**IN NUMBERS** 

# What it takes to build and deliver realtime experiences



Realtime experiences are now a core part of almost every web and mobile app.

We surveyed 500 engineering leaders to find out what it takes to build and deliver them in-house, here's what they said.



#### WHY REALTIME EXPERIENCES?



of all global data consumed by 2025 will result from realtime information exchange.<sup>1</sup>

# 150 billion

devices are predicted to be connected and consuming realtime data in 2025.<sup>1</sup>

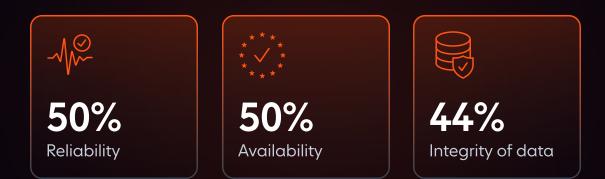
# **89%**

of decision-makers say scalable realtime experience infrastructure gives a competitive advantage.<sup>2</sup>

#### SUCCESS FACTORS

Infrastructure is key to delivering premium digital experiences, but what is the key to success?

We asked engineers what they consider to be the most critical features...



### Building and delivering realtime experiences

#### INITIAL BUILD

Time required to build first version of realtime

experience infrastructure:







<3 months

3-6 months

>6 months

53%

said it took more time than expected to build their first version of realtime infrastructure.

#### realtime projects:

**4-10** Engineers

### 52%

needed more

expected.

developers than

of self-build projects

#### ONGOING MAINTENANCE

# **65%**

of those who built their infrastructure in-house experienced outages in the past 12-18 months.

## 51%

of self-built realtime infrastructure requires \$100K-\$200K a year in upkeep.

## 38%

of those with a self-built infrastructure said their final solution was too complex to use or update.

#### INNOVATION AND IMPROVEMENTS

# 33%

of teams building realtime infrastructure in-house were not able to add the features they wanted to.



**66%** of engineering decision-makers see the challenges of self-build slowing down future deliveries.



### Using a realtime platform-as-a-service

Rather than building them in-house, many businesses use platform-as-a-service solutions to power their realtime experiences.

Our survey uncovered engineering leaders' top three reasons for moving from an in-house solution to a PaaS... **60%** Improving UX with stable infrastructure. 56% Risk reduction. 55% Redeploying engineering resource.

WHY ABLY? Deliver leading re collaborative exp	🙏 ably	
With Ably		Build your own
2	ENGINEERS	7
Average number of engineers to integrate with Ably <sup>3</sup>		Average number of engineer to build realtime infrastructure
1	DEVELOPMENT TIME	6
Average person-months to integrate with Ably <sup>3</sup>		Average months for each engineer to work on build <sup>1</sup>
\$25k	DEVELOPMENT COST	\$525k
Average cost of development <sup>4</sup>		Average cost of development <sup>4</sup>

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# Zdnet.com, By 2025, nearly 30 percent of data generated will be real-time, IDC says, go.ably.com/m85 Ably.com, The state of serverless WebSocket infrastructure, go.ably.com/u42 Ably customer feedback

4. Statista, Revenue generation per engineer, go.ably.com/sa7