ИП Чапаев Руслан Рафаэлевич
inreallab.ru · wildgear@inbox.ru
+7 993 390-99-36 · t.me/rus_dikiy

Support and evolution
Prices 2026 · inreallab

1.7 Technical support and development (monthly retainer)

TIER	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Lite (monitoring)	Uptime, backups, CMS/plugin updates, up to 2 h of revisions/month	$25 – $100	**from $65**	per month
Standard	+ up to 5–6 h of revisions/month, content, incident response, minor customisations	$100 – $190	**from $150**	per month
Pro (support + development)	Up to 12–15 h/month, new blocks/pages, A/B, conversion work, report	$190 – $500	**from $320**	per month
Business (dedicated team)	20+ h/month, dev+design+SEO, SLA, development roadmap, sprints	$500 – $1,500+	**from $700**	per month
One-off work	Specific tasks	$15 – $40/hour	**from $30/hour**	per hour
Partner subcontracting (from 40 h/month, work under the partner's brand)	Tasks for an integrator partner, no contact with their client	retail outstaffing $35 – $45	**$20 – $25/hour**	per hour
Emergency recovery	Diagnostics, restore from backup, removing a hack/virus	$65 – $650	**from $75**	per incident

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Content filling (uploading articles/news/pages)	500–$20 /hour; or $40 – $100 per pack; studio-side filling is common	**from 800 /hour**	per hour
Filling a product page (description + photos + attributes + SEO fields)	30–300 per product page depending on the number of attributes; bulk work — from 20–50	**from 120/product page**	per product page

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Updating prices/stock/catalogue manually (without 1C data exchange)	$40 – $130/month for regular upkeep	**from $50/month**	per month
CMS and plugin/module updates (WordPress) — one-off, security	$40 – $190 per project depending on the number of updates and the risks	**from $50**	per project
1C-Bitrix update (core + modules) with a compatibility check	$65 – $250 one-off; complex/heavily customised projects cost more	**from $75**	per project
Renewing the 1C-Bitrix licence/technical support + installing updates	licence at the vendor's price list: "Start" = $90 initial (one-off), technical support renewal = $25/year (25%); + installation work $40 – $130	**licence at the vendor's price list + from $40 for installation**	per year + work
Uptime monitoring + downtime alerts	basic monitoring is often free/cheap (UptimeRobot, ping-admin); a managed service with alerts and studio response — 500–$40/month	**from $15/month**	per month
Setting up automatic backups	$40 – $150 one-off to set up the backup schedule	**from $50**	per project
Backup as a service (off-site storage, daily)	500–$40/month for running and storing backups	**from 900/month**	per month
Security monitoring / website antivirus (scanning, hack protection)	$25 – $130/month on a retainer	**from $40/month**	per month
Hours bank / prepaid pack of hours (discounted against the hourly rate)	a 10 h pack ~$190 – $380; a 10–25% saving against the one-off rate	**from $230 / 10 h**	per 10 h pack
Moderating reviews/comments/UGC	$40 – $190/month depending on volume	**from $50/month**	per month
Monthly website report (status, metrics, work completed)	$25 – $100/month as an option; more often included in the higher support tiers	**from $40/month**	per month
Scheduled technical inspection / website health check (quarterly)	$40 – $130 for a checklist review (speed, links, errors, security)	**from $50**	per check
Consultancy / training on using the CMS admin panel	$20 – $50 /hour for one-to-one training	**from $25 /hour**	per hour
SLA agreement (guaranteed response time, priority)	a 20–50% surcharge on the retainer, or $65 – $380/month for a dedicated SLA	**from $100/month**	per month
Updating banners / campaigns / special offers (one-off)	$15 – $40 per task	**from $15**	per task

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Updating legal documents (personal-data policy, offer, cookies)	studio-side adaptation of a template set $40 – $190 one-off; legally vetted drafting by a lawyer is markedly more expensive and outside a web studio's remit	**from $50 (template adaptation; no legal liability)**	per project

