

# BUILD

VERSUS

# BUY



Club City-O  
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**BUY**

# **WE'RE ENGINEERS**

**Engineers write code**

**"Engineers gonna engineer"**

**Engineers are vulnerable to NIH**

# WHY BUY

**Time**

**Focus**

**Money**

# WHY BUILD

**Differentiation**

**Knowledge**

**Money**

**IT'S A  
CONTINUUM**

**Our needs are unique**



**We can't afford buying**





**We're building assets**

**Code is a liability**

**We worry about  
vendor lock-in**

**What about  
people lock-in**

**We're bad at  
procurement**



**We have too many  
excellent engineers**



# **MISTAKES WERE MADE**

**CMS**

**devops**

**corporate**

# SPECIAL CASES

Open-source

Existing systems

Being your own boss 🙄

# We tried and failed



**HOW DO YOU  
ACQUIRE & MAINTAIN  
KNOWLEDGE?**



**HOW DO YOU  
MINIMIZE & HANDLE  
COMPLEXITY?**

**REMEMBER,  
FOLKS...**

**ALWAYS**

**BUY**

**COMMODITIES**

**THANKS!**

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**QUESTIONS?**