











# Build or Buy a Loyalty Solution?

## Let's compare custom and SaaS options

Choosing which type of loyalty solution is best for your enterprise is an important decision. Use this helpful guide to walk you through every aspect, so you can make an informed decision that's best for you.

 <b>Consideration</b>	 <b>Build</b>	 <b>Buy/SaaS</b>	 <b>Reality Check</b>
<b>Initial Investment</b>	High initial costs for your brand—including hardware, software and development.	Affordable upfront implementation fee, no outlay for hardware, software and development.	SaaS minimizes upfront costs, freeing up capital for other strategic initiatives.
<b>On-going Cost</b>	You're responsible for monthly maintenance and updates. You may be charged based on data utilization.	Affordable monthly subscription that includes maintenance and updates.	SaaS eliminates maintenance and update costs and doesn't charge based on data utilization.
<b>Resources to Support</b>	Labor-intensive, requiring developers, designers, project managers and on-going technical support.	Your SaaS vendor provides all initial and on-going development, design and support, including SLAs to maximize uptime.	SaaS frees up your internal resources to focus on other customer growth initiatives.
<b>Control/Meet Requirements</b>	You have full control over features, functionality and design—and how the platform meets your unique requirements.	You may not use all the built-in functionality all at once, but it's available to you. The ease of configurability can satisfy even complex enterprise requirements.	If you're willing to give up having complete control over how things get done, SaaS can get you where you want to go.
<b>Speed/Time to Market</b>	Development can take months or years, delaying the benefits and return.	SaaS platforms are ready-to-use, plus fast and easy to deploy and configure.	SaaS allows you to get up and running quickly and easily.

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<b>Flexibility/ Scalability</b>	<p>Any new requirement out of the original scope requires development and/or coding by internal resources or your third-party vendor, which may limit your growth. Limited on number of users, attributes and events.</p>	<p>Highly intuitive design allows marketing teams to easily add or modify segments, campaigns and actions in minutes. Built for growth, allowing unlimited members and attributes, and additional brands.</p>	<p>SaaS allows you to jump on opportunities to engage, recognize and reward customers in real time, as well as quickly see what is or isn't working.</p>
<b>Innovation/ Cost-effectiveness</b>	<p>Each new feature and added capability involve development with associated hard costs as well as opportunity costs.</p>	<p>Shared code means all new features and functionality—even those built for other clients—are immediately available to you at no extra cost.</p>	<p>SaaS allows you to continually leverage the latest loyalty capabilities without the time, cost or hassle associated with development.</p>
<b>Security &amp; Regulatory Compliance</b>	<p>You and/or your third-party provider are responsible for keeping up with all the security, data protection and compliance requirements and regulations.</p>	<p>SaaS platforms can be hosted on AWS or Azure, both protected by industry leading security, data protection and compliance measures far beyond what an individual enterprise could do on their own.</p>	<p>Some industries require brands to own and have complete control over their code—but these are the minority. In most cases SaaS can improve your security, data protection and compliance.</p>
<b>Integration</b>	<p>Building your own integrations with your existing systems and processes is time-consuming and expensive.</p>	<p>Annex Cloud has 125+ pre-built integrations and many APIs—and we're continually adding more—to ensure seamless connectivity across your entire ecosystem.</p>	<p>SaaS allows you to push unique loyalty data across your tech stack, without time-consuming and costly development.</p>

## We're here to help

Ultimately, whether you decide to build your own custom loyalty solution or go with a SaaS loyalty platform depends on your budget, timeline and resources. Annex Cloud's Loyalty Experience Platform™ is designed to give enterprises everything they need to quickly and easily implement, manage, use and evolve their loyalty solution as they grow.

Let's explore how a SaaS loyalty solution can support your growth goals.

