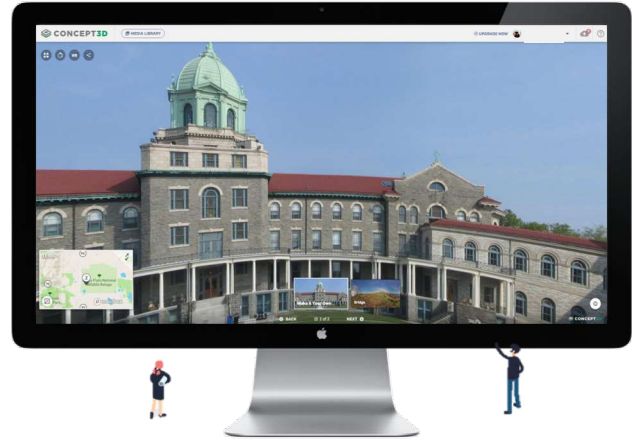
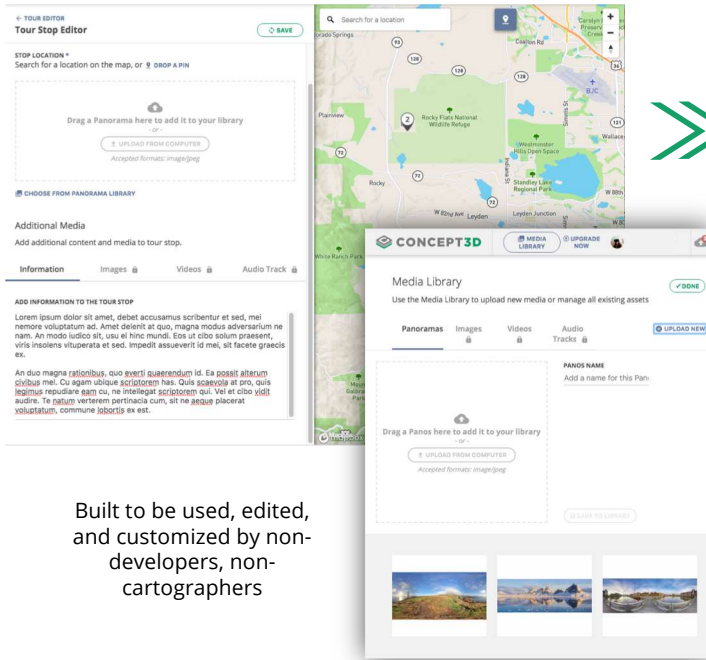


Buy vs. Build

Advantages & disadvantages of building and managing a location-based in-house or purchasing a 3rd party solution



Built to be used, edited, and customized by non-developers, non-cartographers

BUY

- Development & production executed by expert designers
- Software upkeep with industry technology standards
 - OSM on MapBox, ESRI, Google Maps, etc.
- Custom virtual tour building software integrated with location-based information
- Dynamic layers including live and external data feeds
- Virtual Reality (VR) enabled -- compatible from headset to desktops
- Customized print options for signage and marketing materials
- Secure hosting – keeping it safe and live
- Continuous platform improvement
- Dedicated Client Success Manager for questions, trainings, and other help
- Content Management System (CMS) making the platform customizable for your specific needs

BUILD

Creating an interactive map in-house has three parts:

- The **geospatial data** that is the basis of a map
- Going beyond the geo-data with **interiors** and other supplementary interactivity
- Additional elements like **virtual tours**

Geospatial Data

	Google Maps	OSM on Mapbox	ESRI
Labor	Graphic Designer (1/3 time on renderings) Webmaster (1/5 of time for updates) \$2,500/mo	Graphic Designer (1/2 time on different map designs) Webmaster (1/3 of time for updates) \$3,865/mo	Graphic Designer (1/2 time on different map designs) Webmaster (1/3 of time for updates) \$3,865/mo
Geospatial Data	Maps API \$6,150/mo API Calls	Commercial \$500/mo	ArcGIS \$1,200/mo
Video and Photo Production	5 one minute videos 150 photos \$8,000	5 one minute videos 150 photos \$8,000	5 one minute videos 150 photos \$8,000
Total First Year Cost	\$111,800	\$53,180	\$68,780

Virtual Tours

\$0 → \$250,000+



Virtual tours range from free solutions to over \$250K depending on functionality

Interiors, Additional Media, Hotspots & Beyond

These additions can be simple and inexpensive to complex and pricey depending on implementation.

Maps in the digital age can be more than a place to get directions. From better facility visualization and insight to an additional marketing channel.

