TCPA and DNC Compliance:

Buy a Solution or Build Your Own?

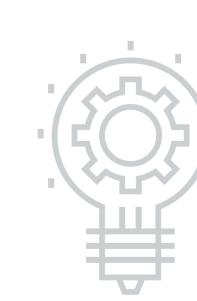




Are you looking to gain competitive advantage with a solution not currently on the market? If you have the expertise and ability to do so, your solution may be to build.



If you are a large enterprise organization with budget, resources, talent, time, and bandwidth at your disposal, you may consider building a solution if there is not a perfect fit for your company in the market.



If the solution and the intellectual property does not exist, and your team is able to support building and maintaining a large in-house software initiative, you may consider building a solution yourself.

Expertise

Be introspective enough to know what you know and what you do not. Building means you must acquire and sustain the expertise needed to support the technology; you now must become the expert and own every facet of the technology, the engine that drives it, and the platform it resides on.

Ask yourself: Why do you need a new solution? What are your goals? What kind of solution do you need?

Budget

What is this project going to cost? The true cost of development and ownership –including ongoing support, maintenance, and infrastructure – is rarely fully understood upfront. Often, the cost to build and maintain a solution is 2X, 3X, or even 5X what was projected.

Are there any hidden costs? How long before you can anticipate seeing ROI? Is funding this project feasible for your organization?

Resources

Support, maintenance, enhancements, and infrastructure are all necessities that will fall on you, your team, and your tools. Needs and workflow change, and the first iteration is rarely, if ever, the last. Applications, hardware and software, and connectivity will continually need to be upgraded.

What is the scope of the project? Do you have the talent and resources within your organization to build an application to meet your business needs and support it?

Time

How much time do you have to devote to building a solution for your organization? Consider time needed for planning, developing, testing, and rolling out your solution.

How quick of a fix does your organization need – and can you afford to wait? Can you build a solution in a reasonable time frame? Do your employees have the bandwidth to take on this project?

Support

Most companies do not want or have the bandwidth to troubleshoot, identify an issue, and work towards a resolution.

They prefer one entity to call when issues inevitably surface.

The inability to expeditiously resolve any hiccups with the technology typically means lost money and production.

Will you know where to turn if something stops working or isn't functioning as expected? Do you have the knowledge and talent in-house to troubleshoot?

Intellectual Property

When you set off to develop and deploy a solution, intellectual property should always be a consideration. Be certain that the solution or process doesn't reside in someone's patent portfolio. Companies work hard to innovate and stay ahead of the technology curve, and work equally as diligently to protect their IP.

Ask yourself: Are you positive that someone else doesn't own some or all components of the technology you are building?



Are there reputable experts in the marketplace?

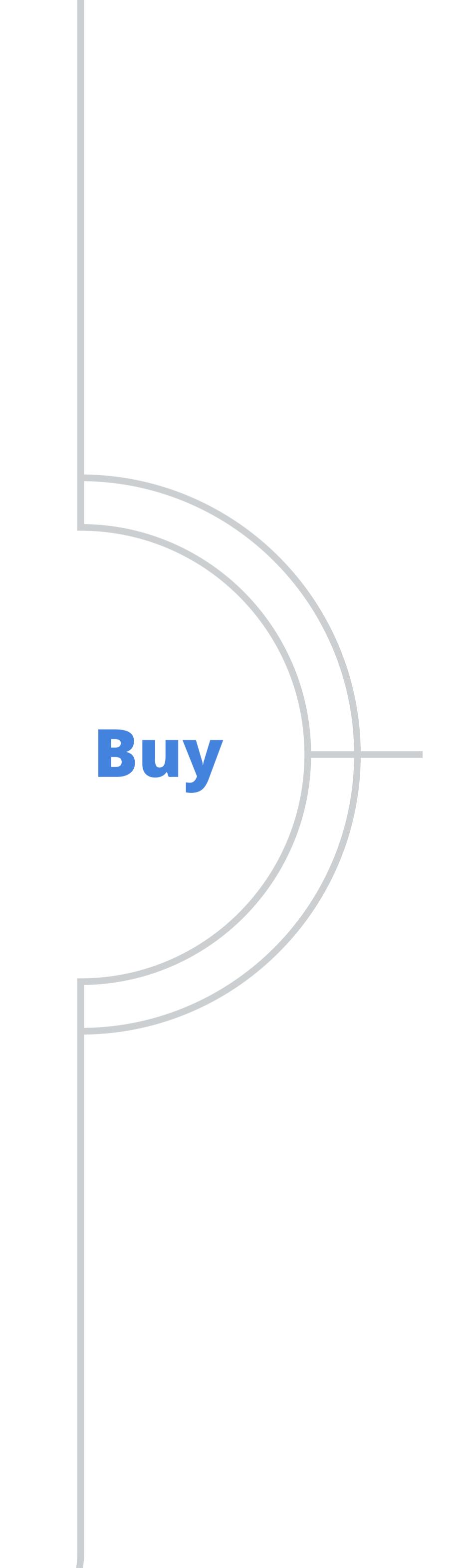
If so, evaluate your options to see if an established solution could be the right fit for your organization.



If budget, time, and upkeep are of concern, consider how buying an established solution may benefit your organization.



If the solution and the intellectual property does exist, and ongoing support and maintenance is a potential long-term resource drain, consider buying and customizing an established solution.



To speak with an expert about which solution will ensure TCPA and DNC Compliance for your organization, contact us at (866) 644-5422 or sales@gryphon.ai.