PRODUCTION ARCHITECTURE CASE STUDY · 1-PAGE EXECUTIVE BRIEF

Cutting Conversational AI & Support SaaS Costs from $500–$1,000/mo to Under $30/mo

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<$30/mo	94%	<60 sec	$0 / seat
Flat Dedicated VPS Infra	SaaS Licensing Reduction	24/7 AI Lead Response	Unlimited Human Agents

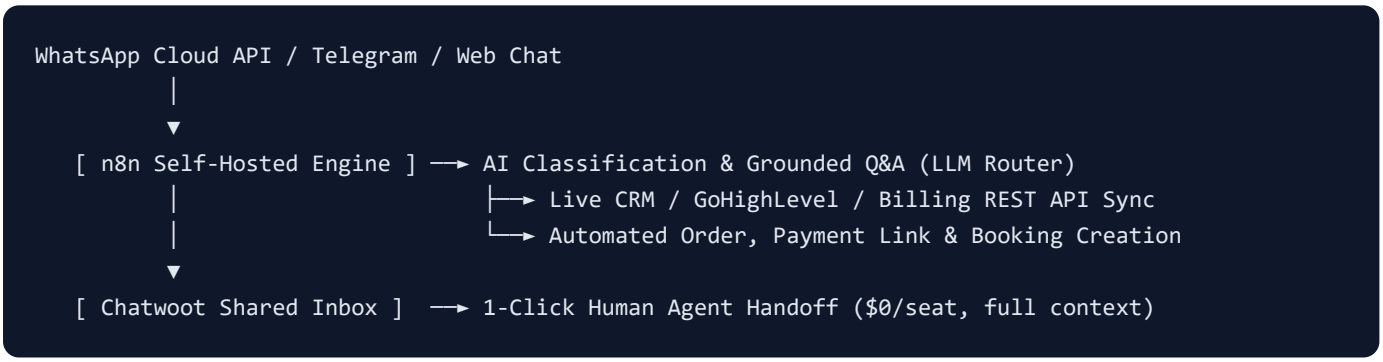
THE BUSINESS PROBLEM

High-volume retail teams, agencies, and regional service operators get trapped in per-seat and per-message pricing. Standard SaaS chatbot builders plus Zapier/Make tasks routinely cross **$500–$1,500/month** while locking customer data inside multi-tenant vendor clouds.

THE SELF-HOSTED SOLUTION

Replaced commercial SaaS layers with a hardened, single-VPS production stack combining **n8n** (orchestration), **Chatwoot** (shared inbox + human takeover), and the **official Meta WhatsApp Cloud API** / Telegram, wired via REST APIs directly into CRM and order databases.

PRODUCTION ARCHITECTURE FLOW



COST & COMPLIANCE COMPARISON (12-MONTH VIEW)

Component	Typical Commercial SaaS Stack	Self-Hosted Owned Stack
Chatbot + Omnichannel Inbox (5 Agents)	$350 – $600 / mo	**$0** (Chatwoot open-source on client VPS)
Workflow Automation (50k+ tasks/mo)	$250 – $500 / mo (Zapier / Make)	**$0** (Self-hosted n8n, unlimited executions)
Cloud Infrastructure + Backups	Bundled (no data residency control)	**$20 – $30 / mo** (Dedicated US/EU VPS, GDPR clean)
Total 12-Month Recurring Cost	**$7,200 – $13,200 / year**	**$240 – $360 / year**

Want this deployed on your own VPS in 7 days?
Done-for-you setup, 50-chat stress test, and full team handover. Zero SaaS lock-in.

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