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

Web services and portals
Prices 2026 · inreallab

2.1 Web services and portals (B2B / B2C)

TIER	WHAT IT IS	RUSSIAN MARKET	INREALLAB	UNIT
Entry-level service	3–5 screens, 1 scenario, simple logic	$3,200 – $7,500	**from $2,800**	project
B2C portal	catalogue/service + users + payment	$7,500 – $25,000	**from $6,900**	project
B2B portal / system	complex roles, document flow, integrations	$19,000 – $75,000	**from $16,500**	project
Turnkey industry portal	load, analytics, several modules	from $37,500	**from $31,500**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Portal design work: analysis + specification + interactive prototype (UX)	$1,000 – $3,800	**from $900**	stage
Design system / UI kit for the portal (components, guidelines)	$1,900 – $5,700	**from $1,700**	project
Catalogue module with filters, search and categories	$1,900 – $6,300	**from $1,700**	module
Registration/login module + role-based access model (RBAC)	$1,000 – $3,200	**from $900**	module
SSO / integration with AD, LDAP, Keycloak, ESIA (Gosuslugi, Russian state services ID)	$1,900 – $6,300	**from $1,700**	integration
Online payment integration (YooKassa / T-Bank / SBP (instant payments) / acquiring)	$500 – $1,900	**from $440**	integration
Integration with 1C (exchange of items, stock, prices, orders)	$1,300 – $5,000	**from $1,200**	integration
Integration with CRM (Bitrix24 / amoCRM) — deals, leads, contacts	$750 – $2,500	**from $700**	integration

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Document flow / EDI module (Diadoc, SBIS), PDF generation	$1,900 – $6,300	**from $1,700**	module
Request/order module with a status pipeline and approvals	$1,300 – $4,400	**from $1,200**	module
Notifications: email + SMS + push + Telegram bot	$500 – $1,900	**from $440**	module
Full-text search (Elasticsearch / OpenSearch / Sphinx)	$1,300 – $3,800	**from $1,200**	module
Multilingual support / portal localisation	$750 – $2,500	**from $700**	project
Built-in analytics / BI dash-boards inside the portal	$1,900 – $6,300	**from $1,700**	module
Partner API (REST/GraphQL + Swagger documentation)	$1,900 – $6,300	**from $1,700**	project
PWA / adapting the portal for mobile devices	$1,300 – $4,400	**from $1,200**	project
Migration / data transfer from an old portal or CMS	$1,000 – $3,800	**from $900**	stage
Technical and UX audit of an existing portal	$650 – $2,500	**from $600**	service
Redesign of an existing portal (without rewriting the backend)	$2,500 – $10,000	**from $2,300**	project
Load testing and performance optimisation	$1,300 – $3,800	**from $1,200**	service
Ongoing support and customi-sation of the portal	$380 – $1,900	**from $320**	month
SLA technical support (guaran-teed response time, on-call duty)	from $650	**from $500**	month

2.3 Cloud platforms and subscription products

STAGE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
MVP of a cloud product	1 scenario, registration, plans	$19,000 – $37,500	**from $15,000**	project
Working platform	billing, roles, integra-tions, analytics	$37,500 – $100,000	**from $35,000**	project
Scalable platform	multi-tenant, load, partner API	from $100,000	**from $81,500**	project
Subscription billing (module)	plans, recurring pay-ments, promo codes, invoices	$3,800 – $11,500	**from $3,500**	module

