BUILD VS. BUY

When you're looking to add *real-time functionality* to your app, there are a few important things to keep in mind. The three main ones when deciding whether to build in-house or buy a solution from an outside provider are: the headcount required, time and cost to market.

	PubNub	IN-HOUSE	WHY DOES IT MATTER
DEVELOPERS	2 DEVELOPERS	4-6 DEVELOPERS	When you tie up your developers' time on basic features rather than innovative ones, you're left with opportunity costs and potential lost revenue.
TIME TO MARKET	2 MONTHS	6 MONTHS	By building your real-time infrastructure in-house, the days and even weeks you and your development team spend building can add up quickly and as everybody knows… time is money.
COST TO GO TO MARKET	$24,000	$96,000	Building real-time functionality yourself comes with many technical requirements and associated needs. A lower cost to market means more money to allocate elsewhere.

OVER 2000 COMPANIES WORLDWIDE CHOOSE PUBNUB BECAUSE WE PROVIDE A COMPREHENSIVE SET OF CORE BUILDING BLOCKS TO EASILY CREATE INTERACTIVE AND CONNECTED EXPERIENCES THAT ARE SECURE, SCALABLE, AND RELIABLE. LOOKING TO LEARN MORE ABOUT BUILDING WITH PUBNUB? GET IN TOUCH WITH OUR TEAM.

PubNub