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CRM and automation
Prices 2026 · inreallab

2.4 CRM: implementing off-the-shelf systems (Bitrix24 / amoCRM) and custom builds

PACKAGE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Express setup	1 pipeline, fields, permissions, training	$250 – $650	**from $320**	project
Basic implementation	pipelines, telephony, email, messengers, migration	$650 – $2,500	**from $650**	project
Implementation with business processes	automation, robots, end-to-end analytics, reports	$1,500 – $5,000	**from $1,500**	project
Comprehensive (10+ users)	+ 1C/website integrations, dashboards, procedures	$3,800 – $11,500	**from $3,700**	project
Ongoing support	block of hours for customisation	$190 – $750/month	**from $190/month**	month
Custom CRM — MVP	clients, deals, tasks, 1 pipeline	$6,300 – $15,000	**from $5,000**	project
Industry-specific CRM	own logic, roles, integrations, analytics	$15,000 – $50,000	**from $14,000**	project
CRM + mobile app	account for managers/field staff	from $31,500	**from $27,500**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Bitrix24 licence (cloud, annual plan)	Basic ~$270/year (promo, list ~$380), Standard ~$750/year, Professional ~$1,500/year, Enterprise from ~$3,600/year ($300/month × 12)	**from $270/year (partner sale, promo price of Basic)**	licence/year
Bitrix24 licence (on-premise, one-off)	Online store+CRM $1,400, Corporate portal 50 users $2,000, Enterprise from $16,500 (3 years — $32,500)	**from $1,400**	licence
Audit of an implemented CRM (current state + recommendations)	$250 – $900	**from $250**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Revival / reconfiguration of a previously implemented CRM	$380 – $1,900	**from $380**	project
Setup of an additional sales pipeline (per pipeline)	$65 – $250	**from $65**	pipeline
IP telephony integration (Mango/Sipuni/UIS/Telfin)	$100 – $380	**from $100**	integration
Connecting WhatsApp/Telegram (open channels, Wazzup)	$65 – $250 (+ Wazzup subscription ~$15 – $20/month per channel)	**from $65**	integration
Integration with the website (CRM forms, online chat, callback)	$100 – $380	**from $100**	integration
CRM ↔ 1C data exchange (two-way synchronisation)	$380 – $1,900	**from $380**	integration
Setup of robots / triggers / a business process (per process)	$65 – $320 per process	**from $65**	process
End-to-end analytics setup (Yandex Direct/VK Ads, call tracking)	$380 – $1,500	**from $380**	project
Transfer / migration of data from another CRM or Excel	$190 – $1,000	**from $190**	project
Staff training on the CRM (per group/session)	$65 – $380	**from $65**	session
Setup of reports and dashboards (sales BI analytics)	$190 – $750	**from $190**	project
CRM marketing: mailings, segments, trigger sequences	$190 – $750	**from $190**	project
Document generation in the CRM (invoices, contracts, quotes, templates)	$130 – $500	**from $130**	project
Development of a custom widget / app for Bitrix24	$500 – $3,800	**from $500**	project
Setup of the Bitrix24 corporate portal (tasks, knowledge base, org structure)	$650 – $3,200	**from $650**	project
Setup of the product catalogue / stock accounting in the CRM	$250 – $1,000	**from $250**	project
Integration of online payment / payment systems into the CRM	$130 – $500	**from $130**	integration
Chatbot / voice bot in the CRM open channels	$250 – $1,000	**from $250**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Monthly retainer with a dedicated CRM administrator (SLA)	Basic support from ~$130 – $190/month; dedicated administrator with SLA $500 – $1,500/month	**from $190/month (basic package) / from $500/month (dedicated admin)**	month

