









The **Build vs. Buy** Debate in People Analytics: What's the Best Approach for Your Organization?

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Build vs Buy, a Software Dilemma?



When a business faces new problems that need to be resolved quicker and easier, there is always the challenge of building a solution in-house or purchasing an off-the-shelf product.

Building in-house software can give you greater control over the development process and the ability to tailor the software to your specific needs. However, it can be time-consuming and expensive, requiring significant upfront investment and ongoing maintenance costs.

On the other hand, buying software from an external vendor can be faster and require fewer resources, but it may not offer the same level of customization and may require paying licensing fees.

However, which one is more suitable for your requirements, and who else has accomplished a satisfactory result?

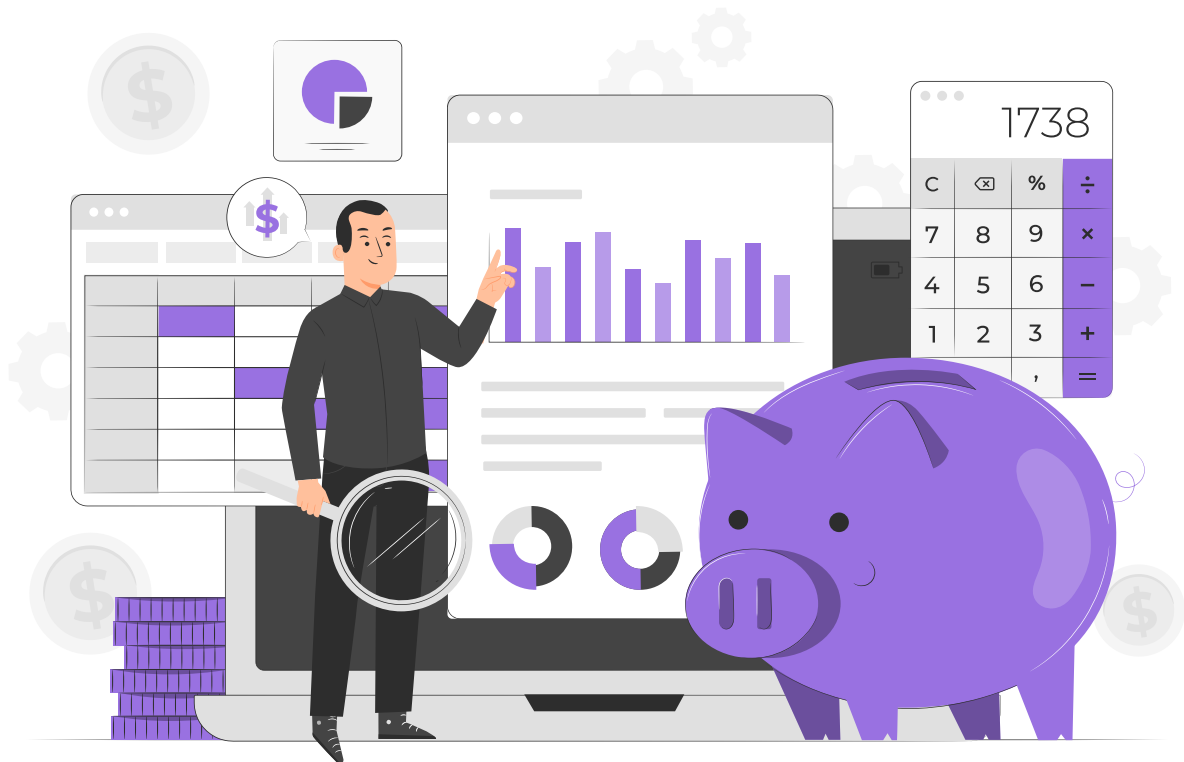
Simply put, it is like comparing apples to oranges. What's worth examining are the factors that made one prefer to build a solution and the other to buy a product, which varies from industrial environments and the ultimate issue the software will resolve, plus the current IT infrastructure and the strategy of your IT team.

The decision on build vs. buy can be consolidated into an easy equation: build the software that distinguishes your company and buy everything else. Although this approach is conceivably a reasonable starting point, it's definitely not the end of the story.

Build or Buy software – 5 Factors to Consider

The top 5 main factors to consider when deciding whether to build or purchase software:

1. Expenses



Entrepreneurs and industry representatives are attempting to lower their expenses. The decision to invest in a software solution is often defined by the urge to decrease future costs.

