

## ***Build/Buy Decisions***

Growing software companies often have very significant opportunities to grow revenue more rapidly by partnering with other software providers to make/provide a portion of your total offering, rather than building that piece internally. Sometimes this isn't the best approach. Often, it isn't clear what would work best!

Pearrari Solutions will help clarify your options and understand the benefits and risks of alternative approaches.

Build/Buy Decision components may include:

- Needs Analysis
- Market Research – finding suitable partner solutions
- Competitive Research
- Building, executing and evaluating results from RFIs and/or RFPs
- Establishing decision criteria  
Deciding on a partner goes well beyond feature functionality and financial considerations. We can help you identify whether potential partner solutions will integrate easily or not, will be actively committed to your mutual partnership, and how likely the solution is to persist in the marketplace as long as yours is.
- Assistance in structuring a mutually beneficial business arrangement  
Once you've identified the best product fit, it's not just the money you have to solve for in these kind of deals. You need to be sure that the solution you build together will age gracefully and not be at risk if the partner company is acquired or makes business decisions unfavorable to your partnered solution.