Employee app: build or buy?

With hybrid work, employee engagement apps are a must-have for large workplaces' success. As workplace leaders create return-to-work strategies, one of the first questions they need to ask themselves is whether the employee app should be built in-house or whether to leverage existing apps such as CBRE Host, Comfy App or ISS Workplace.
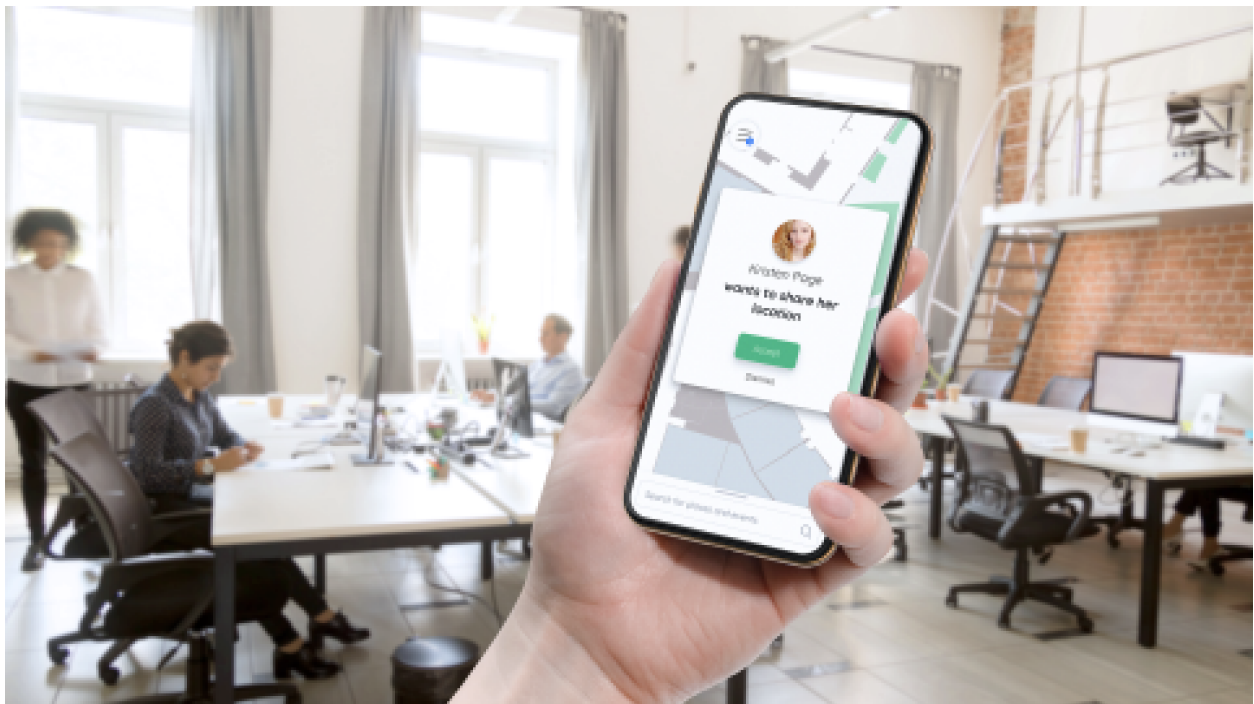
What are the pros and cons of each approach?

Build	Buy
Pros ● You're able to **customize** the software - your app will grow with you ● You're expanding your team's **competencies** ● If you have 1,000s of offices globally it means you don't have to pay for the app roll-out in each office - **saving costs at scale over the long-term**	**Pros** ● **Time to market** - Custom app projects are often widely underestimated, both in terms of time and cost. ● **Tested & proven** - The employee app will have already been verified by other companies, use cases have been tested, and value has been proven. ● The **cost is significantly lower** since the investment for platform development and maintenance is shared by all customers.
Cons ● **Time-consuming & time-to-market** - A custom app project takes approximately eighteen months to develop and launch—and that's only if you already have a full IT team specialized in mobile applications. ● **App-building expenses** only make sense if you have many offices	**Cons** ● **Not always customizable** to your own needs. You're limited by what the tool can and can't do. ● Not necessarily cheaper in the long-term. Most tools have features you're paying for but fail to utilize.

Whether you decide to build or buy your employee app, Pointr can support you with the right technology for location services. With beautifully designed digital maps and accurate indoor location and wayfinding technology, we enable the following use cases in your employee app:

- Search for a room or desk 'near me' that is currently available
- Share live location with a colleague
- 'Drop a pin' to meet colleagues for ad-hoc meetings
- Navigate from my home all the way to the parking spot and then to where my next meeting is
- Get push notifications when entering or exiting a specific zone ('Welcome back to the campus! Here's what you've missed')
- Building managers can see occupancy counts in real-time in specific zones

Request a live demo and see for yourself

High-performing location services can drastically improve the way your users interact with the building. If you'd like to get a clearer picture of how to enable an employee app for your workplace and the benefits of digital maps and real-time location, you can [request a live demo](#) of our technology today.

Meet Pointr's 45- day Pilot Program

Unleash the power of location for 45 days with Pointr Deep Location®

✅ Fully remote setup

✅ Validate the accuracy and ease of deployment of Pointr's Deep Location® platform using an out-of-the-box demo app and dashboard

✅ Use existing hardware (or we provide hardware) for up to 25,000 sqft

✅ Get started in days

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