

# Questions to ask your technology teams

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Building a custom solution from scratch comes with a number of considerations:



## Stability and Performance

- ✓ **Performance impact:** page load speed is critical to providing a good user experience. How will a home built system impact page performance?
- ✓ **Performance monitoring:** will you be able to continuously monitor performance of the platform?
- ✓ **System uptime and availability:** what is the expected stability of the system? How will uptime be guaranteed?



## Scalability

- ✓ **Technology and backend growth:** Is your system designed to collect, process, and report on massive data sets?
- ✓ **Usage growth:** Is the system designed to support every campaign and objectives of your business, and the needs of a large, multi-team organization?
- ✓ **Deployment enablement:** Is your system able to instantly deploy across all channels, languages, and markets?



## Security and Compliance

- ✓ **Compliance standards:** Does your system meet internal security and privacy requirements or external standards such as ISO27001?
- ✓ **Privacy:** Does the system handle PII or other sensitive information? If so can you ensure that it is properly handled and protected?
- ✓ **Audit logs:** Can you audit every change?
- ✓ **Access controls and permissioning:** Can you control who has access to the system through enterprise security measures such as single sign on?



## Support and Costs

- ✓ **Ongoing maintenance:** Does your development team have the bandwidth to keep fixing things when they break, or to help others internally use the system?
- ✓ **Reliability:** how reliable is the software you are building yourself? Will it be available when the team needs it the most?
- ✓ **Cost of ownership:** outside of the upfront costs, is there buy-in from the company to cover costs of the system, like data storage, additional services, etc?

## The bottom line

As with all software, the build vs buy decision comes down to the requirements and needs of each individual company. If you're ready to invest in a solution to make your e-commerce smarter, faster, and better:

**Rokt Commerce is the solution.**