ALLIED BizTech SOLUTIONS

FIELD GUIDE · 2026

Cut the B2B SaaS tool bill yourself. *The plan we follow.*

For B2B SaaS companies at Series A to D paying $95K–$580K+ a year for HubSpot, Intercom, Sentry and Mixpanel, and watching that bill grow faster than revenue.

- → Why the bill outgrows revenue
- → What to replace, keep and drop
- → What each tool becomes
- → Decision and close-out checklists
- → The account as the unit
- → From review to the last renewal
- → Same workflows, unified data
- → Where companies keep paying

01 · IS IT WORTH IT

Your stack made sense at 10 people. *At 120 it is a tax.*

At 50 to 200 people, the SaaS bill outpaces revenue. Each of the four tools bills on a meter that grows with the company, and each meter grows on its own.

TOOL	BILLS ON	PUBLISHED PRICE
HubSpot Marketing	Contacts, by tier	$800 a month Pro, $3,600 Enterprise, plus the contact tier
Intercom	Seats, plus AI resolutions	$29–$139 a seat a month; Fin $0.99 a resolution
sentry.io	Events	$1,000–$15,000+ a month at production scale
Mixpanel or Amplitude	Events, or tracked users	$1,000–$15,000+ a month

A Series B case: 120 people

TODAY	A YEAR	REBUILT	A YEAR
HubSpot Marketing Pro	$36K	AWS SES + Postmark	~$2K
Intercom Advanced + Fin, 30 seats	$62K	Anthropic Claude, for AI answers	~$8K
Sentry Business	$60K	Sentry, self-hosted on AWS	~$8K
Mixpanel Growth	$60K	PostHog or ClickHouse	~$8K
		Hosting and ops	$12K
The stack	$218K	**Each year, rebuilt**	~$38K

THE RULE OF THUMB

After the $57,900 build, year one saves ~$122K; from year two, ~$180K a year; over three years, ~$482K. The build is back in about 4 months. At $95K a year on the four tools, it is back in about 10. At $580K, typical after Series C, year one alone saves more than $390K.

The Series B case from the B2B SaaS page, with the build at our fixed price for all four tools as one platform. If your own team builds it, put your engineering cost in that place.

02 · SCOPE

Replace the four wrappers. *Keep your systems of record.*

A B2B SaaS company runs two stacks: go-to-market (marketing, support) and product (errors, analytics). The tools that wrap commodity parts are the ones to replace. The systems that hold the business stay, and the rebuild plugs into them.

REPLACE: THE FOUR WRAPPERS

- **HubSpot Marketing**: emails, nurture flows, landing pages and lead scoring, on SES and Postgres
- **Intercom**: the same in-app chat on your own widget, with inbox, knowledge base and AI answers on Anthropic
- **Sentry**: the same open-source Sentry, on your AWS
- **Mixpanel or Amplitude**: PostHog, or funnel and retention queries on ClickHouse

KEEP: YOUR SYSTEMS OF RECORD

- **Your product database**: the source of users and workspaces
- **Billing**: plans and MRR stay where invoices are made
- **Salesforce**, if sales lives there: synced both ways, once
- **Source control, CI, chat and paging**: the modules plug into them

DROP

- **Segment as glue** between the four: the data meets in one Postgres
- **Four dashboards, four logins**, four renewal dates
- **Add-ons bought to join data** the tools kept apart

GAIN

- **Retention and cohort analysis** across all four sources
- **Account health in one query**: source, usage, support load, errors
- **No meter on growth**: no per-contact, per-seat, per-event or per-user fee

Running Zendesk, Pardot or Datadog?

The plan holds. Zendesk swaps in for Intercom and Pardot for HubSpot, and Datadog's APM and logs become a fifth module. Settle them at the stack review, before the build starts.

Under each wrapper, *a commodity part.*

Each tool resells a part you can run yourself. Run the parts on your own accounts, put one Postgres in the middle, and four tools become four modules of one customer-and-product platform.

