ALLIED BizTech SOLUTIONS

FIELD GUIDE · 2026

Rebuild Outreach yourself.
The plan we follow.

For sales teams of 50 to 300 SDRs who want to own their sequences, dialer, AI drafts and sending infrastructure, and stop paying per seat and a reseller markup on every call.

- → Is it worth it, at your size
- → What to rebuild and what to drop
- → The architecture, in three layers
- → Migration and go-live checklists
- → The data model
- → A week-by-week build plan
- → Sending and deliverability
- → Where teams get stuck

Outreach charges per seat. *Twilio charges per minute.*

Outreach bills per SDR seat and adds a reseller markup of about 30% on Twilio voice. The seat bill grows with every hire. A rebuild replaces it with usage at the providers' direct prices: Twilio for calls, AWS SES for email, your own AI account for drafts.

TEAM	OUTREACH A YEAR	REBUILT: YEAR ONE / AFTER	SAVED IN YEAR ONE
15 SDRs · standard sequences	~$18,000	~$23,900 / $4,000	Stay on Outreach
30 SDRs · sequences + dialer	~$36,000	~$25,900 / $6,000	~$10,100
50 SDRs · sequences, dialer, AI drafts	~$60,000	~$28,300 / $8,400	~$31,700
100 SDRs · large B2B SaaS	~$120,000	~$33,900 / $14,000	~$86,100
200+ SDRs · custom contract	~$240,000+	~$75,500 / $32,000	~$164,500

Outreach list prices, May 2026. "Rebuilt" runs on Twilio direct ($0.0085 per outbound minute), AWS SES and Anthropic Claude for AI drafts, plus our fixed build price: $19,900 up to 100 SDRs, $43,500 (the top of the $29,000–$43,500 scale tier) from 100 to 300. If your own team builds it, put your engineering cost in that place.

THE RULE OF THUMB

At 15 SDRs, stay on Outreach: year one costs more than it saves. At 30, year one saves ~$10K and $30K a year comes back after. **At 50 SDRs, the rebuild saves ~$31K in year one and ~$51K a year after.** From 100 SDRs, year one alone saves more than $80K.

Who you need

- **A senior full-stack engineer** at home with Postgres, a job queue, Twilio's voice API and email authentication (SPF, DKIM, DMARC). Our team ships this in 5–7 weeks; one engineer working between other priorities should plan for longer.
- **Your sales ops lead**, two hours a week: the sequences that matter, the Salesforce fields, the five pilot SDRs, the go-live call.
- **An owner after launch**: hosting, monitoring, sender reputation, monthly upgrades, and on-call.

Rebuild the 12 features SDRs use daily. *Drop the rest.*

Outreach ships hundreds of features. Real SDR teams use about 12 every day. Those are the project, tailored to your sales motion; the long tail is where rebuilds stall.

REBUILD ONE FOR ONE

- **Multi-step sequences**: email, call and LinkedIn task, trigger-based, with branches by reply, open and click
- **Click-to-dial and call recording**: WebRTC in the browser, Twilio direct
- **AI-drafted email replies** on your Anthropic or OpenAI account
- **Email tracking**: open, click, reply
- **Cadence and send-time optimization**, timezone-aware, per prospect
- **Reply detection** that pauses the sequence (IMAP or Gmail API)
- **Salesforce or CRM sync**: activity logging, contact updates, opportunity events
- **Reporting** per SDR and per sequence: connect rate, reply rate, meetings booked
- **Approval workflows** for high-stakes outbound, and a **meeting booker** synced to the rep's calendar

REBUILD, SIMPLER

- **Kaia** (call transcription and coaching): Whisper + Claude direct, as an add-on
- **LinkedIn**: a tracked manual task with the profile URL pre-loaded, no auto-actions (LinkedIn's terms)
- **Next-best-action**: rules, not Outreach's proprietary ML

DROP ON PURPOSE

- **Intent data**: Bombora or 6sense direct
- **Deal rooms**: Dock, Trumpet or RecapIO direct
- **Outreach's built-in CRM**: sync to the one you have (Salesforce, Pipedrive, HubSpot)
- **Outreach University** and its certifications

ADD WHAT PER-SEAT PRICING DISCOURAGES

- New SDRs at no seat fee
- Twilio at its direct price: about 25% cheaper voice and SMS
- SQL access to every send, call and reply, from your warehouse

Three layers. *All standard parts.*

Outreach is sequences and a dialer on top of Twilio. A sequence is a state machine in Postgres, a dialer is WebRTC to Twilio, and an AI draft is a model call with the thread as context.

