

Building vs. Buying a CPQ Solution: Top Considerations



Budget

If you don't already have IT resources you can dedicate to CPQ, you may need to hire a team of developers to create, test, and maintain the software. You must ask yourself: do you really want to be in the software business, or would you rather focus on your core products and services?



Customization

If you have very specific or complex requirements for your business or leverage an industry-specific CRM/ERP system, building CPQ software from scratch may seem to be the better option. And, in some cases, it just may be. However, the best answer isn't always as obvious as it seems. Cloud-based CPQ software offers virtually unlimited flexibility, and some are highly customizable. It'll still take some implementation time to configure for your organization, but the time-to-ROI is usually much shorter.



Expertise

Building CPQ software requires a team of experienced developers with expertise in software development, data modeling, and database design. If your business does not have the required technical expertise, buying pre-built CPQ software could be a more practical option. When buying CPQ software, you also benefit from expertise built over years of implementations and working with clients to help maximize their investment.



Timeframe

Building your own solution can be a lengthy process, especially if CPQ and software development aren't core areas of your business. In addition to the initial implementation, software takes time to manage, update and troubleshoot. Buying pre-built CPQ software can be faster to implement and start using. It's a great option if you want your technical teams focused on other critical areas of business.



Scalability

Building a CPQ solution gives you control over how that solution evolves, but it also requires you to invest in and maintain the infrastructure needed to support the software as you add users. Buying a cloud-based solution can give you the best of both worlds: You benefit from continuous updates and can easily add more users without having to manage the infrastructure yourself.



Training and Onboarding

Any software has some learning and onboarding time. With custom software, though, your team must also take on the responsibility for training and onboarding. With turnkey solutions, vendors can walk you through key features and help stakeholders learn the platform to accelerate onboarding time.



CRM/ERP Integration

If CPQ integration to your CRM and/or ERP system is critical, here's something to consider carefully: Each time the CRM or ERP vendor publishes a new version, there's a strong possibility it will break third party add-ins. Most CPQ vendors will maintain their integrations to host systems. If you build a CPQ that has a CRM or ERP connection, you will be burdened with troubleshooting and maintaining that integration.

Ready for the Next Step?
Experlogix Can Help

Still not sure whether build or buy is right for you? Experlogix works with organizations worldwide to optimize sales and document processes with our purpose-built digital solutions designed to make it easier for your clients to buy from you.

Contact us at info@experlogix.com to get started.