

# BUILD vs BUY

## 5 Questions You Should Ask Yourself Before FRANKENSTEINING Your Own Billing Platform

Developing and launching a billing solution can be a project of monstrous proportions. SaaS companies looking to make the switch from a legacy system to an intelligent platform are faced with the difficult decision of whether to piece together something of their own creation, or to bring their solution to life with a third-party vendor.

Here are five questions you should ask yourself if you're experimenting with the idea of building your own billing platform.

### DO YOU HAVE ALL THE PARTS YOU NEED TO BUILD IT?



Hosting, backup, security services—launching your own billing platform requires the right infrastructure. While you may have the skeleton of that in place already with your core SaaS offerings, you'll need to consider whether or not you have all of the right parts.

If you don't want to take on the capital or operational overhead of assembling a beast limb-by-limb, invest in a tried and tested platform from a trusted partner.

### DO YOU HAVE THE RIGHT RESOURCES TO BRING IT TO LIFE?

Building a billing platform takes time and resources. Things don't happen in a (lightning) flash. Development, quality assurance, and testing are long processes requiring a dedicated, skilled team.

If you don't want to hire (or commit) the engineering and IT resources to jumpstart your SaaS billing solution, consider tapping into the domain expertise of a third-party partner.



### WHAT WILL YOUR CREATION LOOK LIKE ONCE IT'S LIVE?

Your billing system is one of the key drivers of the customer-business relationship, directly affecting your bottom line. If it doesn't function like it's supposed to, you can end up billing customers too little or too much—resulting in revenue leakage, or worse, churn.

If you don't want to scare customers away with a clunky billing experience, opt for an integrated solution from a leading SaaS billing provider.



### HOW WILL YOU KEEP IT SECURE AND UNDER CONTROL?

Managing a billing system requires constant vigilance. There's the security of customer data, PCI compliance, SLAs, and more to consider. Not to mention responding to threats or other issues in real time.

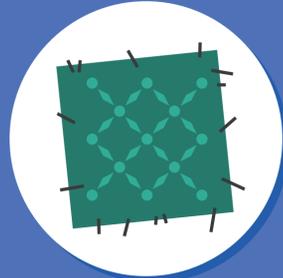
If you don't have the time or energy to keep watch over your billing engine day and night, protect your business with an experienced billing partner.



### CAN YOU BUILD IT TO STAND THE TEST OF TIME?

At first, it might seem like a small addition to your ERP or CRM should meet your billing needs, but as time goes on, new requirements emerge and business conditions change, leading to more customization.

Unless you want to spend your time adding patches and bandaids to your billing system to keep it from falling apart, look to a partner for an evergreen solution built to stand the test of time.



goTransverse's intelligent platform helps SaaS companies turn their billing into a competitive advantage—integrating seamlessly with an existing ERP or CRM for fast time-to-market and ongoing agility.

Learn why SaaS leaders including edgenet, Mediaocean, Genetec, Snowflake, Clickatell, and more, choose goTransverse.

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