Four routes to delivery

These routes are capacity choices inside the Internal Product House. Choose for the problem in front of you. A portfolio can use all four.

DIY

Someone already in the function builds a bounded solution.

Useful when: the scope is narrow, the risk is manageable, and there is a clear owner with time to support it.

Check: approved tools, data boundaries, testing, and who maintains it.

Rent

Use a vendor or platform.

Useful when: an established product fits the need or external capability, data, and support have meaningful value.

Check: fit, permissions, integrations, total cost, and vendor responsibilities.

Borrow

Use capacity from another internal team, a contractor, or professional services.

Useful when: you need specialist skills or a defined delivery period.

Check: data access, available capacity, handover, and ownership after the builders leave.

Embed

Dedicated delivery capacity sits with the function.

Useful when: demand is continuing and deep domain context or sensitive data needs sustained attention.

Check: prioritization, technical standards, decision rights, and continuing funding.

Choose a route for your workflow

Use these questions to compare the routes. No single score decides the answer. Record the tradeoff and the owner who will carry it forward.

Problem fit

Does an existing product already solve the need well enough? Which part of the experience is specific to your organization?

Context and access

How sensitive is the data? Who understands the definitions, permissions, users, and consequences?

Delivery capacity

Who has the skills and available time to carry the work through testing and launch?

Continuity

Is this a bounded build or a stream of continuing product work? Who can support and improve it after launch?

Decision authority

Who can authorize data access, accept risk, prioritize investment, and put the result into operation?

Chosen route and rationale

Long-term owner and next decision