Two primary ideas are often encountered within the build vs. buy software resolution. First – the purchased solution will begin to fetch value almost instantly. Second – building a homemade product can be an overwhelming load on the company's budget. Both views are correct. However, it is tough to state which one is the most acceptable for a particular case.

In theory, purchased software does not require a high cost and is rolled out fast. However, it still demands a single large investment or a monthly expenditure. You will be charged

regularly, and off-the-shelf software's advantages aren't always adequate, meaning the need to configure and customize should be part of the buying requirements, and wherever possible consider testing the proposed solution extensively before making a buying decision.

In comparison, although creating a homemade solution will potentially cost more in terms of resources and time, as a one-off project, it will pay for itself since it will achieve the business value. However, you should take into account your internal capabilities in managing the project and the level of your key skills. How much should your solution scale, how hard it is to maintain, and what resources do I need to keep investing in the project?

2. Support & Control

Supporting the work of any software is an independent stage that needs specific help. Choosing between build vs. buy, it is worth stating that any software vendor will take charge of ensuring the smooth operation of its product. Therefore, any bug fixes, database updates, and so on fall under the vendor's responsibility, so you don't require to consume resources on these assignments.

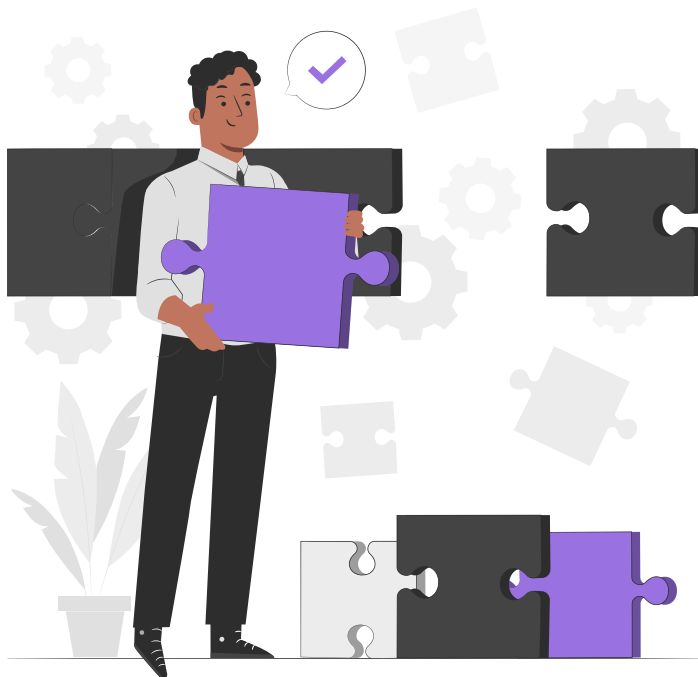
However, this has a flipside. Since the vendor is supporting the purchased solution, you, as a customer, will have limited say over the operation of this software. In theory, you can encounter a common scenario where constant issues with the product or unsuccessful updates force your wider team to place less value on the offering, thus decreasing usage – and potentially start looking for alternative ways to solve this problem.



3. Coherence

Today's businesses have sophisticated tools and techniques that harmoniously communicate with each other – in theory. That's why investing in new tools often encounters coherency issues and an unknown or untested solution may not operate effectively with existing tools, resulting in a total overhaul of current workflows.

This issue can be avoided by deciding to build a custom solution. By designing a solution from scratch, you can take this aspect into account and create a product that ideally conforms to the existing infrastructure and is consistent with the tools already in usage. This is one of the most critical facts to consider in the build-or-buy software argument.



