A BUILD VS. BUY DECISION TREE

fēro labs

Should you DIY your own AI software? Or license from a vendor? Use this decision tree to see if building your own is the right decision for you.

Start
Do we want to build it ourselves?

- **No** → fēro labs → Drive Profitable Sustainability now.
- **Yes** ↓

Can you wait 12+ months to build and deploy?

- **No** → fēro labs → Start now to optimize your processes immediately.
- **Yes** ↓

Do you have an ongoing annual budget of >$800k+ for infrastructure & tech talent?

- **No** → fēro labs → Get a head start on your competition by starting now.
- **Yes** ↓

Do you have the skills in-house to recruit top tech talent?

- **No** → fēro labs → Empower your engineers to experiment, troubleshoot, and innovate faster.
- **Yes** ↓

Do you have internal alignmnent on how your solution will function?

- **No** → fēro labs → Set up simultaneous tests in Fero so everyone's priorities are addressed and optimized in real time.
- **Yes** ↓

Do you have the budget and staff to support the ongoing maintenance and optimization of your solution and models?

- **No** → fēro labs → Fero Labs maintains and re-trains models for you.
- **Yes** ↓

Do you have 24hr tech support in place to fix bugs, and ensure the accuracy and up-time of your in-house AI models?

- **No** → fēro labs → Fero will focus on maintaining the integrity of the platform so you can keep focusing on your production.
- **Yes** ↓

Will your company trust your data?

- **No** → fēro labs → Fero displays confidence bands and explainable insights to show the context behind the answers we share.
- **Yes** → It sounds like you're perfectly suited to build in-house! If you change your mind, please reach out!