

eBook

10 Reasons to

Buy, Build, or Borrow AI Implementation

There is no doubt AI is reshaping industries by enabling efficiency, innovation, and competitive differentiation. But businesses wanting to implement AI must answer a critical question ahead of the process: Is it best to buy off-the-shelf solutions, build internally, or borrow expertise?

Backed by insights from the Hitachi Vantara State of Data Infrastructure Global Report 2024, this guide cuts through the noise to help you choose the smartest path for your business.

**Read on for 10 clear reasons to
buy, build, or borrow AI solutions >>**

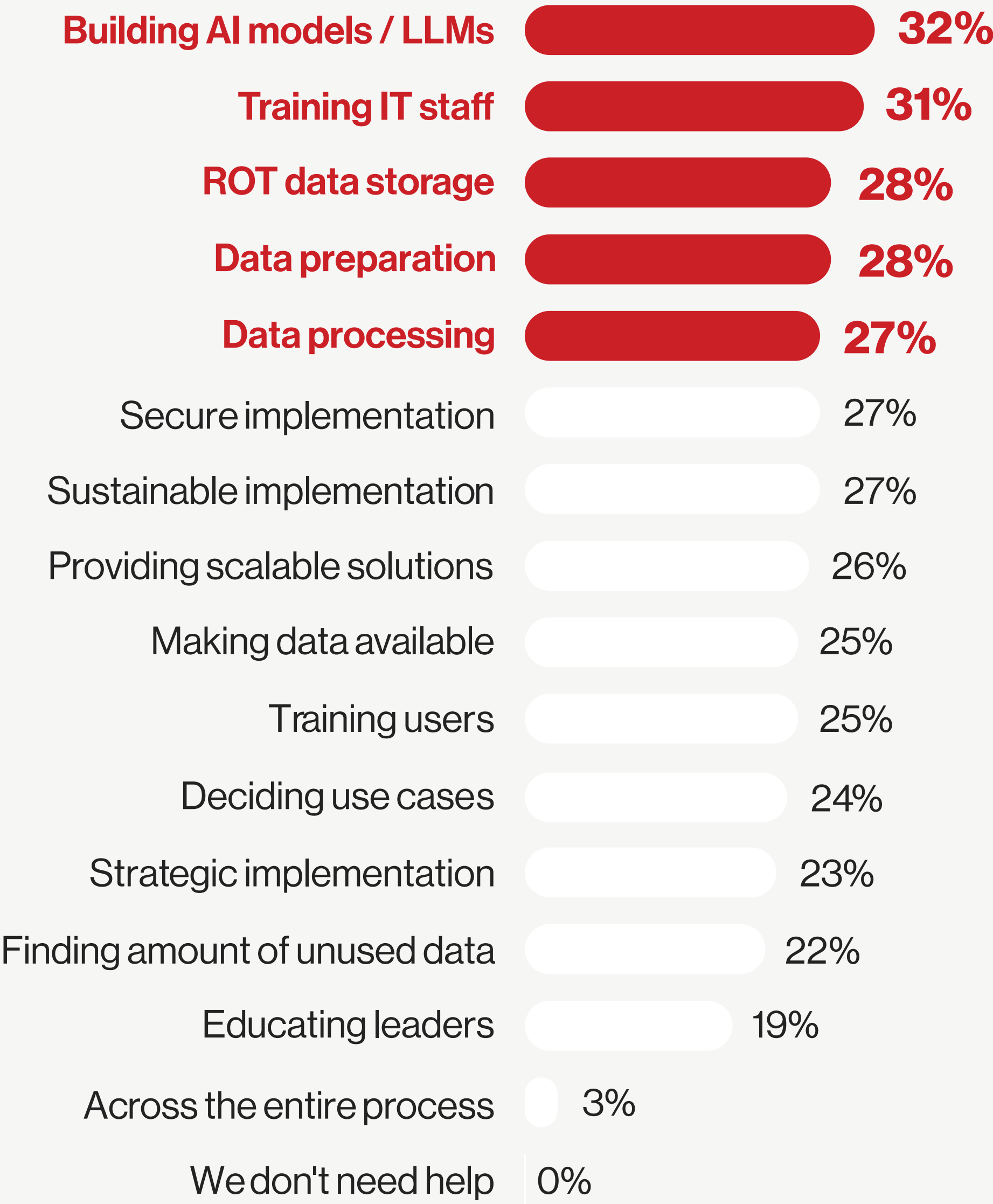
Reasons to *Buy* AI

Fast, Proven, Ready to Scale

Buying AI is the fastest way to get results.