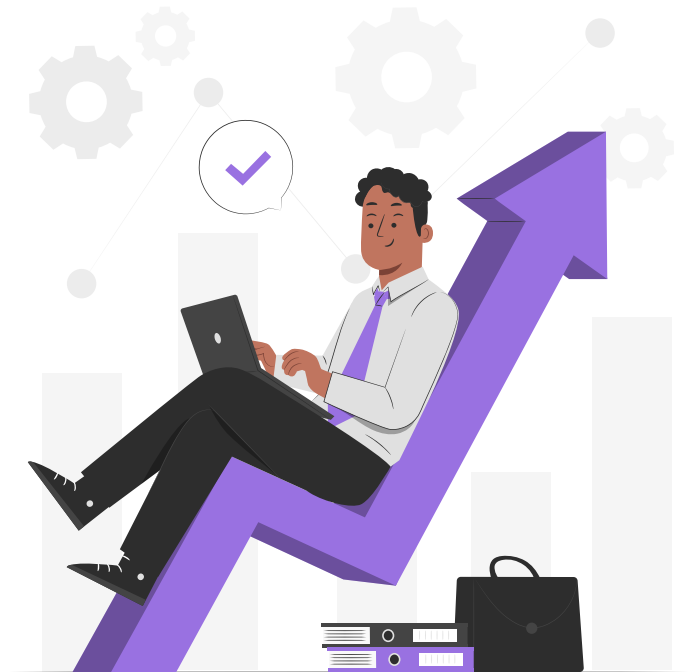
4. Scalability

Buying a solution has benefits when considering the features available in the product set and as such do not require any major adjustments. A regular cadence of product updates, new features added and resolving feature deficits will mean you can scale accordingly. Yes, there are cases when software vendors make substantial modifications and add unique functionality based on the customers' desires, but generally, if you urgently require extra features, you will have to wait for the next release.

Alternatively, the solution designed by you will give you complete control over development –

- the contrast being how easy is it to get resources to do the work,
- how familiar are they with your solution,
- and do you have the requisite skills to develop, maintain, and test the product each time you make a change?

This should be a consideration as you scale your solution for your business.



5. Connectivity

Each organization has its ecosystem of applications that must be consistent with procedures beyond the enterprise, such as your business goal related to marketing, finance, and operations. Making your own solution can help ensure that these connections are maintained, as long as your team can systematically sew together numerous, smaller solutions.

The chances are that a more sophisticated and comprehensive solution exists, offering easy-to-use connectors to ensure business continuity. Some retail software solutions can even serve as an extension of your current ecosystem rather than totally overhaul the architecture your IT team has so meticulously assembled.



When ROI is the Key – Why A.S. Watson Decided to Buy vs Build?

As a case in point, one of our customers in the retail industry (A.S. Watson) wanted to get started with their People Analytics journey and was in the same challenge of either building software or buying it. They opted for SplashHR – our People analytics solution – to help them meet their business goals and embed a People Analytics culture across their organization.

SplashHR's capabilities perfectly matched their requirements – cost-effective, able to leverage existing technology in their IT infrastructure, and pre-built dashboards with the complete insight into their workforce. And

more importantly, they conducted an extensive POC prior to contract signature to ensure our solution did exactly what is said on the packaging – and more!

Connecting to multiple data sources using pre-built connectors was key to establishing trust in the data output and being able to automate this process meant more time could be spent on true data analysis to distribute across the entire company – putting the data at the fingertips of their team and establishing a common currency of data interpretation.



Don't let DATA concerns stop you from starting People Analytics initiative!

— **A.S. Watson Group**
A member of CK Hutchison Holdings



Is it worth buying a People Analytics Solution if you already have a BI tool?