1.8 Hosting, domain, infrastructure

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Domain registration/renewal	.ru/.рф/.com, linking, DNS	200 – $20/year	**at the registrar's price list + setup**	per year
Turnkey hosting (shared)	Deployment, SSL, mail on the domain, setup	$40 – $150/year	**from $65/year**	per year
VPS/dedicated server	Setup, optimisation, security	$20 – $190/month	**from $35/month**	per month
SSL certificate	Issue/installation (Let's Encrypt is free)	0 – $190/year	**free (Let's Encrypt) / commercial at price list**	per year
Mail, backups, security	Corporate mail, backups, spam/attack protection	$65 – $380	**from $75 / from $20/month**	project/month
Migration to the client's hosting / reg.ru	Deployment, domains, SMTP, checks	$130 – $500	**from $150**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Domain transfer to another registrar (transfer without losing the zone)	work $15 – $40; the transfer itself 0 – 990/year	**from $20**	per domain
DNS record setup (A/AAAA/CNAME/MX/TXT/NS)	500 – $50	**from $20**	per project
Mail deliverability setup SPF/DKIM/DMARC	$25 – $130	**from $40**	per domain
Hosting/tariff selection + infrastructure consultancy	0 – $40 (often free pre-sales)	**from $25 (or free as pre-sales)**	one-off
Control panel setup (ISPmanager / cPanel / Plesk)	$25 – $130	**from $45**	per server
LEMP/LAMP web stack setup (nginx+php-fpm+mysql)	$65 – $250	**from $90**	per server
Containerising the project (Docker / docker-compose)	$130 – $600	**from $190**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
CI/CD and auto-deploy setup (GitLab CI / GitHub Actions)	$130 – $650	**from $190**	per project
Connecting and configuring a CDN (Cloudflare / Selectel CDN)	$25 – $150	**from $40**	per project
Automatic backups (schedule + external storage)	$40 – $150	**from $50**	per project
Monitoring and alerting setup (Zabbix / Uptime / Grafana)	$65 – $320	**from $90**	per project
DDoS protection / firewall and WAF setup	$65 – $380	**from $100**	per project
Server tuning and optimisation for load	$100 – $500	**from $130**	per project
Website migration from server to server / VPS change	$40 – $380	**from $100**	per website
Mail server setup on a VPS (postfix/dovecot)	$65 – $250	**from $100**	per server
Staging/test environment set-up (dev copy)	$40 – $250	**from $90**	per project
Wildcard / EV SSL: installation + auto-renewal	work $20 – $75 (+ the cost of the certificate)	**from $25**	per domain
Setting up corporate mail (Yandex 360 / VK WorkMail)	$25 – $100	**from $40**	per domain
Server administration on a monthly retainer (updates, monitoring, SLA)	$65 – $380/month	**from $100/month**	per month
Server security audit / hardening	$130 – $650	**from $190**	per project

3.4 Infrastructure, DevOps, SRE

SERVICE	CONTENTS	RUSSIAN MARKET	INREALLAB	UNIT
CI/CD setup	pipelines, automated tests, auto-deploy, secrets	$1,300 – $6,300	**from $1,500**	project
Containerisation and K8s	Docker, Helm, cluster, ingress, autoscaling	$2,500 – $11,500	**from $3,200**	project
Infrastructure as Code	Terraform/OpenTofu, Ansible, environments	$1,900 – $8,800	**from $2,300**	project
Monitoring and alerting	Prometheus+Grafana, logs, tracing, SLO/SLI	$1,300 – $7,500	**from $1,700**	project

SERVICE	CONTENTS	RUSSIAN MARKET	INREALLAB	UNIT
Russian cloud setup (Yandex/VK/Selectel)	networks, VMs/managed services, backups, access, optimisation	$1,900 – $10,000	**from $1,900**	project
Cloud migration	audit, plan, pilot, migration, optimisation	$3,800 – $37,500	**from $3,800 (pilot from $1,900)**	project
Highload infrastructure	load balancing, autoscaling, HA database, CDN, DR	from $6,300	**from $6,300**	project
Load testing	scenarios (k6/JMeter), runs, profiling, report	$1,900 – $10,000	**from $1,900**	cycle
DevSecOps (infrastructure hardening)	secrets (Vault), scanners, WAF, hardening, IAM/RBAC	$1,900 – $8,800	**from $2,300**	project
Testing (QA)	functional + regression + automated tests; release-based/one-off or automation	release-based from $1,900; automation from $3,200	**from $1,900**	project

> **Penetration testing / application security audit** — see section **4 "Information security"** (dedicated catalogue). **DevSecOps in CI/CD (SAST/DAST/SCA)** — see **4.2**. **AI/LLM integration (assistants, RAG, agents)** — see **8.5**.