If speed to market, proven technology, and vendor support are business priorities, this approach offers immediate advantages. From deploying pre-built solutions to gaining access to cutting-edge innovations, buying AI helps organizations hit the ground running without extensive internal development.

Areas IT leaders say they need help implementing AI



Reasons to *Buy* AI

Fast, Proven, Ready to Scale

1 *Get Up and Running—Fast*

Need AI now? Buying means instant impact. No long development cycles, just plug-and-play efficiency. This is essential for businesses navigating fast-paced markets and rising AI adoption rates. Imagine a healthcare system struggling with long patient wait times. By purchasing and integrating a pre-built AI scheduling assistant, they could optimize appointment slots, reduce no-shows, and improve patient outcomes within weeks.

2 *Access Cutting-Edge Technology*

Pre-built AI solutions often incorporate cutting-edge innovations that would be resource-intensive to develop internally. Our survey found that,



86% of AI early adopters report an average revenue increase of 6%.

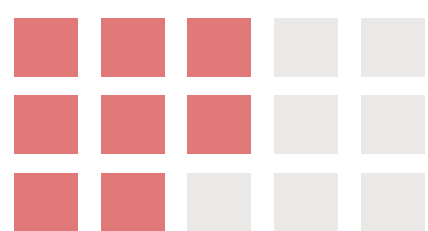
Buying AI ensures you tap into the best innovations without having to reinvent with internal resources and time.

3 *Stay Secure with Vendor Support*

The State of Data Infrastructure Global Report found that 48% of IT leaders cite security as their top concern. If security is a non-negotiable, relying on a vendor means getting access to built-in updates, patches, and compliance support that might otherwise be a heavy lift.

4 *Proven to Work*

More than



half of companies buy their AI models—56% purchase, 59% rent.

Why? Because proven solutions often reduce risk and deliver results.

Reasons to *Build* AI

Custom, Controlled, Future-Proof

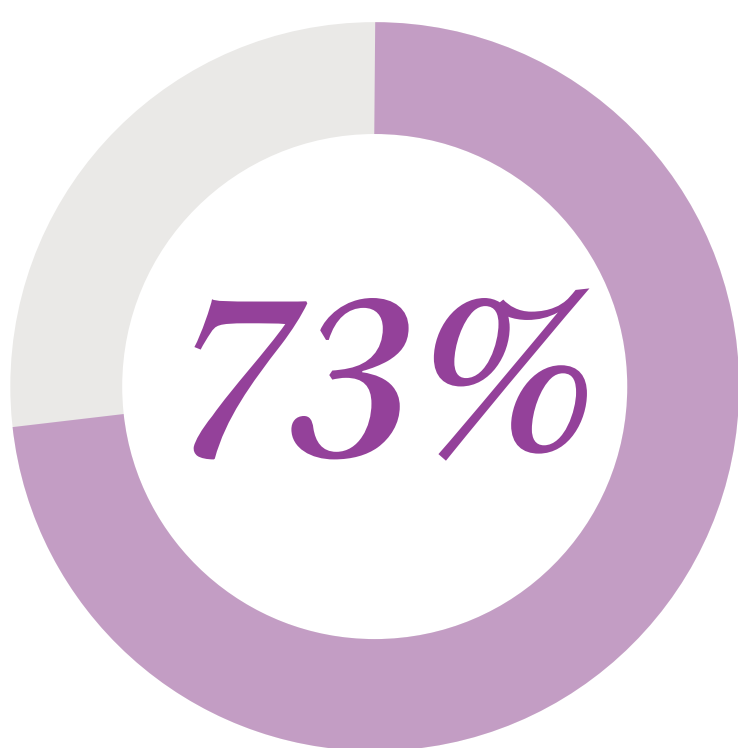
For businesses with unique needs, building AI offers full control and customization.

Whether you're handling sensitive data, developing proprietary algorithms, or ensuring AI aligns perfectly with your workflows, this approach provides a tailored, long-term solution. While building requires more investment upfront, it can pay off with competitive differentiation and greater security.