LAYER 1 · SDRS USE

The SDR workspace

- Sequence editor
- Click-to-dial (WebRTC)
- Composer with AI drafts
- Tasks and calendar
- LinkedIn tasks (manual)
- Call coaching dashboard

LAYER 2 · ENGINE

The orchestrator

- Triggers and delays
- Branches: replied, clicked, no-show
- A/B tests: subject, body, CTA
- Reply detection, auto-pause
- Send-time optimization
- CRM sync: Salesforce or custom

LAYER 3 · DELIVERY

Direct providers

- **Twilio**: voice, SMS, WhatsApp
- **AWS SES**: sequence email
- **Postmark**: transactional email
- **Anthropic**: AI draft replies
- **Postgres**: sequence state
- **S3**: call recordings

Decisions to make in week one

DECISION	OUR DEFAULT	WHY
Where it runs	Your AWS account	Recordings, engagement data and sender reputation stay yours
Email	SES, dedicated IPs, a domain per SDR	One SDR's bad list never drags down another's inbox placement
Voice	Twilio direct, WebRTC in the browser	Same audio, latency and recording, without the reseller markup
Sequences	Postgres state and a job queue	Every send can be retried, paused and audited
CRM	The same Salesforce fields Outreach writes today	Salesforce reports and dashboards keep working on day one
Sign-in	Your SSO from day one	Offboarding happens where it already does

Compliance: an unsubscribe link in every email, honoured across every sequence at once; call-recording consent where the law asks for it. Build both in week one.

Ten tables *carry the whole product.*

Model these before writing any screen. Keep Outreach's ID on every imported row, so the import can run twice and any sequence traces back to its source.

TABLE	KEY COLUMNS
`prospects`	id, external_id, email, phone, name, account_id, owner_id, timezone, crm_id, status (active, bounced, opted out), attributes (jsonb)
`sequences`	id, external_id, name, owner_id, team_id, schedule, status (active, paused, archived), needs_approval
`sequence_steps`	id, sequence_id, position, type (email, call, linkedin_task, task), delay, conditions (jsonb: replied, clicked, no-show), template_id
`templates`	id, external_id, name, subject, body with tokens, variant (for A/B), owner_id, last_used_at
`enrollments`	id, prospect_id, sequence_id, sdr_id, current_step, next_due_at, state (active, paused, replied, finished, bounced), paused_reason
`emails`	id, enrollment_id, step_id, mailbox_id, message_id, thread_id, sent_at, opened_at, clicked_at, replied_at, bounce (hard, soft)
`calls`	id, prospect_id, sdr_id, twilio_sid, direction, duration, disposition, recording_key, notes, crm_activity_id
`mailboxes`	id, sdr_id, sending_domain, spf, dkim, dmarc status, ip_pool, daily_limit, warmup_stage
`suppressions`	email or domain, reason (unsubscribe, bounce, complaint), source, created_at
`events`	id, enrollment_id, type (sent, opened, clicked, replied, bounced, called, paused), at, payload (jsonb)

TWO RULES THAT SAVE A REBUILD

Check suppressions on every send, not only at enrollment: an unsubscribe or a hard bounce stops every sequence for that address at once. **Write an event for every touch** (send, open, click, reply, call): reporting, Salesforce sync and A/B results all read from it.

Seven weeks, *pilot included.*

This is the order we build in. Each week ends with something your sales ops lead can try, and the last two are a pilot with five real SDRs. Domain warm-up starts in week one: it takes 2–4 weeks and cannot be rushed.

WEEK	BUILD	DONE WHEN
1	**Export, model, domains.** The ten tables. Export sequences (steps, timing, branches), templates, cadences and prospects from Outreach's API into staging. Sending domains with SPF, DKIM and DMARC; dedicated IPs start warming. SSO.	Counts in staging match Outreach; 20 sequences checked step by step
2	**The sequence engine.** Triggers, delays and branches on a job queue; reply detection over IMAP or the Gmail API with auto-pause; suppressions.	A test prospect walks a five-step sequence and stops on reply
3	**Email and tracking.** SES sending per mailbox, open and click tracking, bounce and complaint handling, A/B variants, send windows by timezone.	Seed inboxes receive in the primary tab; bounces suppress at once
4	**The dialer.** Click-to-dial over WebRTC on Twilio direct, recordings to S3, dispositions, call steps in sequences, the task list.	An SDR works a full call block from the browser
5	**AI drafts, Salesforce, reporting.** AI-drafted replies, activity logging on the fields Outreach writes, approval workflows, reports per SDR and per sequence.	Salesforce shows every email and call, field for field
6–7	**Pilot and cutover.** Five SDRs for two weeks on warmed domains, a daily fix list, a delta export from Outreach, then every SDR moved.	The pilot SDRs choose it over Outreach

AFTER CUTOVER

Pause every Outreach sequence at the moment of cutover, so no prospect gets two emails. Keep the account **read-only until your renewal date**, then cancel. History stays one click away while the team settles in.

Inbox placement is the product. *Guard it.*

Sequences and a dialer are standard parts. What decides the rebuild is whether the email lands in the inbox. Outreach sends on shared infrastructure; your own SES with dedicated IPs and a sending domain per SDR gives you stronger control, and the reputation work is yours.