TOOL	WHAT IT WRAPS	WHAT YOU RUN	YOU PAY FOR
HubSpot Marketing	Email sending, a contact database, segmentation and workflow logic	SES and Postmark, Postgres, a durable job runner	Emails sent: ~$0.10 per 1K on SES
Intercom + Fin	WebSocket chat, a ticket database, an LLM	Your widget, inbox and knowledge base; Anthropic on your account	Tokens used
sentry.io	Open-source Sentry, hosted for you	The same Sentry on your AWS: ClickHouse, Postgres, S3	Storage and compute
Mixpanel or Amplitude	Event storage, funnel and retention queries	PostHog on ClickHouse, in your AWS	Storage and compute

Decisions the company makes in week one

DECISION	OUR DEFAULT	WHY
Who owns it	One engineering owner, a lead per team	One internal owner replaces four vendor relationships
CRM of record	Salesforce if sales lives there; Postgres if not	One owner per field; the sync never fights itself
The account key	Your product's workspace ID	Every report rolls up to the account (next page)
Where it runs	Your AWS account, in containers	Your data, your residency; portable to any cloud or on-prem
Sign-in	Your SSO across all four modules	Offboarding happens once, where it already does
Who builds it	Your team, or a fixed price	Weigh it against the roadmap work your engineers would pause

Compliance: on your own AWS account you inherit AWS's SOC 2, ISO 27001 and HIPAA-eligible posture, with fewer subprocessors in your data chain than four SaaS vendors.

The account is the unit. *Four silos, one join.*

B2B revenue is counted by account, and each tool keeps its own idea of one: HubSpot companies, Intercom companies, analytics groups, and in Sentry none at all. Put the account in the middle, and the question that took four exports becomes one query.

TABLE	KEY COLUMNS	FED BY
`accounts`	id, workspace_id, domain, name, plan, mrr, sfdc_id, created_at	Product database, billing
`users`	id, account_id, app_user_id, email, role, first_seen, last_active	Product database
`touches`	account_id, person_id, source, campaign, touch (first, last), at	Marketing module
`events` · ClickHouse	account_id, app_user_id, event, properties, at	Analytics module
`conversations`	account_id, app_user_id, channel, status, first_response_at, resolved_at, csat	Support module
`error_exposure`	account_id, project, issue_id, release, users_hit, day	Sentry, rolled up nightly
`account_health`	account_id, day, active_users, key_events, open_conversations, errors_seen, mrr	Nightly rollup of the rows above

TWO RULES THAT SAVE A REBUILD

Key everything on your workspace ID, never on the email domain: one domain can hold many workspaces, and a personal email address is not a company. **Report from the rollup**: retention and cohort reports read `account_health`, never four raw event stores, so leadership's numbers come from one place.

Every tool gets the key

Send the workspace ID as the company on Intercom's widget, as the group in PostHog, and on every contact's company in the marketing module. Sentry gets it in the event's context, never as a tag: one tag value per account slows every search.

From the stack review *to the last renewal.*

The build takes 10–12 weeks. Modules are built in parallel from week two; each goes live after a two-week pilot, lowest risk to the team first. The saving lands as each contract ends, so plan the build around your teams and the cancellations around your renewal dates.

WHEN	WHAT HAPPENS	SIGNS OFF
Before	**Stack review.** The four contracts, their meters and renewal dates; the reports each team reads; every integration between the tools.	Finance and the CTO
Wk 1–2	**Foundation.** One AWS account, one Postgres, SSO. All four tools exported; users and accounts matched on your workspace ID.	Engineering lead
Wk 3–4	**Sentry.** Both instances on production events, then one DSN per project.	Engineering on-call
Wk 5–6	**Analytics.** Both tools on every event until the boards match, then the snippet swaps.	Product lead
Wk 7–8	**Marketing.** One nurture flow live, then forms and tracking switch.	Marketing ops lead
Wk 9–10	**Support.** A group of agents first, then the widget swaps for everyone.	Support lead
Wk 11–12	**The account view.** Account health, retention and cohort reports; Segment off; handover.	Finance and the CTO
Renewals	**Cancel.** Each old tool stays read-only until its date, then goes.	Finance

THE ORDER

Replace in the order the risk falls: Sentry (no customer sees it), Mixpanel (analytics teams adapt fastest), HubSpot (a marketing-led move), Intercom (the most customer-facing, so last). **Cancel in the order the renewals fall.**

Same workflows. *Unified data.*

The saving is in the bill; the risk is in the teams. Marketing, support, engineering and product each give up a tool they know. Each must find its own workflows intact on the new platform, or the rebuild loses them in the first week.

