

THE REAL COST OF IN-HOUSE PII REDACTION

Build it yourself? Plan for \$400–500K.

A competent in-house build is three to four engineers for six to nine months — plus infrastructure and the security work most teams forget to budget for. Then you maintain it forever.


Use this when your team asks "can't we just build this internally?"

WHAT AN IN-HOUSE BUILD ACTUALLY COSTS (6–9 MONTHS TO V1)

<p>01 · ENGINEERING</p> <p>\$300–400K</p> <p>3–4 senior engineers × 6–9 months, fully loaded — salary, benefits, equity, overhead.</p>	<p>02 · INFRASTRUCTURE</p> <p>\$20–30K</p> <p>AWS dev, staging, and production environments across the build window. Multi-region adds more.</p>	<p>03 · HIDDEN COST</p> <p>\$50–100K</p> <p>Third-party security audit and compliance certification work — the line item most internal projects skip until renewal.</p>	<p>TOTAL TO V1</p> <p>\$400–500K+</p> <p>Before you've redacted a single record in production. And you maintain it forever.</p>
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BUILD VS BUY — SIDE BY SIDE

	BUILD IN-HOUSE	BUY TREZA
Time to production	6–9 months to a working v1	Days — production-ready out of the box
Upfront cost	\$400–500K (salaries + infra + audit)	SaaS subscription — per seat or per transaction
Ongoing cost	Permanent eng team to maintain, patch, and re-certify	Predictable line item that scales with usage
Security & compliance	Your audit. Your liability. Your renewal cycle.	SOC 2, GDPR, CCPA, HIPAA coverage included & maintained
Operational burden	On-call, incidents, regressions — all yours	Offloaded — Treza owns uptime & audit posture



The real question isn't "can we build this?" — it's "is this our edge?" Every engineer-month spent on PII plumbing is a month not spent on the product your customers actually pay you for.

TALK TO TREZA

Estimates based on US-market loaded engineering costs (\$25–30K/eng-month), AWS multi-env infra, and a typical SOC 2 Type II + penetration test engagement. Your numbers will vary — directionally, the math doesn't.