# wicket

# 5 Reasons Associations Should Think Critically About Custom Integrations
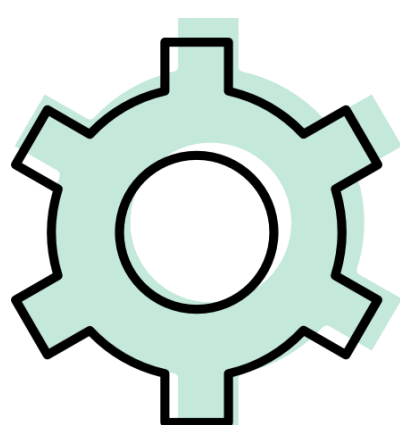
## 1
### They're complex to build

They require significant time and effort to develop. If not planned ruthlessly, the feature list on your custom integration can quickly spiral out of control.

**Custom integrations typically take**

## 3-8 months

**to build**

## 2
### You're on the hook for maintenance

Custom integrations also require updates. As the systems you connect evolve, your custom code needs to be modified.
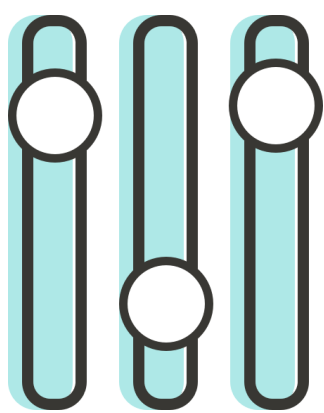
## 3
### They're costly

These solutions can be expensive, especially if you hire specialized developers. You'll pay fees for the initial build, maintenance, and any unforeseen complications.

**Custom integrations typically cost**

## +90%

**more than out-of-the-box integrations**

## 4
### They lack flexibility

Custom code needs to be modified or, in some cases, overhauled as your needs change. This limits your ability to adapt quickly.

## 5
### They're not reliable

Because many users test out-of-the-box solutions, you're less likely to encounter issues. With custom ones, you're the guinea pig.