

# IN-HOUSE OR OUT-SOURCE?

## WHAT YOU REALLY NEED TO KNOW



	IN-HOUSE DEVELOPER	DOMESTIC DEVELOPER	OFF-SHORE DEVELOPER	HYBRID DEVELOPER
	★★★★	★★★★☆	★★★☆☆	★★★★☆
	★★★★	★★★★☆	★★★☆☆	★★★★☆
	★★★★	★★★★	★★★☆☆	★★★★☆
DEDICATED ACCOUNT REP?	★★★★	★★★★	★★★☆☆	★★★★☆
ABILITY TO MEET IN PERSON	★★★★	★★★★	★★★☆☆	★★★★☆
LANGUAGE BARRIER	★★★★	★★★★	★★★☆☆	★★★★☆
TIME-ZONE ISSUES?	★★★☆☆	★★★★	★★★☆☆	★★★★☆
EXPERTISE	★★★☆☆	★★★★	★★★☆☆	★★★★☆
DESIGN CHOPS	★★★☆☆	★★★★	★★★★	★★★★
STAFFING REQUIREMENTS	★★★☆☆	★★★★	★★★★	★★★★
CUSTOMIZATION	★★★★	★★★☆☆	★★★☆☆	★★★★☆
EASY TO MAKE CHANGES	★★★★☆	★★★☆☆	★★★☆☆	★★★★☆
QUALITY CONTROL	★★★★	★★★★	★★★☆☆	★★★★☆
ACCOUNTABILITY	★★★★	★★★★	★★★☆☆	★★★★☆
24 HR WORK CYCLE	★★★☆☆	★★★★	★★★☆☆	★★★★☆
TIME TO MARKET	★★★☆☆	★★★☆☆	★★★☆☆	★★★★☆
COST TO QUALITY RATIO	★★★☆☆	★★★☆☆	★★★☆☆	★★★★☆
	★★★☆☆	★★★☆☆	★★★☆☆	★★★★☆
	★★★☆☆	★★★☆☆	★★★☆☆	★★★★☆

Both hybrid and domestic app developers will assign an account representative that you can meet with in person at your discretion. But, even the best account rep cannot respond to your every question or concern as quickly as an inhouse resource can

The proximity of your app developer's headquarters to you obviously affects this, but almost no off-shore group will send account reps overseas to meet with you regularly

With a hybrid model, your account rep will almost certainly be a native English speaker, but you will occasionally interface with engineers and developers that can be from other countries

The same is true for time-zone issues. Your account reps and some of the development team is in the U.S., but most of the coding resources are generally overseas, meaning that technical meetings are often earlier in the morning or later in the evening

Only hybrid and domestic firms possess the correct balance of experience in creating mobile apps as well as an ability to understand clients' businesses obstacles

In-house teams generally have a much higher understanding of the business side, but a much lower innate mobile expertise score. Off-shore groups generally understand the mobile side of it, but have a harder time grasping use cases

Unless you have a digitally savvy marketing department in-house, you probably aren't going to hire a design staff for this specifically

Most off-shore teams don't have experience designers

The largest disadvantage to building an in-house team is the staffing. You have to find, interview, hire, train, and pay multiple dedicated resources to build your app

You may end up firing them once the app has been built, which can be much less than a year of employment for them

Hiring people in-house allows for the greatest amount of app customization because the employees are on-site. Furthermore, you set the deliverable dates, meaning if you need to change something, you can elongate the timeline

Hybrid app developers allow you to change things quickly because you have a dedicated account rep and the lower price point means you won't lose an arm and a leg for a change order

You can ask for changes at the drop of a hat with an internal team, but any change that requires experience or expertise outside of your team members' wheelhouses means they have to spend time researching a solution

Hybrid providers can handle changes almost as quickly and can do so much most cost effectively than domestic developers

With internal resources, you have the most insight into the code being written, but many times, executives don't have the requisite expertise to QA it

Most internal teams don't have dedicated QA resources

It's difficult to keep off-shore groups accountable because it's difficult to maintain ongoing dialogues with time-zone and language obstacles in the way

One of the best parts about working with an external mobile expert is that you don't have to personally ferret out the cause of problems before laying the blame at someone's feet. All you have to do is identify the problem, then notify your account rep your app partner will then fix it

Only hybrid app developers utilize a 24-hour working day with their developers overlapping with their design, account, and management team every morning and evening. No other model allows for a more efficient and constant flow of progress

Because of the staffing issues and higher cost of internal resources, in-house groups usually underperform in time to market comparisons

Only the hybrid model allows for 24-hour working days, meaning they can speed time to market significantly.

Off-shore will be the cheapest, but you often get what you pay for

A pure domestic developer can produce high quality apps, but it comes at a steep price

Hybrid allows for high cost efficiency while preserving output quality — the best of both worlds.