

# The Hidden Costs of DIY Customer 360

In today's data-driven landscape, organizations aim to build a *Customer 360*—a unified view of customer data across channels to drive better insights and personalization. However, a DIY approach to building this internally often introduces hidden challenges that impact scalability, efficiency, and long-term costs.



## What is a DIY Customer 360?

A DIY Customer 360 is an internally developed system that integrates customer data from various sources using tools such as data pipelines, data warehouses, and analytics platforms.

While it provides flexibility, it requires significant technical resources, ongoing maintenance, and careful management to ensure accuracy and performance.

# The Hidden Costs of DIY Customer 360



1

## High Development Effort

Building a Customer 360 requires substantial investment in engineering resources, infrastructure, and time.

2

## Data Integration Challenges

Customer data is often stored across multiple systems in different formats. Integrating this data can lead to inconsistencies, making it difficult to achieve a reliable unified profile.

3

## Identity Resolution Complexity

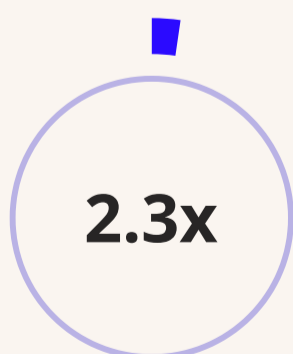
Accurately identifying the same customer across devices and platforms is a major challenge.

4

## Ongoing Maintenance and Scalability

Once implemented, the system requires continuous monitoring, updates, and scaling to accommodate new data sources and business needs.

## By the Numbers



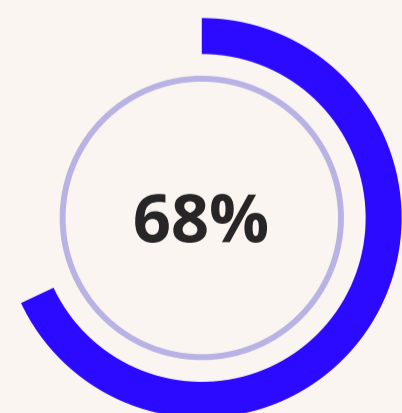
### Cost Overrun

Average actual spend vs. initial DIY estimate



### Months to Production

Median time to production for in-house builds



### Engineer Time

Engineer time consumed by maintenance, not innovation

# DIY vs Modern CDP Approach



A DIY Customer 360 approach, while flexible, often results in increased complexity, higher costs, and slower outcomes.

**Lemnisk** addresses these challenges by providing a streamlined and scalable solution for customer data management. It enables organizations to unify data from multiple sources, maintain accurate customer profiles, and access insights in real time.

By reducing the need for extensive engineering efforts and simplifying data integration, Lemnisk allows businesses to focus on delivering personalized customer experiences and improving overall efficiency.

[See Lemnisk CDP in Action](#)