5 *Tailor AI to Your Business*

Your data. Your workflows. Your competitive edge.
Building AI in-house ensures your solution fits like a glove.

Take, for instance, a multinational bank dealing with increasing fraud risks. By developing a custom AI fraud detection system trained on their unique transaction data, they could significantly reduce false positives while catching threats faster, protecting both customers and their bottom line.



Of IT leaders
believe AI benefits hackers
more than defenders.

Ethical AI frameworks (e.g. ensuring the explainability of AI model outputs) and strong security protocols are essential, no matter how you implement AI.

More Reasons to *Build* AI

Custom, Controlled, Future-Proof

6 *Full Control, Full Ownership*

When you build, you're in charge. No vendor lock-in, no compromises. But with only 36% of IT leaders trusting AI outputs more than half the time, internal governance and data quality is key.

Consider also that just

44%

of organizations

develop LLM/AI models in-house, rather than purchasing models from another company.

How can an out-of-the-box model optimize your organization's processes if your data was not used to train the model?

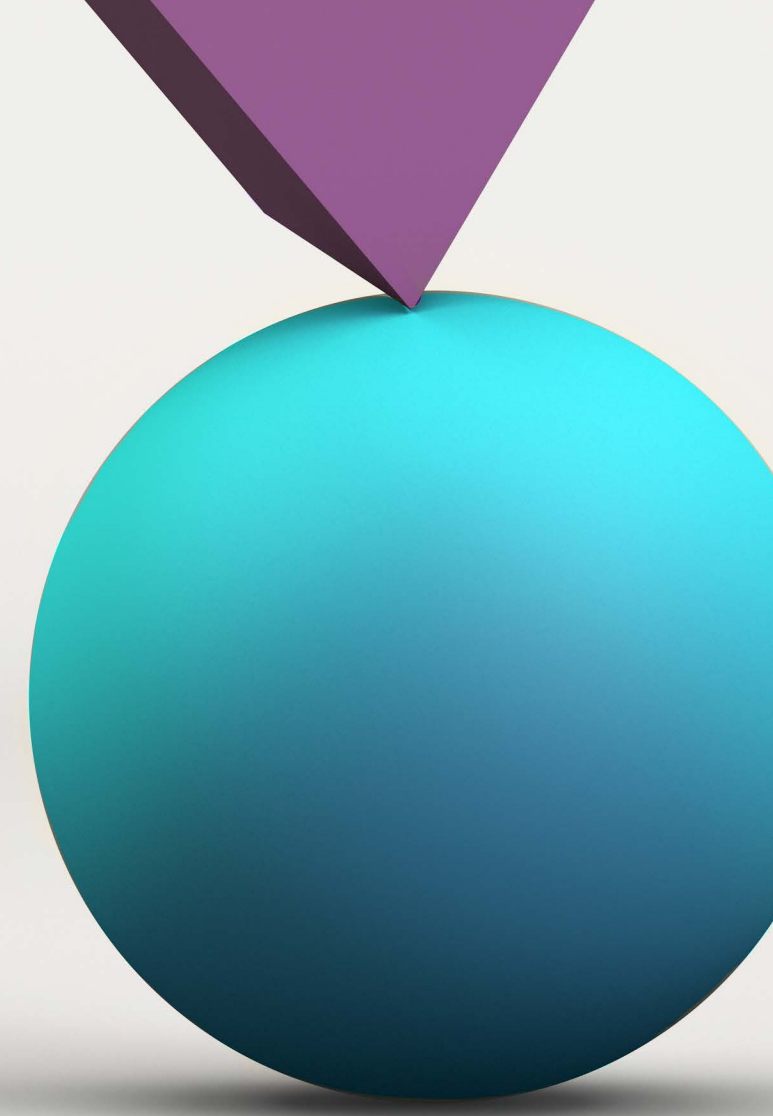
7 *Potential Long-Term Cost Savings*

Buying AI means paying licensing fees forever. Building AI can pay off in the long run, especially important given the upcoming AI sustainability regulations. In the United States, mandatory sustainability reporting is expected for large public companies in the fiscal year 2025 and for all public companies by 2026/2027.

In the European Union, the Directive on corporate sustainability due diligence mandates that businesses must address human rights and environmental impacts based on their actions. Businesses opting to build can keep regulations top of mind to avoid future costs.

