

# ONLINE TRAVEL SOLUTION



## BUILD VS BUY



### Building a Solution In-house

#### PROS

You own the product

You own the data

You can build the system as per your needs

#### CONS

Long time-to-market

Requires an experienced IT team with diverse skills

You can't give full attention to your core business

Requires a large investment in hosting infrastructure

Harder to add new features

Higher data security risk

Expensive in the long run

Requires extensive in-house planning & research

### Buying an Off-the-shelf Solution

#### PROS

Ready solution with a wide range of commonly used features

Short time-to-market

Domain expertise & consulting

Regular product upgrades

No need to invest in hosting infrastructure

More cost effective in the long run

Product support & maintenance

You can focus completely on your core competence

Provides greater data security & integrity

#### CONS

Limited customization

Product ownership remains with the vendor

Shared database