










BUILD VS. BUY

When you're looking to add **chat functionality** to your app, there are a few important things to keep in mind. The three main ones when deciding whether to build chat 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.

**IN CONCLUSION, PUBNUB GETS YOU TO MARKET
EFFICIENTLY SO YOU CAN FOCUS ON MEETING
CUSTOMER NEEDS.**