Reasons to *Borrow* AI

Flexible, Scalable, Expert-Driven

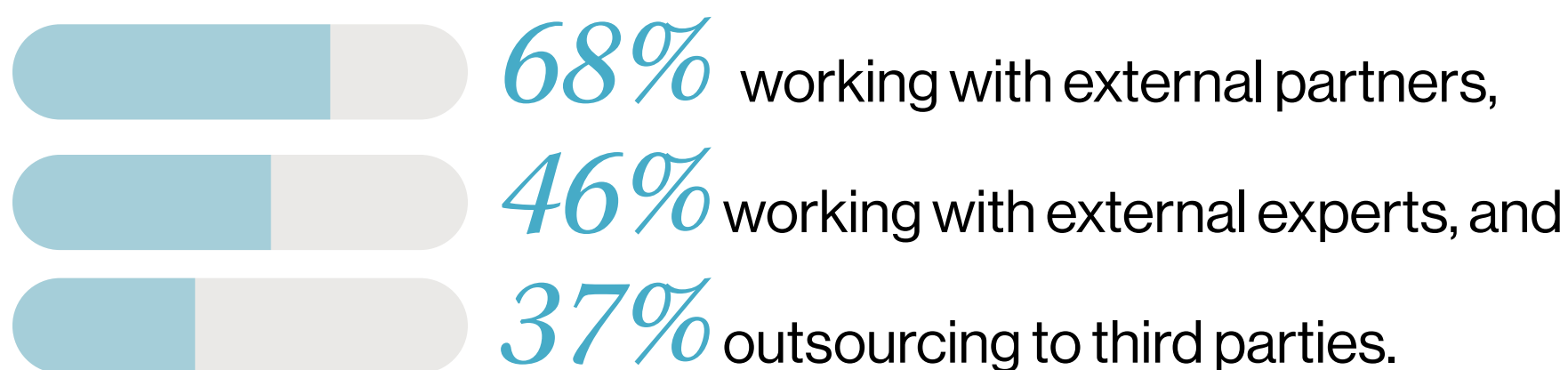


Not every business has the time, talent, or infrastructure to build AI from scratch.

Borrowing AI—through partnerships, AI-as-a-Service, or outsourcing—allows companies to scale without heavy initial investment and adjust as they go. This approach provides access to top-tier expertise and proven solutions, ensuring businesses can innovate without overstressing their internal resources.

8 *Tap Into AI Expertise*

31% of IT leaders cite a talent shortage as a barrier to AI implementation. Many organizations are borrowing the skills and technologies they need, with:



Borrowing AI means accessing top-tier expertise, without the hiring headache.

9 *Reduce Risk with Proven Partners*

Borrowing AI allows businesses to test, iterate, and refine before making long-term commitments. Many companies are opting for this option: 68% of organizations work with AI partners, and 37% outsource AI projects entirely.

More Reasons to *Borrow* AI

Flexible, Scalable, Expert-Driven

10 *Flexibility & Scalability*

AI-as-a-Service lets you scale on demand.

68%

We found that
*work with external AI partners
for this reason.*

Take the example of a manufacturing company needing predictive maintenance to avoid costly downtime. Instead of building an AI system in-house, they could partner with an AI-as-a-Service provider to analyze machine data in real time, preventing failures before they happen and scaling AI tools up or down as needed.

State of Global Data Infrastructure

Building a robust data infrastructure is critical to meet AI's intense demands.

AI adopters are raking in revenue—at least, the ones who have laid the groundwork for security, data quality and implementation. Avoid the surprising mistakes most leaders make by taking advantage of this survey's findings. Download our State of Data Infrastructure Global Report to unlock key strategies to lead in an AI era.



Read the Report →

AI Start *to* Finish

Hitachi Vantara helps organizations drive AI to ROI with a complete AI solution tailored to your business. From world-trusted AI infrastructure, advanced compute power, deep industry expertise – we optimize AI to get real business

Simplify AI →



About Hitachi Vantara

Hitachi Vantara is transforming the way data fuels innovation. A wholly owned subsidiary of Hitachi Ltd., we're the data foundation the world's leading innovators rely on. Through data storage, infrastructure systems, cloud management and digital expertise, we build the foundation for sustainable business growth.

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