

The 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 go-to-market technology stack — using the Five Tests from *Navigating B2B Sales: The Agentic Age Unpacked*.



EVERY REVENUE TEAM IS STANDING HERE



BUY

LEVERAGE
PROVEN SOLUTIONS

BUILD

CREATE
YOUR ADVANTAGE

HYBRID

THE BEST
OF BOTH WORLDS

*MORE
SUBSCRIPTIONS*

HIGHER COSTS

VENDOR DEPENDENCY

*OWN WHAT
DIFFERENTIATES YOU*

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

Every renewal cycle, that question is answered by default — by inertia, by the vendor's roadmap, by whoever shouts loudest. Rarely by evidence.

WHY THIS IS SUDDENLY URGENT

The agentic age changed the maths of build-vs-buy

Capabilities that once required a whole SaaS vendor can now be assembled in-house — quickly and cheaply. But not everything should be built. The line moved; most stacks haven't.

1

Costs compound silently

Seats, tiers and auto-renewals stack up. Nobody owns the total, so nobody questions it.

2

The build option got real

What was a 6-month project is now days of work — for the right capabilities.

3

But building can backfire

Build the wrong thing and you own the liability, the maintenance and the blast radius forever.

The result: money left on the table on one side — and hidden risk taken on the other.

THE SOLUTION

An independent audit that turns the renewal question into a decision

In ten business days, I review your GTM stack capability by capability and hand you a board-ready decision system — not opinions, but a defensible answer for each tool: keep buying, build, or hybrid.

Independent

No vendor allegiance, no build-it-all bias.
One outside view whose only job is your economics.

Evidence-based

Every call rests on spend data, usage reality and five structured tests — not gut feel.

Decision-ready

You leave with a matrix, a business case and a 90-day plan your board can act on.

Every capability runs through five questions

The same five tests that structure my book — the difference between a capability you should own and one you should never touch.

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?

Buy keeps the risk with the vendor. Build makes sense only when all five tests point that way.

What does build-or-buy look like in practice?

One CRM capability. One real decision.

Capability: Keep CRM records current

CURRENT MODEL	AGENTIC ALTERNATIVE
Full SaaS seat → human opens CRM → updates record	CRM stays → human uses WhatsApp / Telegram / voice → agent updates CRM

LIABILITY	MOAT	SPECIFICITY	VOLATILITY	BLAST RADIUS
Low	Vendor's	High	Low	Contained

HYBRID — Buy the CRM. Build the window you look at it through.

Before auditing the whole stack, find one leak

The build-or-buy method, turned into software: point it at the CRM contract that renews next, and see the opportunity before you commit to anything.

FREE CRM SCAN Read-only analysis of 90-day write activity



SEATS & SPEND VERDICT Active · Light · Delegable · Dormant



SAVINGS CASE What could actually be removed or delegated?



EXECUTIVE AUDIT What else is hiding across the GTM stack?

If we can find unnecessary spend in one CRM renewal, *what might be hiding in the rest of your stack?*

10 business days. One decision system.



Start with one renewal. Leave with a decision.

Six deliverables — board-ready, all yours to keep

Current Stack Map

A fact-based view of spend, ownership and renewal exposure.

Buy / Build / Hybrid Matrix

A defensible 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 your management team.

A practitioner's judgement, a codified method, real delivery capacity

THE PERSON

Roland Kümin

Serial entrepreneur & B2B sales leader — decisions made from inside the leadership team, not just studied.

- Digital Shaper — BILANZ Top 100 (2016)
- SaaS, BI & eCommerce leadership
- Years in Silicon Valley
- Author & keynote speaker

THE METHOD

Navigating B2B Sales

The Agentic Age Unpacked · 2nd Ed.

The Five Tests, twelve GTM use cases and TCO models at the heart of this audit come straight from its pages — written down, tested, repeatable.

THE DELIVERY

Avanti Group

avantigroup.ai

When a decision leads to building, delivery is backed by Avanti Group's agentic engineering capacity — so you get diagnosis and, if you choose, execution.

The audit stays independent. *Diagnosis first, with no obligation to build — and a capable partner ready when you decide to.*

START HERE

Start with one renewal. See the opportunity before you commit.

CRM SEAT & SPEND SCAN

Free

Read-only · no commitment. See which seats are active, light, delegable or dormant — and what that costs.

BUILD-OR-BUY EXECUTIVE AUDIT

CHF 15'000

10 business days · the entire GTM stack. Five Tests per capability, 3-year TCO, board-ready readout.

Let us look first. If the free scan finds nothing, you have lost an afternoon and gained an argument for the vendor.

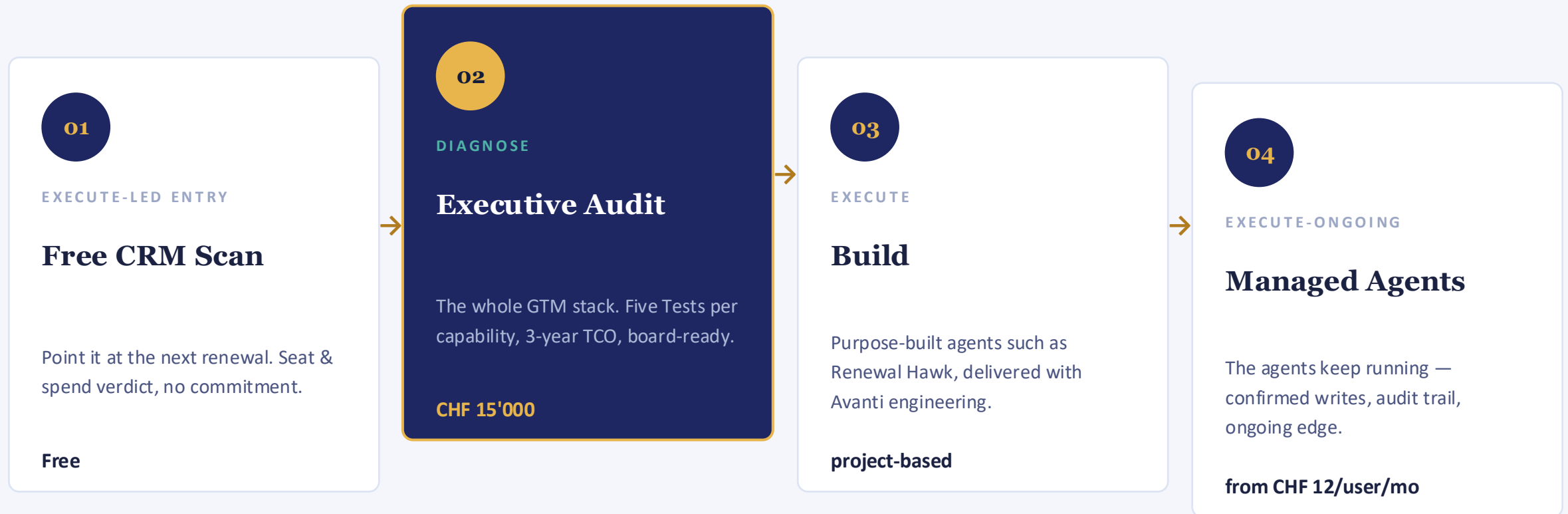
APPENDIX

Where it can go from here

The audit is the entry point. For teams that want to act on it, the same method carries through implementation and beyond.

Think, diagnose, execute — one continuous path

From a free scan to managed agents. Each step is driven by what the last one found — never sold in advance.



A consulting-led software company: *the book defines the method, the audit applies it, the agents run it.*

The 90-Day Agentic Revenue Sprint



Other ways to work together