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey server/VPS setup (initial)	$190 – $900	**from $320**	server
Moving an application/website to another server or hosting provider	$130 – $750	**from $250**	project
SSL/HTTPS setup + reverse proxy (nginx/Traefik)	$40 – $380	**from $130**	project
Express infrastructure audit (health check, checklist)	$650 – $3,800	**from $1,000**	project
Backup setup + DR plan	$500 – $3,800	**from $750**	project
Self-hosted K8s cluster installation (kubespray / bare metal)	$2,500 – $11,500	**from $3,200**	cluster
Kubernetes cluster audit (security, resources, cost)	$1,300 – $5,700	**from $1,500**	project
Helm chart development / packaging an application into Helm	$380 – $3,800	**from $650**	chart
Ingress + cert-manager + TLS automation setup	$380 – $2,300	**from $600**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Service Mesh implementation (Istio / Linkerd)	$1,900 – $8,800	**from $2,500**	project
GitOps implementation (ArgoCD / FluxCD)	$1,300 – $5,700	**from $1,700**	project
Artefact repository setup (Nexus / Harbor / JFrog)	$650 – $3,500	**from $900**	project
CI/CD migration between systems (Jenkins → GitLab CI etc.)	$1,300 – $6,300	**from $1,700**	project
Self-hosted runners / build agents setup + build speed-up	$380 – $2,500	**from $650**	project
Terraform module development / refactoring	$750 – $5,000	**from $1,200**	project
Centralised logging (ELK / OpenSearch / Loki)	$1,300 – $5,700	**from $1,500**	project
Distributed tracing (OpenTelemetry / Jaeger / Tempo)	$1,000 – $4,400	**from $1,300**	project
Grafana dashboard development / Zabbix setup	$380 – $2,500	**from $600**	project
Secret management (HashiCorp Vault / OpenBao)	$1,000 – $4,400	**from $1,300**	project
Cloud cost optimisation (FinOps / rightsizing)	$1,300 – $6,300 or a % of the savings	**from $1,500**	project
Database fault tolerance (PostgreSQL HA / Patroni / replication)	$1,300 – $6,900	**from $1,900**	project
Replacing the K8s platform with a Russian one (Deckhouse / migration off OpenShift)	$3,800 – $19,000	**from $4,400**	project
Outsourced DevOps engineer (part-time retainer)	$40 – $75/hour; part-time from $1,300 – $3,800 / month	**from $1,500 / month (or from $45/hour)**	month/hour

8.4 Ongoing support (retainer) and team

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey marketing — Start (1–2 channels)	$1,300 – $3,200/month	**$1,500/month**	per month
Turnkey marketing — Growth (3–4 channels)	$3,200 – $5,700/month	**$3,200/month**	per month
Turnkey marketing — Scale	$5,700 – $7,500+/month	**$5,700/month**	per month
Dedicated team	$3,800 – $19,000/month	**from $4,400/month**	per month

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Staff augmentation (1 specialist)	$3,200 – $8,800/month	**junior from $1,900; middle from $3,500; senior from $5,000/month**	specialist/month
Fractional CMO (outsourced marketing director)	$1,300 – $3,800/month	**$1,900/month**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Paid search management on a monthly retainer (Yandex Direct) — as a standalone channel	$250 – $900/month + 10–15% of ad budget	**from $320/month**	per month
Paid social / social media management on a monthly retainer — as a standalone channel	$250 – $1,700/month	**from $440/month**	per month
SEO promotion on a monthly retainer — as a standalone channel	$380 – $2,900/month	**from $600/month**	per month
Email / CRM marketing on a monthly retainer (campaigns, segmentation, triggers)	$380 – $1,300/month	**from $440/month**	per month
Content marketing on a monthly retainer (content plan + N articles/posts per month)	$500 – $1,900/month	**from $500/month**	per month
Community management / moderation and community work	$380 – $1,000/month	**from $380/month**	per month
Marketplace management on a monthly retainer (listings, advertising, analytics)	$380 – $1,500/month	**from $500/month**	per month
Design subscription (task flow, unlimited queue)	$750 – $3,200/month	**from $1,200/month**	per month
Fractional CTO (part-time technical director)	$1,900 – $5,700/month	**from $2,300/month**	per month
Fractional CFO (outsourced finance director)	$1,300 – $4,400/month	**from $1,900/month**	per month
Fractional CPO / part-time product director	$1,900 – $5,000/month	**from $2,300/month**	per month
Interim manager (temporary lead for a project/period)	$2,500 – $7,500/month	**from $3,200/month**	per month
Outsourced project manager (PMaaS)	$1,000 – $3,200/month	**from $1,200/month**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey product team / squad (PM + development + design)	$7,500 – $19,000/month	**from $7,500/month**	per month
Dedicated developer on T&M (dev on demand, paid by time)	$3,200 – $7,500/month (≈ $35 – $75 /hour)	**from $35 /hour · from $3,200/month**	specialist/month · hour
Outsourced data/BI analyst (retainer)	$1,300 – $3,800/month	**from $1,500/month**	per month
Hour bank / hour pool (prepaid package, drawn down as used)	packages of 10–40 hours, ≈ $40 – $75 /hour	**from $40 /hour, package from $380**	hour pack
Priority support / SLA plan (guaranteed response time)	$250 – $1,300/month	**from $250/month**	per month
Retainer onboarding / setup (one-off launch: access, analytics, plan for month 1)	$380 – $1,900 one-off	**from $650**	one-off
Outsourced marketer (part-time, replacing an in-house role)	$750 – $1,900/month	**from $900/month**	per 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