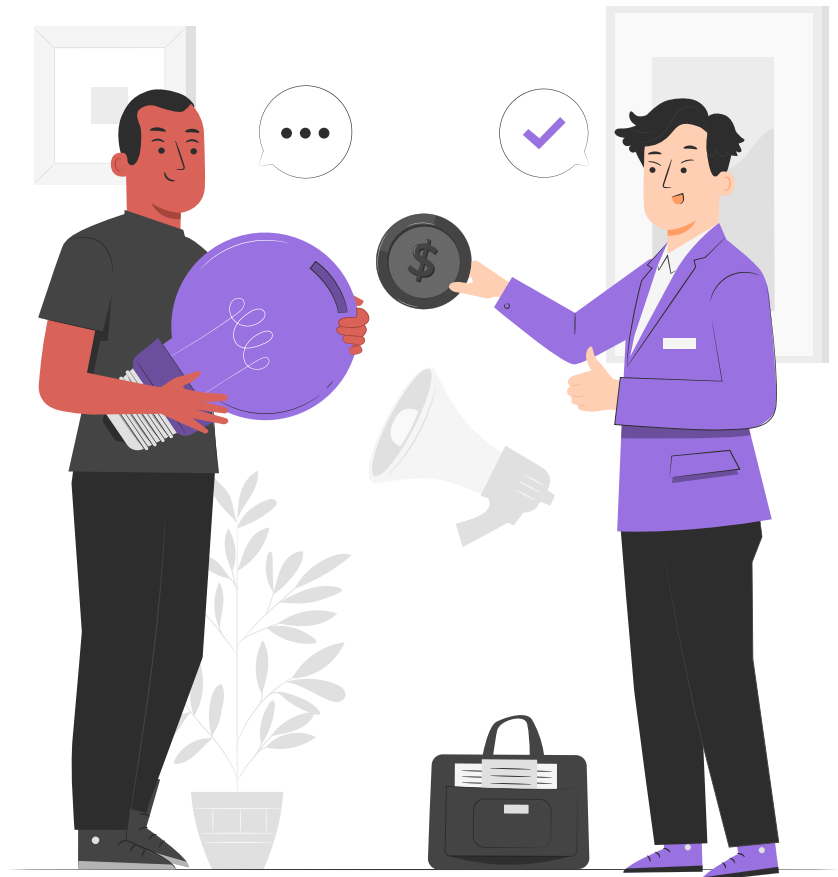
Quite simply – this depends on your objectives, your Analytics maturity, and whether you have the right skills to grow your practice.

Or – in other words – **Yes**.

We hear a common question or objection that the IT team has already invested in similar solutions such as PowerBI or Tableau. From our standpoint, this is an advantage for **SplashHR** as we let you leverage your existing IT infrastructure to ensure seamless change management and adoption.

We often hear that it sometimes like trying to put a square peg into a round hole – to a fashion, it works as you build a report or dashboard, but it might not be done the best way. Whether you choose **SplashHR** to be your tool of choice or wish to leverage our output in other platforms, we have you covered – and with the added benefit of utilizing our robust security expertise.

One last thing to consider here is that your company might be in the process of building or already have a data lake. Again, this is fine





















for SplashHR as we can sit alongside your data infrastructure and, in many cases, enhance what you already have. One customer of ours had taken a great deal of time and effort to build a comprehensive data lake but had yet to be able to incorporate data from their Recruiting system.

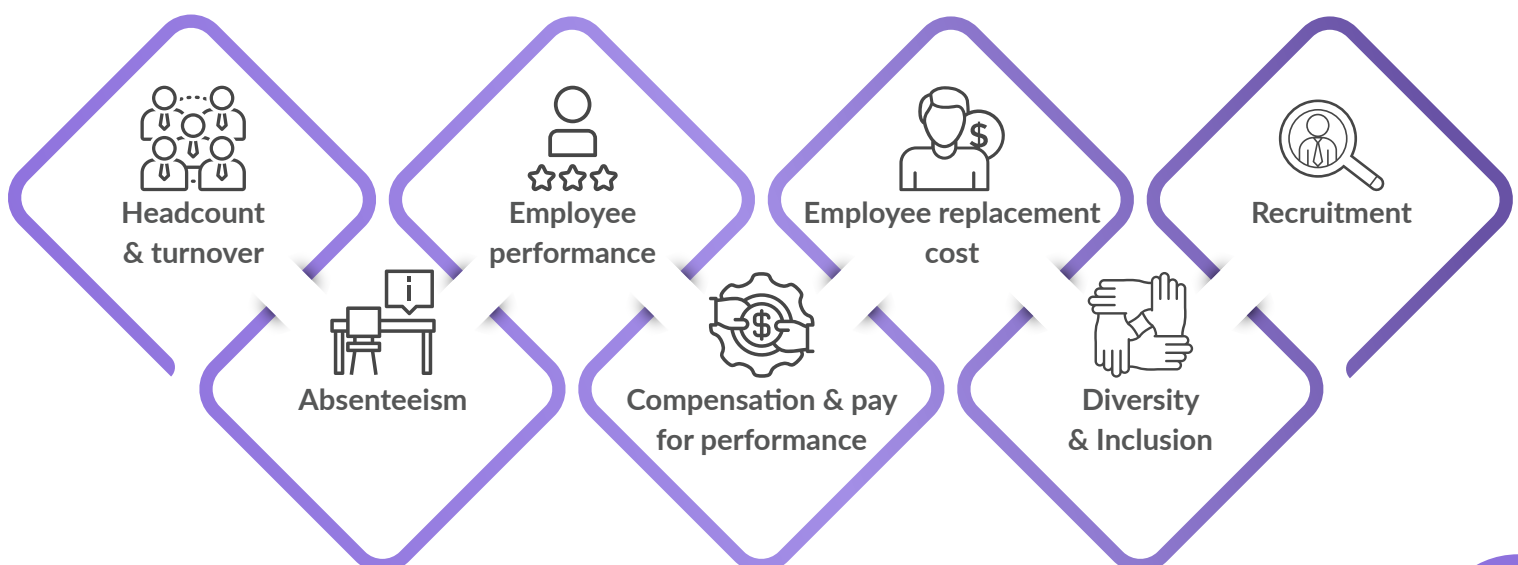
SplashHR helped solve this problem by allowing the company to use their data with our own data model – a critical win for both parties.