Parity is a written list

Before each pilot, the team lead writes down what must work on day one: the workflows they run, the reports they read, the screens they open. The pilot ends when every line is checked, not when the calendar says so.

TEAM	WHAT STAYS THE SAME	WHAT THE PILOT PROVES
Marketing	Lead scoring, now a Postgres function	The same contacts cross the MQL line on the same data
Support	In-app chat that looks identical	Same widget, same signed-in identity, every past conversation in place
Product	Funnels, now PostHog or ClickHouse queries	Same names, same definitions, same numbers on the board
Engineering	The same Sentry and the same SDKs	Every alert reaches the same people

Then the payoff: questions one join answers

- Which campaigns bring accounts that still pay a year later?
- Which accounts hit errors in the weeks before they churned?
- What does support cost per account, by plan?
- Which features do retained accounts adopt in their first week?

None of these needs a CDP or a data team. Each is a query on `account_health`, on data you own.

Decide it, build it, *close it out.*

Before you decide

- ☐ Every contract: tier, meter, annual cost, renewal date, notice period
- ☐ Today's meter readings: contacts, seats, AI resolutions, events, tracked users
- ☐ Who uses each tool every week, by team
- ☐ The reports leadership reads from each tool
- ☐ Every integration and Segment flow between them
- ☐ Where customer data lives: regions, DPAs, subprocessors

During the build

- ☐ One platform owner and one lead per team, named
- ☐ A parity list signed per team before its pilot
- ☐ A two-week pilot per module; the fix list empty before cutover
- ☐ Rollback one deploy away at every cutover

Closing out each tool

- ☐ Read-only until the renewal date; no new data goes in
- ☐ Cancellation sent inside the notice period, so nothing auto-renews
- ☐ A full export archived where your team can query it
- ☐ Its integrations, API keys and seats removed

Every quarter after

- ☐ The AWS and AI bill against the four bills you replaced
- ☐ Accounts, users and events by month, so growth never surprises the bill
- ☐ One account-health review with finance

Who owns it

Name one platform owner before the first cutover, with a budget line for hosting and AI usage. Four vendor invoices become one cloud bill, and someone reads it every month.

Five ways a B2B SaaS company *keeps paying.*

1. Waiting for the next round

The meters grow with the company. Every quarter of waiting is billed at a bigger tier, and the migration grows with it.

2. Negotiating instead

A renewal discount trims the rate; the meter keeps running. Negotiate when the rebuild is a year away, and treat it as a bridge.

3. Switching to a cheaper vendor

A new vendor resets the price and keeps the meter, and your team pays for the migration. Within a contract or two you are back at this decision.

4. Buying a CDP to join the silos

Segment between four tools adds a fifth bill to fix a problem the first four created. In one Postgres, the join costs nothing.

5. Rebuilding piecemeal with roadmap engineers

Four separate rebuilds, one after another, take ~22 weeks; built as one platform, 10–12. Every gap between them leaves two systems running and two bills paid.

And one that is not a mistake: starting with Sentry

Its math is the sharpest and no customer sees the change. Many teams start there and add the other three; bundle pricing holds when you commit to all four within six months.

RATHER HAVE IT BUILT?

We build this exact plan. *Fixed price.*

Start with a free 30-minute B2B SaaS stack review: your four tools, their meters and renewal dates, and the saving at your scale.

$57,900 fixed for all four tools as one platform, agreed before we start

Live in 10–12 weeks, with a two-week pilot per module before each cutover

Migration of all four: workflows, conversations, indexes and events, unified in one Postgres

90-day warranty, four quarterly check-ins in year one, the code in your GitHub from day one

At $200M+ ARR, the scale tier: $78,300–$100,500

We can run it for $12,000–$18,000 a year: hosting, monitoring, upgrades, SLA

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