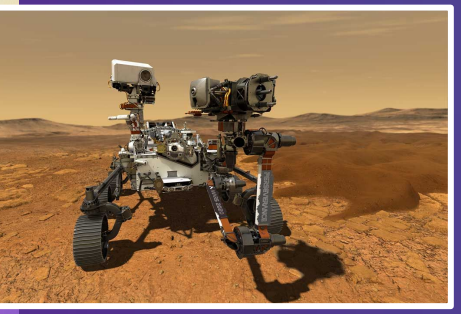
- **The Family Polli needs a car...**
  - How big is our problem?
    - Car broke down 🆘
  - How unique is our problem?
    - Standard 🚗
  - How quickly do we need to solve this problem?
    - Asap ⏱️
  - How will a solution's need to evolve?
    - Mildly 🪒
  - Are there synergies with our strategic mission?
    - Hm.. 🤷‍♂️

Consider that.

- **The NASA needs a car...**
  - How big is our need?
    - Out of this world... 🪐
  - How unique are our needs?
    - Rather unique 😉
  - How quickly do we need to solve this problem?
    - 15 years 💤
  - How will a solution's need to evolve?
    - Constantly 🌪️
  - Are there synergies with our strategic mission?
    - 💯%



Build - Pros



Made for you

Unique needs covered.

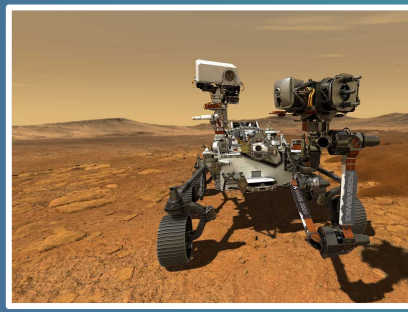
Flexibility (?)

It can evolve, once you need it to.

Ownership

IP and control.

Build - Cons



Costs

Resources and focus

Speed

“Are we ready to go live yet?”

Risks

Know-how, dependency.

Buy - Cons

Tricky evaluation

Be clear about your needs.

Longevity

How will my needs evolve.

Control

“What if they remove this feature?”

Buy - Pros

(Buy) Experience

Purpose-built, expertise, benefit from past investment.

Speed-to-value

Rapidly bring impact to business and start generating value

Cost control

Predictable costs.

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Consider Marketing Cloud ISV's

salesforce appexchange

PFL — Send direct mail from within journey builder

Stensul — Build unique landing pages & emails

cezium — Engage buyers on TikTok

SALES WINGS — No-code lead website tracking, lead scoring & more

DESELECT — No-code audience segmentation

In Conclusion

- Analyse your needs - today & tomorrow

- Always consider building & buying
- Evaluate which risks apply to you of buying vs building
- Talk to your agency and the community

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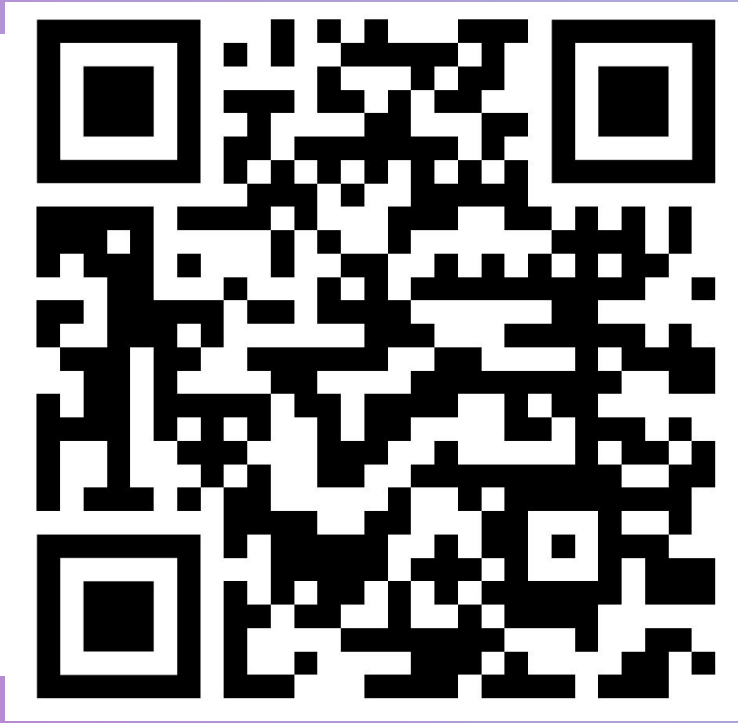
Let's connect!



Thank You!