SplashHR – People Analytics Made Simple

SplashHR people analytics monitor overall organizational health for every leader, job type, department, and location.

	Generic BI Platform	splashHR		
Automate			Built-in data connectors reduce startup effort	Security – roles, single sign-on, active directory sync
Extensible				
Interoperable				
Security			Prebuilt reports, charts and dashboards reduce build effort	Built-in data model eliminates architecture effort
Solution Quality				
Time to Solve				
Learning Curve			Prebuilt metrics, KPIs, reduces data science effort	Leverage existing IT infrastructure
Business Process Integration				
Domain Contextualization				
	BUILD	BUY		

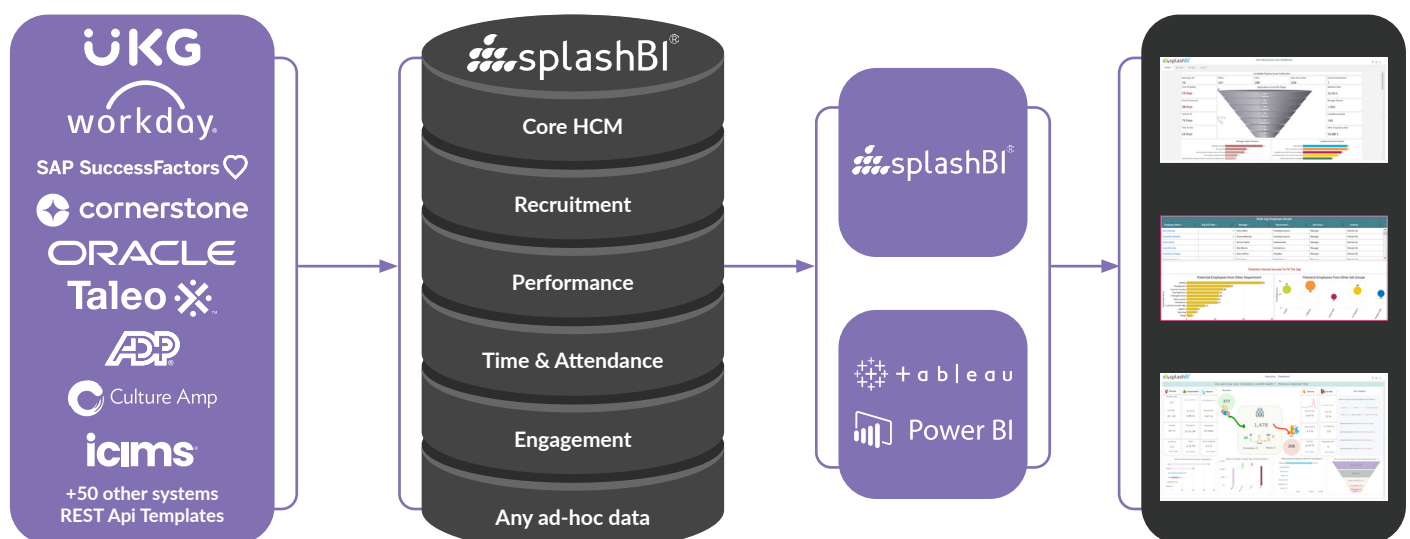
People Intelligence at your fingertips lets you drill into the details – from Macro to Micro. Analyze and measure critical human capital data across all aspects of the employee experience.