2.8 Integrations and APIs

INTEGRATION	WHAT WE CONNECT	RUSSIAN MARKET	INREALLAB	UNIT
Payment systems	YooKassa, T-Kassa, SBP, recurring payments	$500 – $2,500	**from $500**	each
1C (website/service ↔ 1C)	products, stock, prices, orders, documents	$700 – $6,300	**from $750**	each
Telephony (IP/PBX)	Mango, UIS, Sipuni, calls into the CRM	$380 – $1,900	**from $380**	each
Messengers and social networks	Telegram, WhatsApp, VK	$320 – $1,500	**from $320**	each
State systems	ESIA/Gosuslugi, EGAIS, Chestny ZNAK, FNS/OFD, SMEV	$1,300 – $7,500	**from $1,500**	each
Marketplaces	Wildberries, Ozon, Yandex Market (products/orders)	$700 – $3,800	**from $750**	each
Logistics and delivery	CDEK, Russian Post, Boxberry, tracking	$380 – $1,900	**from $380**	each
Development of your own API	REST/GraphQL, documentation, authorisation	$1,900 – $10,000	**from $1,800**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
54-FZ (Russian fiscal receipts law) fiscalisation / online till for the website (ATOL Online, Robokassa receipts, sending receipts to the OFD)	$320 – $1,300	**from $320**	each
Connecting instalments/BNPL (Dolyami, Podeli, T-Bank Instalments, Sber)	$380 – $1,500	**from $380**	each
Payment splitting / marketplace payout model for sellers (YooKassa Split, Best2Pay)	$750 – $3,200	**from $750**	project
Accepting foreign payments for a non-resident of Russia (Stripe/PayPal, multi-currency)	$500 – $2,500	**from $500**	each

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Standard CommerceML exchange (Bitrix/CMS ↔ 1C, catalogue export)	$250 – $1,000	**from $320**	each
Two-way real-time synchronisation of stock and prices (1C ↔ website/CRM)	$500 – $1,900	**from $500**	each
Development of an external 1C data processor / configuration extension for data exchange	$380 – $1,900	**from $380**	each
EDI integration (Diadoc / SBIS / 1C-EDO, automatic document exchange)	$500 – $2,500	**from $500**	each
Chestny ZNAK integration (Russian goods marking: entry/withdrawal from circulation, qualified e-signature)	$750 – $3,800	**from $750**	each
EGAIS integration (Russian alcohol tracking: UTM module, sales recording)	$750 – $3,200	**from $750**	each
"Login via Gosuslugi" authorisation (ESIA OAuth) on a website/service	$650 – $2,500	**from $650**	each
Integration with SMEV 3 (Russian interagency data exchange for state/municipal systems)	$1,900 – $7,500	**from $1,900**	project
Official WhatsApp Business API (Wazzup / Green API / 360dialog) in the CRM	$250 – $1,000	**from $250**	each
Login/registration via social networks (VK ID, Yandex, OAuth 2.0)	$190 – $650	**from $190**	each
Call tracking + end-to-end analytics (Calltouch / Roistat / Comagic) setup	$320 – $1,300	**from $320**	project
Integration of the website/forms with amoCRM or Bitrix24 (lead transfer, pipelines, webhooks)	$320 – $1,500	**from $320**	each
Delivery cost widget + pickup point map (CDEK/Russian Post/Boxberry on the website)	$250 – $1,000	**from $250**	each
Automatic creation of waybills/orders with the carrier + automatic tracking status updates	$380 – $1,500	**from $380**	each

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Marketplace aggregator/manager (Wildberries+Ozon+Yandex Market into one accounting system)	$1,000 – $4,400	**from $1,000**	project
FBS stock synchronisation + automatic order download (1 marketplace)	$500 – $1,900	**from $500**	each
Integration with MoySklad (products/orders/stock, e-commerce accounting)	$380 – $1,900	**from $500**	each
Integration of an email/SMS/push provider (Unisender, SendPulse, SMS gateway)	$190 – $900	**from $190**	each
Writing API documentation (OpenAPI/Swagger, sandbox) as a standalone piece of work	$380 – $1,900	**from $380**	project
Legacy SOAP → REST adapter/wrapper, compatibility layer with an old system	$750 – $3,200	**from $750**	project

