

BUILD-OR-BUY EXECUTIVE AUDIT

Find what to stop buying.

Find what to build. Know what never to build.

A 10-business-day independent review of your GTM technology stack, run against the Five Tests from *Navigating B2B Sales — The Agentic Age Unpacked*.

THE MANAGEMENT QUESTION

Where are we still paying SaaS prices for capabilities we could now manufacture ourselves — and where would building be a costly mistake?

WHAT WE REVIEW

- GTM tools, annual spend, seats and renewal dates
- Usage concentration and hidden workarounds
- Capabilities behind each tool — not just vendor names
- Liability, data moat, specificity, volatility and blast radius
- 3-year TCO of BUY vs BUILD vs HYBRID
- Top opportunities to cancel, renegotiate, unbundle or build

WHAT YOU RECEIVE

- Current Stack Map** · A fact-based view of spend, ownership and renewal exposure.
- BUY / BUILD / HYBRID Matrix** · A decision for each major capability.
- Savings & TCO Business Case** · Current cost, alternative cost, payback and 3-year impact.
- Top 3 Priority Opportunities** · Where action creates the highest economic value.
- 90-Day Action Plan** · What to do first, what to prove and what to leave alone.
- Executive Readout** · A board-ready decision session with management.

THE FIVE TESTS

1 LIABILITY Who carries the downside if the output is wrong?	2 MOAT Is the real value data, access or neutrality we cannot own?	3 SPECIFICITY Does this need to work differently for us?	4 VOLATILITY How fast does the external environment change?	5 BLAST RADIUS When it fails, how far does the damage travel?
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10 BUSINESS DAYS. ONE DECISION SYSTEM.

1	2	3	4	5
INVENTORY	DIAGNOSE	ECONOMICS	PRIORITISE	DECIDE
Days 1-2	Days 3-5	Days 6-7	Day 8	Days 9-10
Tools, spend, seats, renewals	Five Tests per capability	3-year TCO and payback	Top 3 by economic value	Readout and 90-day plan

IDEAL FOR

20-100 person B2B revenue teams

FORMAT

Remote / on-site hybrid
Independent. No vendor commissions.

INVESTMENT

CHF 15'000
Fixed fee, 10 business days

Start with one renewal. Leave with a decision.