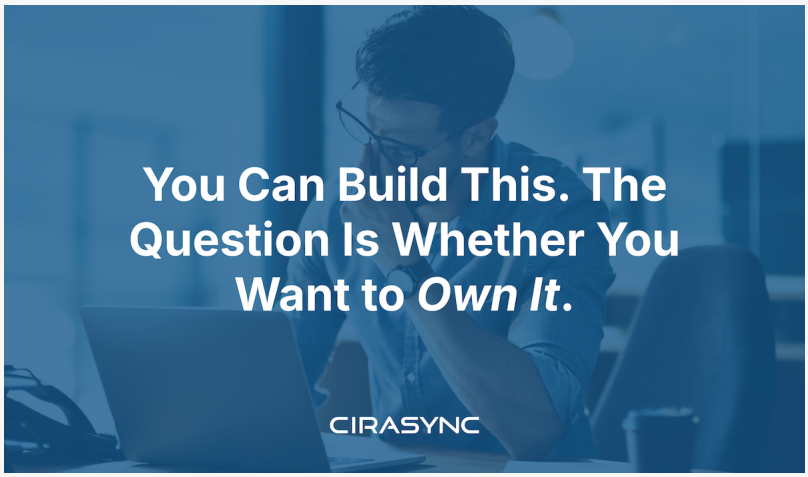
Helping IT Leaders Weigh the True Cost of Home-Grown Microsoft 365 Contact and Calendar Sync

New Resource Breaks Down Build Cost, Ongoing Maintenance, Reliability, and Security Tradeoffs as Microsoft Retires Exchange Web Services



AUSTIN, TX, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- CiraSync announced the release of its new Buy vs. Build resource, a guide built to help IT leaders and MSPs decide whether to build their own Microsoft 365 contact and calendar sync tool in-house or adopt a purpose-built platform. The guide arrives as Microsoft begins retiring Exchange Web Services (EWS) in stages starting October 1, 2026, a change that will directly affect many home-grown scripts still relying on it.

“Nearly every IT team has had the conversation where someone says, ‘we can just script that,’” said Tara Parachuk, Director of Marketing at CiraSync. “Building a sync tool is absolutely possible. The real question is what a team is signing up to own once it’s live, and that’s the piece most organizations don’t price in until months later. This resource gives IT leaders a clear framework to make that decision with their eyes open.”

The guide walks through five factors that separate a home-grown build from a purchased platform: build cost, ongoing maintenance, customizability, reliability at scale, and security and compliance. It notes that maintaining a home-grown script can run 130 to 260 hours a year in support tickets alone, before accounting for monitoring, duplicate cleanup, or updates to keep pace with Microsoft’s changing APIs. The resource draws on CiraSync’s companion blog article, “Build vs. Buy: You Can Build This. The Question Is Whether You Want to Own It,” which details how earlier platform shifts, including the 2022 retirement of Basic Authentication, have already broken home-grown integrations without warning.

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>
> *Tara Parachuk, Director of Marketing*

The resource also includes side-by-side comparisons of initial setup, platform maintenance, and monitoring and recovery between an in-house build and CiraSync, along with real customer accounts of teams that tried building their own solution before switching. It is available now in CiraSync's Resource Library alongside the company's existing case studies, eBooks, and product guides. Full analysis is available on CiraSync's blog at cirasync.com/blog-articles/build-vs-buy-microsoft-365-contact-sync.

About CiraSync

One platform. Every contact. Every calendar. Every device.

CiraSync is a leading people data management platform that keeps contacts and calendars connected across Microsoft 365 and employee smartphones, automatically, securely, and at enterprise scale. By eliminating manual updates, duplicate data entry, and ongoing IT intervention, CiraSync helps organizations simplify their technology ecosystems and ensure critical workforce information is accurate, accessible, and synchronized wherever work happens. Trusted by thousands of organizations across 45+ countries, CiraSync serves customers across financial services, healthcare, government, construction, utilities, and other industries. As the workplace becomes increasingly connected and data-driven, CiraSync is expanding its platform with AI-powered capabilities and a growing ecosystem of integrations to help organizations intelligently connect, manage, and distribute their people data.
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