1. **Authenticate every domain.** SPF, DKIM and DMARC on each sending domain before the first email. Start DMARC in monitor mode, read the reports, then enforce.
2. **Keep the risk apart.** Send sequences from dedicated sending domains, never your main company domain, one per SDR, so a bad list hurts one sender. Transactional email goes through Postmark, apart from sequences.
3. **Warm up over 2–4 weeks.** Start each new IP and mailbox at a low daily volume and raise it as replies come back. Begin in week one, so warm-up finishes before cutover.
4. **Stop at the first bad signal.** Suppress hard bounces, complaints and unsubscribes at once, across every sequence. Verify lists before they enroll, cap each mailbox's daily sends, and pause a sender whose bounce or complaint rate climbs.
5. **Judge on replies.** Opens are inflated by privacy features in mail apps. Serve tracking from your own domain, and rank sequences on replies and meetings booked.

The dialer: same audio, your account

Outreach's dialer is Twilio under the hood. WebRTC in the browser to Twilio direct gives the same audio quality, latency and call recording, about 25% cheaper, because the reseller markup is gone. Record with consent where the law asks for it.

Measure the saving

Track seed-inbox placement, bounce and complaint rates per domain and reply rate per sequence every week, with the Twilio, SES and AI bills next to the Outreach invoice you replaced.

Move it, launch it, *run it.*

Migration

- ☐ Export twice: everything in week one, the changes since at cutover
- ☐ Keep Outreach's ID on every sequence, template and prospect
- ☐ Recreate users, teams and mailboxes before importing sequences
- ☐ Keep each sequence's steps, timing and branches
- ☐ Carry over enrollment state, so no prospect restarts a sequence
- ☐ Import opt-outs and bounces as suppressions before anything sends
- ☐ Trim templates to the ones used in the last 90 days
- ☐ Map every Salesforce field Outreach writes today

Go-live

- ☐ Domains authenticated and warmed for 2–4 weeks
- ☐ Seed-inbox tests landing in the primary tab
- ☐ Every Outreach sequence paused at cutover
- ☐ SDRs signing in through your SSO; calls recording to S3
- ☐ Alerts on bounces, complaints, queue depth and failed CRM syncs
- ☐ Rollback ready: Outreach read-only, one switch away

Running it

- ☐ **Always on:** send-queue and error alerts, bounce and complaint watch, security patches
- ☐ **Weekly:** deliverability per domain and reply rate per sequence, to the sales lead
- ☐ **Monthly:** upgrades, a template and AI draft review, warm-up for new SDRs' domains
- ☐ **Quarterly:** cost review, Twilio, SES and AI usage against the Outreach bill you replaced
- ☐ **Yearly:** a restore drill and an access review

Who owns it

Name one person before launch. The product is small, but it carries your company's name into prospects' inboxes every day: someone has to act when a domain's bounce rate climbs or the Salesforce sync stops.

Five ways a rebuild *stalls.*

1. Switching to Salesloft and calling it a saving

Salesloft is comparable to Outreach in pricing and features, with the same per-seat economics. The migration cost rarely pays back.

2. A cheaper sequencer

Apollo bundles data and sequencing at $99 a seat a month. Mixmax and Reply.io cost less, with a weaker dialer and analytics. HubSpot's sequences suit teams already on HubSpot, less so a sophisticated SDR motion. Each keeps the per-seat wrapper at scale.

3. The cheap build

A $10K freelance build gets you email and a dialer. Sequence orchestration, AI drafts, Salesforce sync and deliverability are left to you, and those are the parts Outreach charges for.

4. Sending at full volume on day one

New domains and IPs need 2–4 weeks of warm-up. Skip it and the first sequences land in spam, which takes far longer to undo than the warm-up takes to do.

5. Skipping the pilot

Five SDRs for two weeks find what a test plan misses: the branch nobody listed, the Salesforce field a pipeline report reads, the sequence a manager approves by hand.

And one that is not a mistake: negotiating

Outreach discounts Pro and Enterprise 15–25% on multi-year, multi-hundred-seat commits. Do it if the rebuild is a year away; it captures about a quarter of what a rebuild does.

RATHER HAVE IT BUILT?

We build this exact plan. *Fixed price.*

The same scope, architecture and seven weeks, delivered by a senior team that has shipped 250+ products.

$19,900 fixed up to 100 SDRs, $29,000–$43,500 from 100 to 300, agreed before we start

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Live in 5–7 weeks, with a two-week pilot with five of your SDRs first

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Migration included: sequences, cadences and templates, structure intact, and Salesforce logging on the fields Outreach writes

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Domains warmed over 2–4 weeks before cutover, on your SES with dedicated IPs

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90-day warranty, and the code is in your GitHub from day one

We can run it for $2,400 a year: monitoring and monthly upgrades

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