

Questions to ask your technology teams

Building a custom solution from scratch comes with a number of considerations:



Stability and Performance

- ✓ **Performance impact:** page load speed is critical to providing a good user experience. How will a home built system impact page performance?
- ✓ **Performance monitoring:** will you be able to continuously monitor performance of the platform?
- ✓ **System uptime and availability:** what is the expected stability of the system? How will uptime be guaranteed?



Scalability

- ✓ **Technology and backend growth:** Is your system designed to collect, process, and report on massive data sets?
- ✓ **Usage growth:** Is the system designed to support every campaign and objectives of your business, and the needs of a large, multi-team organization?
- ✓ **Deployment enablement:** Is your system able to instantly deploy across all channels, languages, and markets?



Security and Compliance

- ✓ **Compliance standards:** Does your system meet internal security and privacy requirements or external standards such as ISO27001?
- ✓ **Privacy:** Does the system handle PII or other sensitive information? If so can you ensure that it is properly handled and protected?
- ✓ **Audit logs:** Can you audit every change?
- ✓ **Access controls and permissioning:** Can you control who has access to the system through enterprise security measures such as single sign on?



Support and Costs

- ✓ **Ongoing maintenance:** Does your development team have the bandwidth to keep fixing things when they break, or to help others internally use the system?
- ✓ **Reliability:** how reliable is the software you are building yourself? Will it be available when the team needs it the most?
- ✓ **Cost of ownership:** outside of the upfront costs, is there buy-in from the company to cover costs of the system, like data storage, additional services, etc?

The bottom line

As with all software, the build vs buy decision comes down to the requirements and needs of each individual company. If you're ready to invest in a solution to make your e-commerce smarter, faster, and better:

Rokt Commerce is the solution.