3D Cloud

"Build or Buy" framework for enterprise retailers and brands planning 3D initiatives

	BUILD Use Existing Team	BUILD Hire a New Team	BUY Custom Solution	BUY SaaS White Label
Description	Build with internal resources. No net new hires.	Hire a net-new team with specialized 3D skills	Hire an agency vendor to build a bespoke solution from scratch	Use a white label SaaS solution
Time to Market	1–2 years	6–12 months to get team hired and rolling	6–24 months (varies by partner, scope)	3–6 months (varies by partner, scope)
3 yr Investment	[Cost Estimate]	[Cost Estimate]	[Cost Estimate]	[Cost Estimate]
Trade Offs	• Slowest option, significant drag on speed to market • Projects without dedicated specialized resources often fail • May find short term savings, but eventually you will have to hire a vendor and buy a solution • On your own for training and adoption	• Requires significant upfront investment in specialized talent • Can delay time to market	• No need to add headcount • Can be difficult to scale and expensive to maintain, will be dated quickly • Reinventing the wheel for little benefit	• No need to add headcount • Unmatched speed to market • Built in maintenance, support, training, and adoption plans • Scales easily • Focus on sales and merchandising content over building software