8.5 AI and automation

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
FAQ / scripted chatbot	$380 – $1,300	**$500**	per project
Sales bot / lead generation with CRM	$1,200 – $3,200	**from $1,900**	per project
LLM-based AI assistant (RAG + knowledge base) — MVP/pilot	$750 – $1,900	**from $750**	per project
LLM-based AI assistant (RAG) — production rollout with integrations	$6,300 – $19,000	**from $2,500**	per project
LLM-based AI assistant (RAG) — enterprise / on-premise	$37,500 – $125,000	**from $37,500 + support $1,900 – $6,300/month**	per project
Voice AI robot (outbound calling / call handling) — setup + per-minute charges	setup $500 – $1,500 + minutes	**setup from $650 + minutes (scripted from 5/min, AI from 12/min — platform pass-through, not our margin)**	per project
AI agent / workflow automation on n8n / Make (funnels, CRM, campaigns, PDF/knowledge base processing)	$650 – $2,500/project	**from $650 + support $190 – $500/month**	per project

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
AI document processing / analytics (classification, data extraction, review analysis)	$600 – $1,900 + $150 – $380/month	**from $600**	per project/month
Process automation / RPA	$250 – $6,300	**from $750/process**	per process
RPA platform licence (purchased by the client)	ROBIN from $2,300/year; PRIMO RPA from $3,800/year	**not included in our price**	per year
AI adoption in marketing	$1,000 – $3,800	**$1,300**	per project
GEO / visibility in AI assistants (ChatGPT, Alice, Gemini, GigaChat), on a monthly retainer	$750 – $8,800/month	**Start from $750 / Business from $1,700 / Premium from $3,200/month**	per month
Bot/assistant support and retraining	$130 – $650/month	**from $130/month (hosting + revisions) / $250/month (with retraining and monitoring)**	per month
LLM tokens (re-billed to the client)	$25 – $65/month for ~500 conversations	**at cost, no markup**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Bot on a no-code builder (SaleBot / BotHelp / Aimylogic) — basic build	$190 – $650	**from $250**	per project
Adding an extra channel/messenger to a bot (WhatsApp / VK / Avito / Viber)	$65 – $250	**from $90**	per channel
Bot/assistant integration with CRM as a separate job (amoCRM / Bitrix24)	$190 – $750	**from $250**	per project
Booking bot + reminders (appointments, slots, automated reminders)	$380 – $1,000	**from $440**	per project
Quiz bot / lead qualification bot	$250 – $750	**from $320**	per project
Prompt engineering / designing prompts and dialogue scripts	$130 – $750	**from $190**	per project
Knowledge base preparation and vectorisation for RAG (chunking, embeddings, data pipeline)	$380 – $1,900	**from $500**	per project
Fine-tuning an LLM on company data	$1,300 – $6,300	**from $1,900**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Deploying a local open-source LLM (self-hosted: GigaChat / Qwen / Llama)	$2,500 – $19,000	**from $3,200**	per project
Integrating GPT / GigaChat / YandexGPT into an existing product (API wrapper)	$650 – $3,800	**from $750**	per project
Internal AI assistant for staff (over policies/documents)	$1,300 – $6,300	**from $1,500**	per project
Voice bot for inbound calls (IVR replacement / AI receptionist)	setup $650 – $2,500 + minutes	**from $750 + minutes**	per project
Outbound auto-dialling setup for a database (reactivation / lead calling)	$500 – $1,900 + minutes	**from $650 + minutes**	per project
Website / marketplace parsing (web scraping, data collection)	$250 – $1,300	**from $320**	per project
Reporting / dashboard automation (exports to Google Sheets / BI)	$380 – $1,500	**from $440**	per project
OCR / recognition and data extraction from documents (invoices, delivery notes, passports)	$650 – $3,200	**from $750**	per project
AI transcription of calls / meetings + automated summaries	setup $380 – $1,300 + $130 – $320/month	**from $380**	per project/month
Sentiment analysis of reviews at scale	$500 – $1,500 + $130 – $380/month	**from $500**	per project/month
AI avatar / digital employee (talking-head video assistant)	$1,300 – $6,300	**from $1,500**	per project
Corporate training on working with AI models (workshop / AI literacy)	$380 – $2,500 per group	**from $500**	per group
AI process audit / automation strategy (consulting)	$650 – $3,800	**from $750**	per project
AI image/creative generation at scale (Stable Diffusion / MJ pipeline)	$500 – $1,900/month	**from $500**	per project/month

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи