ALLIED BizTech SOLUTIONS

FIELD GUIDE · 2026

Rebuild the B2B SaaS stack yourself. *The plan we follow.*

For B2B SaaS teams of 50 to 500 people on HubSpot, Intercom, sentry.io and Mixpanel who want one platform they own: one database, one sign-in, four modules, and no per-contact, per-seat, per-event or per-user bill.

- → Is it worth it, at three scales
- → What to rebuild and what to drop
- → One foundation, four modules
- → Migration and go-live checklists
- → The shared data model
- → A twelve-week build plan
- → Four cutovers, in order
- → Where teams get stuck

Four tools, four meters. *One rebuild, one bill.*

HubSpot bills per contact, Intercom per seat and per AI resolution, sentry.io per event, Mixpanel per tracked user. Each meter grows on its own. The rebuild runs all four on the parts underneath (AWS SES, Anthropic, ClickHouse, Postgres), billed to your own accounts.

YOUR COMPANY	THE FOUR TOOLS A YEAR	REBUILT: BUILD / EACH YEAR	SAVED IN YEAR ONE
$20M ARR · 50 eng, 10 support	~$95K	$57.9K / ~$23K	~$14K
$80M ARR · 100 eng, 30 support	~$218K	$57.9K / ~$38K	~$122K
$200M ARR · 250 eng, 75 support	~$580K	$100.5K / ~$87K	~$392K

The page's three B2B SaaS profiles. "Each year" is direct billing on your accounts plus hosting and maintenance: ~$15K + $8K, ~$26K + $12K, ~$65K + $22K. The build is our fixed bundle price, $57,900, and at $200M+ ARR the top of the $78,300–$100,500 scale tier (multi-region, SOC 2 documentation, advanced attribution). If your own team builds it, put your engineering cost in that place.

THE RULE OF THUMB

At $20M ARR the bundle is back in about 10 months, then keeps ~$72K a year. **At $80M ARR it saves ~$122K in year one, ~$180K a year after and ~$482K over three years; the build is back in about 4 months.** At $200M ARR, year one alone saves more than $390K.

Who you need

- **A senior full-stack engineer** for the marketing and support modules: Postgres, WebSockets, email sending and an LLM API.
- **A senior infrastructure engineer** for the foundation, Sentry and PostHog: AWS, Terraform, ClickHouse. Our team ships the bundle in 10–12 weeks; engineers working between other priorities should plan for longer.
- **A lead from each team** (marketing ops, support, engineering, product): a weekly review, the pilot users, the go-live call for their module.
- **One owner after launch**: hosting, upgrades, monitoring and on-call for all four modules.

Four modules on one foundation. *Drop the glue.*

Each tool's long tail is where a rebuild stalls, and four long tails stall it four times. Rebuild what each team uses every day, build everything shared once, and leave the rest to specialist tools.

MODULE	REBUILD ONE FOR ONE	RUN DIFFERENTLY, OR DROP
Marketing HubSpot	Campaigns and nurture flows, workflows, landing pages and forms, lists, lead scoring and lifecycle stages, the reports leadership reads	Breeze AI becomes Anthropic or OpenAI direct. Drop predictive ML scoring, the SEO suite, the Academy
Support Intercom + Fin	Chat widget, inbox and routing, knowledge base, AI answers with citations, macros, SLAs, CSAT reporting	Voice and SMS on Twilio, your account. Drop product tours and the integration long tail
Observability sentry.io	The same open-source Sentry, self-hosted: errors, performance, replay, releases, source maps; every SDK unchanged	Upgrade quarterly, staging first. Cron monitoring moves to Healthchecks.io
Analytics Mixpanel	PostHog: events, funnels, retention, cohorts, dashboards, replay, SQL	Boards in a new layout. Drop Mixpanel's ML; mobile attribution goes to AppsFlyer or Branch

BUILD ONCE, SHARE ACROSS ALL FOUR

- **Unified identity**: SSO across all four modules
- **One Postgres**: people, accounts, the audit log
- **Salesforce sync**, if you use it: bidirectional, built once
- **One deploy pipeline**, one admin, one navigation

DROP ON PURPOSE

- **Segment as glue**: the data already meets in your Postgres
- **Four dashboards, four logins**, four renewal dates

SWAP OR ADD

- Zendesk in place of Intercom; Pardot in place of HubSpot
- A Datadog module, for observability beyond errors

One foundation. *Four modules on top.*

Every module shares one AWS account, one Postgres and one sign-in. Sentry and PostHog bring their own schemas on ClickHouse; marketing and support are your code on Postgres. Data moves between modules through the database: no CDP, no glue code, no per-event fee.

LAYER 1 · TEAMS USE

Four modules

- **Marketing**: campaigns, workflows, pages, scoring
- **Support**: widget, inbox, knowledge base, AI answers
- **Observability**: Sentry at your own domain
- **Analytics**: PostHog funnels, cohorts, replay
- One sign-in, one navigation

LAYER 2 · SHARED

The foundation

- **Postgres on RDS**: CRM, support, dashboards, flags
- SSO and roles for all four
- The people and account crosswalk
- One audit log
- Salesforce sync, built once
- Durable jobs for workflows and sends

LAYER 3 · YOUR ACCOUNTS

Direct billing

- **AWS SES**: ~$0.10 per 1K emails
- **Postmark**: transactional email
- **Anthropic or OpenAI**: per token
- **Twilio**, optional: ~$0.0079 per SMS
- **ClickHouse on AWS**: errors, analytics events
- **S3**: replays, attachments, source maps

Decisions to make in week one

DECISION	OUR DEFAULT	WHY
Where it runs	Your AWS account, Docker and Terraform	One bill, one compliance boundary; portable to any cloud or on-prem
Sign-in	Your SSO across all four modules, day one	Offboarding happens once, where it already does
The person key	Your product's user ID after login	One person, one row, in every module (next page)
System of record	Postgres for people; Salesforce for the fields it owns	One owner per field; the sync never fights itself
ClickHouse	Sentry and PostHog each on their own, one runbook	Each pins its own version; upgrades never collide

Compliance: on your own AWS account you inherit AWS's SOC 2, ISO 27001 and HIPAA-eligible posture, with fewer subprocessors than four SaaS vendors. Write the control documentation as you build, not after.

One person, one row. *Four modules read it.*

HubSpot calls them contacts, Intercom users, Mixpanel distinct IDs, Sentry event users. In the rebuild they are one person on one account. Model the shared tables first; each module adds its own, and Sentry and PostHog keep the schemas they ship with.

TABLE	KEY COLUMNS
`accounts` · shared	id, product_account_id, domain, name, plan, sfdc_id, owner_id, created_at
`people` · shared	id, account_id, app_user_id, email, name, lifecycle_stage, consent (jsonb), properties (jsonb), created_at
`external_ids` · shared	person_id or account_id, system (hubspot, intercom, mixpanel, sentry, salesforce), external_id, matched_by (user id, email, review), matched_at
`staff`, `audit_log`	staff: sso_subject, email, team, role per module; audit: actor, module, action, object, before and after (jsonb), at
Marketing	`lists`, `emails`, `sends`, `suppressions`, `workflows`, `enrollments`, `score_rules`, `touches`; every row keyed to `people.id`
Support	`conversations`, `messages`, `articles`, `macros`, `sla_policies`, `ai_answers` (tokens, cost, outcome); the customer is a `people.id`
Observability	Sentry's own schema: projects, releases, issues in Postgres; events in ClickHouse. The event's user id is `app_user_id`
Analytics	PostHog's own schema in ClickHouse: events, persons, groups. `distinct_id` is `app_user_id` after login; the company group is `accounts.id`

TWO RULES THAT SAVE A REBUILD

Key every module on your product's user ID, never on email: emails change and people share them, and every cross-module report joins on that key. **Give every field one owner**: lifecycle stage belongs to marketing, plan to billing or Salesforce, SLA tier to support. The other modules read it and never write it.

Twelve weeks, *a pilot per module.*

One foundation first, then four modules built in parallel and cut over one at a time, lowest risk first. Each module gets a two-week pilot before its cutover, and the next cutover waits for it: Sentry in weeks 3–4, analytics 5–6, marketing 7–8, support 9–10.

WEEKS	BUILD	DONE WHEN
1–2	**Foundation and exports.** AWS, Terraform, Postgres, ClickHouse, S3, SSO, the shared tables. All four tools exported to staging and matched into people and accounts. SPF, DKIM and DMARC on your sending domain; the SES IP starts warming.	Every person in staging carries their four tool IDs
2–4	**Observability.** Self-hosted Sentry: Relay, projects and teams, alert routes, source maps from CI. Pilot with both instances on production events, then one DSN swap per project.	Every alert sentry.io sent, yours sent too
3–6	**Analytics.** PostHog with the Mixpanel adapter, history imported, identities merged on your user ID, boards rebuilt. Pilot with both tools on every event.	Leadership's dashboards match, number for number
3–8	**Marketing.** Lists, campaigns and nurture flows on SES, workflows, landing pages and forms, scoring as a Postgres function, Salesforce sync. Pilot with one nurture flow live.	Scores and reports match HubSpot's on the same data
5–10	**Support.** Widget on WebSocket, inbox, knowledge base, AI answers with citations, macros, SLAs. Conversations land on people who already exist. Pilot with a group of agents.	The pilot agents choose it over Intercom
11–12	**Join it up.** Cross-module reports, Salesforce sync both ways, Segment switched off, runbooks and handover.	One dashboard answers what took four exports

AFTER EACH CUTOVER

Keep the old tool **read-only until its own renewal date**, then cancel. List the four renewal dates in week one: they decide when each bill stops, not when you cut over.

Four cutovers, one set of people. *Lowest risk first.*

Each tool on its own is a known rebuild. The hard part is moving four of them onto one database without a gap in the data or a bad week for any team. Two things decide it: the order, and matching people once.