STAGE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Product development (product team)	dedicated team, sprints (specify the setup: mini-squad of 2 / full team of 3+)	$12,500 – $31,500/month	**mini-squad from $11,500/month; full team from $15,000/month**	month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Multi-tenant architecture design (tenant data isolation)	$6,300 – $19,000	**from $5,700**	project
Payment gateway integration with recurring billing (YooKassa / CloudPayments / T-Bank) — 1 provider	$1,000 – $5,000	**from $1,300**	integration
54-FZ (Russian fiscal receipts law) fiscalisation: online receipts, integration with an OFD fiscal data operator (ATOL Online / Modulkassa)	$1,000 – $3,200	**from $1,000**	project
Pricing plans + paywall / feature gating (feature flags by subscription)	$1,900 – $6,300	**from $1,800**	module
Trial / freemium logic + onboarding flow	$1,300 – $4,400	**from $1,200**	module
Self-service subscription management (upgrade / downgrade / pause / cancel / upsell)	$1,900 – $5,700	**from $1,800**	module
Usage-based billing: consumption pricing + metering	$3,800 – $11,500	**from $3,500**	module
Promo codes / coupons / discounts / referral programme	$1,000 – $3,800	**from $950**	module
SaaS metrics dashboard (MRR, churn, LTV, cohort analytics)	$1,900 – $6,300	**from $1,800**	module
Public partner API + documentation (OpenAPI / Swagger)	$2,500 – $8,800	**from $2,400**	project
Webhooks / integration platform (events to external systems)	$1,900 – $6,300	**from $1,800**	module
SSO / login via Gosuslugi, VK ID, Yandex ID, SAML/OAuth2	$750 – $5,000	**from $1,200**	integration
White-label / per-tenant branding (custom domain, theme, logo)	$3,200 – $11,500	**from $2,900**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SaaS-ification: moving an on-premise product to the cloud (multi-tenant, billing)	$12,500 – $50,000	**from $12,000**	project
Cloud infrastructure setup (Yandex Cloud / VK Cloud, IaC, CI/CD, staging)	$2,500 – $8,800	**from $2,400**	project
Load testing + optimisation for scale	$1,900 – $7,500	**from $1,800**	project
Monitoring and alerting (Grafana / Prometheus, uptime, log collection)	$1,300 – $5,000	**from $1,200**	project
152-FZ compliance: personal data, hosting in Russia, threat model, documentation	$1,300 – $5,000	**from $1,200**	project
Transactional notifications (email / SMS / push, mailing provider integration)	$1,000 – $3,200	**from $950**	module
SLA support for the cloud product (monitoring, updates, incidents)	$650 – $3,800/month	**from $600/month**	month

2.9 Microservices, architecture, legacy migrations

SERVICE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Architecture audit and design	diagram, service boundaries, roadmap	$1,900 – $6,300	**from $1,800**	project
Microservice development	1 service + API + tests + deployment	$3,200 – $11,500	**from $2,900**	service
Queues and event bus	Kafka/RabbitMQ, asynchronous exchange	$2,500 – $7,500	**from $2,400**	project
Legacy audit + migration plan	code/data analysis, risks, roadmap	$1,300 – $5,000	**from $1,200**	project
Data migration	database transfer, cleanup, mapping	$1,900 – $10,000	**from $1,800**	project
Move to a new stack	refactoring/rewriting modules	$10,000 – $62,500	**from $9,400**	project
Move to the cloud / import substitution	migration to Russian infrastructure and open source	$3,800 – $25,000	**from $3,500**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Monolith decomposition (extracting bounded contexts, strangler fig)	$3,800 – $19,000 per extracted domain/module	**from $3,500**	domain/module

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Anti-corruption layer / adapters between legacy and new services	$1,900 – $6,300	**from $1,800**	project
Reverse engineering + documentation of legacy code	$1,000 – $4,400	**from $1,000**	project
Refactoring of a legacy module (module by module)	$1,300 – $7,500 per module	**from $1,200**	module
Covering legacy with tests (characterisation / regression tests before migration)	$1,000 – $5,000	**from $1,000**	project
Language/framework version upgrade (PHP 5→8, Python 2→3, Java/Node upgrade)	$1,900 – $11,500	**from $1,800**	project
Database import substitution (Oracle/MS SQL → PostgreSQL)	$2,500 – $19,000	**from $2,400**	project
Application containerisation (Docker, Dockerfile, docker-compose)	$650 – $3,200 per application	**from $650**	application
Kubernetes cluster setup (managed — Yandex/VK/Selectel)	$1,300 – $5,000 (managed); bare metal $3,800 – $15,000	**from $1,500**	cluster
Development of Helm charts / deployment manifests	$380 – $1,900 per set of services	**from $500**	project
CI/CD pipeline for microservices (GitLab CI/Jenkins/ArgoCD, GitOps)	$1,000 – $5,000	**from $1,200**	project
Infrastructure as code (Terraform/Ansible)	$1,300 – $6,300	**from $1,300**	project
Monitoring setup (Prometheus + Grafana, alerting)	$750 – $3,800	**from $900**	project
Centralised logging (ELK / Grafana Loki)	$750 – $3,200	**from $900**	project
Distributed tracing / observability (Jaeger, OpenTelemetry)	$650 – $2,500	**from $750**	project
API Gateway (Kong / KrakenD / Tyk) — setup	$1,000 – $4,400	**from $1,000**	project
Service mesh (Istio / Linkerd) — implementation	$1,900 – $7,500	**from $1,900**	project
Event-driven architecture: Event Sourcing / CQRS	$3,200 – $15,000	**from $2,900**	project
Fault tolerance and HA (replication, failover, zoning)	$1,300 – $6,300	**from $1,300**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Load testing and capacity planning	$1,000 – $5,000	**from $1,000**	project
Secrets management (HashiCorp Vault) — setup	$500 – $2,500	**from $650**	project

