

ON-PREMISE VS CLOUD CDP

The Decision Framework for Regulated Industries

For regulated industries, CDP deployment directly impacts compliance posture, data sovereignty, AI capability & speed of execution. The on-premise vs. cloud choice shapes long-term platform outcomes & getting it wrong is costly.

HOW THEY STACK UP

On-premise



VS



Cloud CDP

Data residency

Full control, never leaves the perimeter

Time to value

6-18 months; heavy integration

Cost model

High CapEx; lower marginal cost

Scalability

Manual capacity planning

AI/ML

Custom models, slower iteration

IT dependency

High - dedicated ops team needed

Data residency

Vendor-dependent; region-lock varies

Time to value

Weeks to months; faster setup

Cost model

OpEx subscription; scales with usage

Scalability

Elastic; auto-scales on demand

AI/ML

Native AI, updated continuously

IT dependency

Low - vendor manages infra

Capability score at a glance

	ON-PREMISE	CLOUD CDP
Speed	Low	High
Data control	High	Medium
Scalability	Low	High
AI/ML	Medium	High
Compliance fit	High	Medium

- Maximum data control
- Strict localization requirements
- Sovereign/private cloud strategy
- Dedicated IT operations team
- Full infrastructure ownership

CHOOSE ON-PREMISE IF YOU NEED:



CHOOSE CLOUD CDP IF YOU NEED:

- Faster time-to-value
- Continuous AI innovation
- Elastic scalability
- Omnichannel activation
- Lean IT teams

THE THIRD PATH: COMPOSABLE CDP

ACTIVATE FROM YOUR WAREHOUSE. NO DATA COPY. NO MIGRATION.

Runs on your warehouse

*Real-Time activation
no data copy*

*No rip-and-replace
needed*

See how Lemnisk's Composable CDP gives you the control of on-premise & the speed of cloud without migrating your data.

Get a Demo