Why is SplashHR the right cost-effective solution for you?



Our vision is to create a truly meaningful people analytics capability, fully aligned with the business's goals, to drive better outcomes. We make the hard stuff simple - we can connect you to any source using our connectors, API, or regular flat file, make sense of the data in our robust fit for purpose Data Model, and give your data a home in our pre-built reports, charts and dashboards.



Our founding tenets!

As you build a solution, you need to consider the foundational pillars to let you maximize adoption across your user base and scale your Analytics capability across your whole business.

The advantage of buying a solution such as SplashHR is that we have already done the hard work for you – meaning adoption and scale are within reach from the outset. Our solution is based on the following four principles.

Automate



- Take advantage of our pre-built connectors to all the leading HR and Talent Systems
- Schedule data loads, full and incremental, to ensure your data is always fresh
- Simplify data distribution – all reports and dashboards can be pushed to the people that need it, whenever you specify
- Focus on the cool stuff while we take care of the “heavy lifting”

Extensible



- We’ve already taken care of a lot of the annoying stuff – use our pre-built charts and dashboards
- We know you’ll want to take control, so you have full access to create any chart, dashboard or metric to suit your unique business requirements
- You want to add or extend our data model? No problem – we give you full access
- Your data – your way

Interoperable



- You can easily take advantage of SplashBI to be your tool of choice
- We also know your IT teams have invested in other tools, so leverage the power of your existing infrastructure in PowerBI or Tableau – easy!
- We even have a mobile app so your teams can always be up to date!

Secure



- Security is at the heart of what we do – trust us to ensure the most stringent of requirements are adhered to
- We can simply inherit your existing system values
- All the while allowing you to extend and configure any aspect
- Trust us, we know what we’re doing

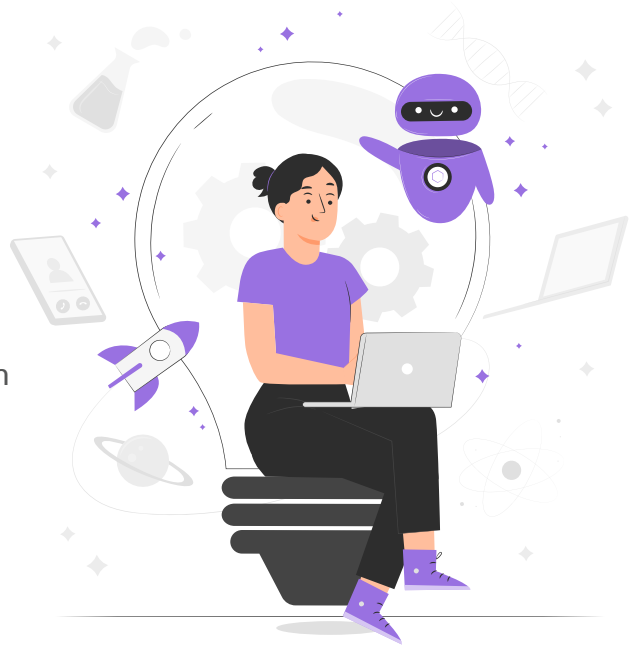
1. Automation

One of the main blockers to growing People Analytics is, to quote Gartner, the inability to “Automate the Foundational Core.” Here are some ways SplashHR can help you:

✓ **Data Input** – take advantage of our connectors, API, and file transfer to frequently and securely access data from any source in your HR infrastructure, plus any other such as Finance, Sales, and Marketing systems. Data updates are scheduled as needed to ensure you always have the latest information to hand.

✓ **Data Output** – one of the most time-consuming aspects of any Analytics role is to distribute information to those that need it – SplashHR allows you to set up schedules that meet any simple or complex criteria to ensure your reports and dashboards find their way to your stakeholders and always with the latest data.

✓ **Data Model** – we have one of the most robust and fit-for-purpose data models that give all of your disparate data a home that allows you to truly connect to multiple data sets and provide a single source of truth – critical for anyone who wishes to provide consistency and scale their Analytics practice.



2. Extensibility

One of the first questions we get asked when showcasing SplashHR’s pre-built reports, dashboards and charts are, “can we configure or build our own...”

The simple answer is a resounding “YES”! We have already done a lot of the hard work providing placeholders to take advantage of, meaning you can quickly start building your People Analytics capability.