3.2 Backend

PACKAGE	CONTENTS	RUSSIAN MARKET	INREALLAB	UNIT
API Start	up to 15 endpoints, 1 database, authentication	$3,800 – $25,000	**from $7,500**	project
API Business	roles, payments, 3–5 integrations, admin panel	$10,000 – $31,500	**from $19,000**	project
API Pro	complex domain logic, queues, caching	$25,000 – $62,500	**from $37,500**	project
Microservice architecture	decomposition, gRPC/broker, gateway, observability	$37,500 – $100,000	**from $37,500**	project
Highload system	sharding, caching, brokers, fault tolerance	from $100,000	**from $75,000 (highload audit from $4,400)**	project
Integration layer	1C / CRM / payments / state systems / messengers	$950 – $19,000	**from $1,200 – $3,800**	per integration
Bots and automations	scenarios, CRM/payments integration, admin panel	$1,000 – $10,000	**from $1,200**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Simple Telegram bot (notifications / FAQ / enquiries, aiogram)	$380 – $1,900 (Russian studios/freelance 2025)	**from $1,200**	bot
Telegram bot with integrations (CRM + payments + database + admin panel)	$1,900 – $7,500	**from $2,300**	bot
Shop bot / e-com bot with payments and catalogue	$1,900 – $8,800	**from $3,200**	bot
AI bot on an LLM (YandexGPT/GigaChat/GPT) with a knowledge base (RAG)	$2,500 – $15,000	**from $3,800**	bot
WhatsApp Business API — connection + chatbot	connection $380 – $1,900 + retainer $65 – $380 / month	**from $750 + from $100 / month**	bot

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Voice bot / IVR / robocall system	$1,900 – $10,000	**from $2,500**	project
Integration with amoCRM / Bitrix24 (implementation + funnel/API setup)	$650 – $6,300 (from a simple integration to complex automation)	**from $1,200**	integration
Payment gateway integration (YooKassa / T-Kassa / CloudPayments / SBP (instant payments))	$500 – $2,500	**from $900**	integration
Integration with 1C (data exchange / synchronisation of items, orders, stock)	$1,000 – $6,300	**from $1,500**	integration
Integration with marketplaces (Wildberries / Ozon / Yandex Market API)	$1,300 – $7,500	**from $1,900**	integration
Integration with state systems (Chestny ZNAK / EGAIS / SMEV / GIS ZhKH)	$1,900 – $19,000	**from $3,200**	integration
Authentication via Gosuslugi (ESIA, the Russian state services ID) / OAuth SSO / Keycloak	$1,000 – $6,300	**from $1,900**	project
GraphQL API (development or REST → GraphQL conversion)	$1,900 – $10,000	**from $3,200**	project
WebSocket / real-time layer (chats, live notifications, presence)	$1,300 – $7,500	**from $2,500**	project
Queues / message broker (RabbitMQ / Kafka — implementation)	$1,300 – $6,300	**from $1,900**	project
Redis caching + API response optimisation	$750 – $3,800	**from $1,200**	project
API documentation (OpenAPI / Swagger, Postman collection)	$380 – $1,900	**from $750**	project
Backend audit / code review (security, architecture, technical debt)	$1,000 – $5,000	**from $1,500**	project
Legacy backend refactoring / splitting a monolith into services	$3,800 – $25,000+	**from $5,000**	project
Load testing (k6 / JMeter / Locust + report)	$1,000 – $5,000	**from $1,500**	project
Backend ongoing support on a monthly retainer (SLA)	$650 – $3,200 / month	**from $750 / month**	month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Backend development by the hour (staff augmentation, middle/senior)	$40 – $90 /hour	**from $45 /hour**	hour
Data parser / scraper (collection, normalisation, export)	$380 – $3,800	**from $750**	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
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

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
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
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

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
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

→ 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.

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

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