1. **Sentry first.** No customer sees the change and the math is the sharpest: ~$60K a year becomes ~$10K. The swap is one DSN per project, and it proves the foundation: AWS, ClickHouse, SSO, backups, alerts.
2. **Mixpanel second.** Analytics teams adapt fastest, and PostHog's Mixpanel adapter keeps every existing track call working. The identity merge you make here is the one the next two modules reuse.
3. **HubSpot third.** A migration your marketing team leads. The sending IP has been warming since week one; forms and tracking switch in one deploy.
4. **Intercom last.** The most customer-facing tool and the highest stakes. By then every customer it imports already exists, with their marketing history and product usage beside the conversation.

Match people once

Build the crosswalk before any module imports. Match on your product's user ID where a tool holds it (Intercom, Mixpanel and Sentry all can) and on email where it does not (most HubSpot contacts). Queue the rest for a person to review. Every import then maps to `person_id`, and a re-run finds the same row.

One writer per record during a pilot

Until a module cuts over, the old tool stays the record. Changes made there come across in a delta export at cutover; nothing flows back. Write it down per module, so nobody edits the same contact in two places.

One switch per module

A DSN variable, an analytics snippet, the forms and tracking script, the widget snippet. Keep the old switch one deploy away until the pilot's fix list is empty. If Segment feeds the old tools, keep it running until the last one is off, then drop it.

Move it, launch it, *run it.*

Migration, all four tools

- ☐ Export everything in week one, the changes since at each cutover
- ☐ Each tool's ID on every row, in `external_ids`
- ☐ Match on your user ID; on email only where no ID exists
- ☐ Recreate teams, projects, tags and lists before importing records
- ☐ HubSpot: contacts, companies, lists, workflows, emails, forms and every unsubscribe
- ☐ Intercom: conversations with every part, articles, macros; attachments to S3
- ☐ Sentry: projects, DSNs, alert and ownership rules
- ☐ Mixpanel: events, identities, boards, cohorts
- ☐ 301 redirects for help-center and landing-page URLs
- ☐ Counts checked, then a sample per module read end to end

Go-live, per module

- ☐ Its switch flipped on every site and app
- ☐ Staff signing in through your SSO
- ☐ Alerts routed to the same channels as today
- ☐ Suppressions honored from the first send
- ☐ Backups proven by a restore
- ☐ Rollback ready: the old switch one deploy away

Running it

- ☐ **Always on:** uptime and error alerts on all four modules, security patches
- ☐ **Weekly:** deliverability, SLA and CSAT, the noisiest alerts
- ☐ **Monthly:** AI answer review, knowledge-base fixes, model version check
- ☐ **Quarterly:** Sentry and PostHog upgrades through staging; cost review against the four bills you replaced
- ☐ **Yearly:** a restore drill and an access review across all four modules

Who owns it

Name one owner for the platform and one lead per module before the first cutover. Four vendors used to answer for four tools; now one team answers for all of them, including the night the error tracker is the thing that broke.

Five ways a stack rebuild *stalls.*

1. Four separate rebuilds

Run one after another, four rebuilds come to ~$63K and ~22 weeks: four apps, four dashboards, four deploy pipelines, the CRM sync built four times and four cutovers. On one shared foundation the same scope takes 10–12 weeks.

2. Keeping Segment as the glue

In one database, marketing-to-support-to-analytics is a query. Paying per event to move data between modules you own is a habit from the old stack.

3. Starting with Intercom

It is the most visible move and the riskiest. Start where no customer notices, with Sentry, and reach the support inbox with three cutovers of practice behind you.

4. Matching people module by module

Four separate matches build four versions of every customer, and every cross-module report counts them twice. Match once, in the first two weeks.

5. Skipping pilots, or switching off on day one

Two weeks per module find the workflow nobody listed. Keep each old tool read-only until its renewal; it costs nothing extra and takes the pressure off every cutover week.

And one that is not a mistake: starting with one module

Many teams start with Sentry, where the math is sharpest, and add the other three later. It works, and bundle pricing holds when you commit to all four within six months.

RATHER HAVE IT BUILT?

We build this exact plan. *Fixed price.*

The same foundation, four modules and 10–12 weeks, delivered by a senior team that has shipped 250+ products.

$57,900 fixed for all four modules, agreed before we start; four separate rebuilds come to $63,000

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

Migration of all four tools: workflows, conversations, indexes and events

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 with multi-region, SOC 2 documentation and advanced attribution

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

alliedbiz.tech/rebuild/b2b-saas-stack-rebuild

Allied BizTech · 15+ years · ISO 9001:2015 · 250+ products shipped. HubSpot, Intercom, Sentry, Mixpanel, PostHog, Salesforce, Pardot, Zendesk, Segment, Datadog, Anthropic, OpenAI, AWS, ClickHouse, Postmark, Twilio, Healthchecks.io, AppsFlyer, Branch, GitHub, Docker and Terraform are trademarks of their owners, named here for identification only; this guide is independent and not endorsed by any of them. Our prices as of November 2026.