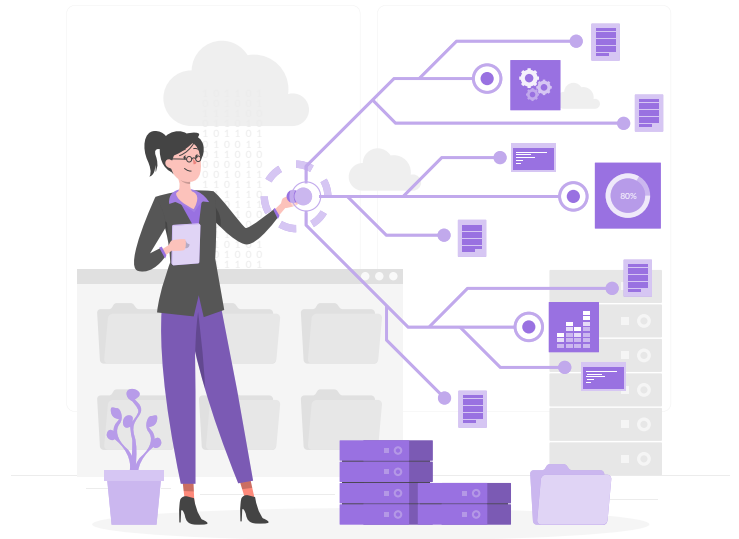
However, we give you complete control to start changing and creating any chart, dashboard, or report to support your unique requirements – not every organization is the same, and we fully recognize this! You even get access to the Data Model should you need to, allowing you to transform any data into a meaningful value that can then be displayed and actioned.



3. Interoperability

Another common question, or objection, is that the IT team has already invested in similar solutions such as PowerBI or Tableau. From our standpoint, this is an advantage for SplashHR as we let you leverage your existing IT infrastructure to ensure seamless change management and adoption.

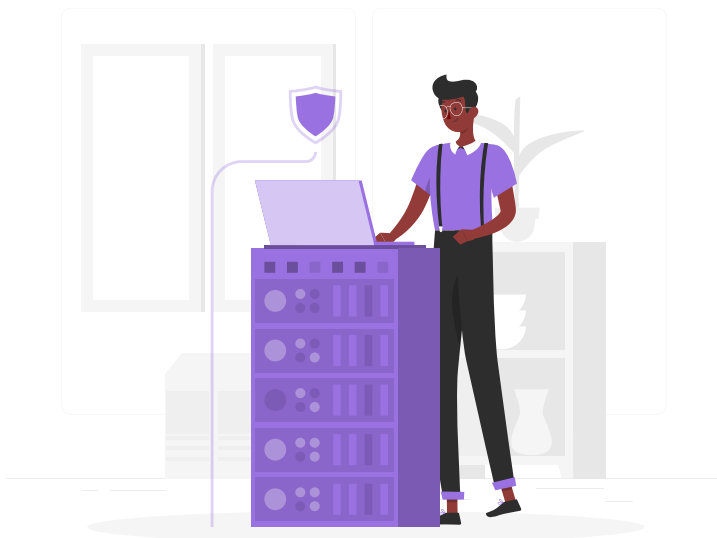
Whether you choose SplashHR to be your tool of choice or wish to leverage our output in your other platforms, we have you covered – with the added benefit of utilizing our robust security expertise..



4. Security

This should be the number 1 concern for any team building a People Analytics practice. We also know that security can come in any shape or size, with extensive role-based requirements added to divisional or business unit needs and geographic demands about who and what can see which data outputs – what works in the US might not be the same in Europe or elsewhere.

SplashHR can inherit any system value from your core systems, enabling you to extend and configure any aspect to meet the most stringent security concerns. On top of that, SSL and data encryption means you can rest assured that your data is in safe hands. SplashHR customers have even used our security expertise when using products such as Tableau or PowerBI, a massive win when trying to scale and get consistency.



About SplashBI

SplashBI delivers data-driven decisions by providing instant access to data from disparate systems in reports, visualizations, and trends.

Our Philosophy is Data Never Lies and Data, Never Dies. SplashBI offers insightful pre-built content, powerful ad-hoc reporting, and in-depth dashboards through our proprietary data pipe models for faster go-live and quick ROI.



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