

ONEIRISMZ



Cost Benefit Analysis

Overview

AI Overview by Market Segment			
Scope	Common Systems	Description	Cost
Basic Automation	Zapier or Make	Automating simple workflows (emails, data entry)	\$50 – \$500/mo
SMB AI Integration	chatbots, CRMs, analytics, NLP	Custom AI workflows	\$500 – \$2,000/mo
Enterprise-Grade Automation	AI/ML, RPA, APIs, custom models	End-to-end automation	\$5,000 – \$50,000/mo

AI Overview of Common Use Cases				
Workflow	Systems	Description	Cost	Typical Market
CRM & Marketing Automation	HubSpot, Salesforce, Zoho CRM	lead scoring, chatbots, predictive sales, email	\$50 – \$3,000/mo depending on tier	all
Robotic Process Automation	n8n, UiPath, Automation Anywhere	data entry, scraping, syncing	\$500 – \$5,000/mo or license-based	all
AI Chatbots & Virtual Assistants	OpenAI, Dialogflow, Tidio, Drift	automating tasks without devs	\$50 – \$5,000/mo	all
Low-code / No-code AI Tools	Zapier, Make, Bubble	automating tasks without devs	\$25 – \$500/mo	all
Custom AI Solutions	OpenAI APIs (GPT, Whisper, Embeddings)	Custom Python/R/Pytorch/TensorFlow	OpenAI API usage: \$0.001–\$0.03 per 1K tokens (varies by model) Dev cost: \$75–\$200/hr for freelance or agency Total: \$5,000–\$100,000+ depending on scope	mm/ent
E-commerce/ CMS Integration	Shopify/AI plugins, WordPress/AI writers	personalized product recommendations, dynamic pricing	\$30 – \$2,000/mo	mm/ent
ERP/ Supply Chain Automation	SAP, Oracle, NetSuite, with ML	inventory optimization, demand forecasting	\$5,000 – \$100,000+/yr	mm/ent

Chatbot

Cloud vs Local Chatbot Comparison		
Features	Cloud Hosted	Local Hosted
Cost	\$20/mo	Free
Usage	Token based or API limits	Unlimited
Privacy	TBD	User controlled
Functions	Plan Driven	Customizable
Benefits	•Plug-and-play ease with no setup required •Access to advanced models, frequent updates •Fixed monthly pricing makes budgeting simple	•Full control over the system and data •Ideal for proprietary data •Customizable environments and workflows
Drawbacks	•Requires developer expertise to implement •Costs unpredictable with variable usage •Cloud infrastructure, not fully private	•Upfront investment in hardware / setup •Requires technical knowledge / maintenance •Indirect access to the latest proprietary models

Cloud AI Chatbot Guestimates			
Tier	Monthly Cost	Examples	Notes
Basic	\$20–\$30	ChatGPT Plus, Claude Pro, Copilot Pro	Good for casual users or small teams
Mid-Tier	\$100	Claude Max (5× usage), ChatGPT Team	Designed for power users or devs
Premium	\$200+	Claude Max (20× usage), ChatGPT Pro	High limits, priority access, advanced models
Model	Blended Cost per 1M Tokens	Intelligence Index*	Notes
GPT-4o	~\$4.38	57	Balanced power and cost
Claude Sonnet	~\$6.00	57	Strong mid-tier option
Gemini 2.5 Pro	~\$3.44	68	High intelligence, moderate cost
Llama 4 Scout (CentML)	~\$0.10	43	Best value per dollar
DeepSeek R1	~\$0.95	60	Open-source, flexible hosting options

Automation

Local Automation ROI	
Product	n8n (Self-hosted)
Setup	self-hosted at-home on standard hardware
Limitations	Limits based on Willingness to Learn
Cost	Off-the-Shelf PC (~ \$1200), software \$99
ROI/TCO Yr 1	~ \$110/mo (mult. subs) = break even
BONUS BENEFIT	Pair up with a chatbot on same hardware
BONUS BONUS BENEFIT	Knowledge Is POWER

Automation Comparison (workflows)			
Feature / Function	Zapier (Pro/Team)	Make (Pro)	n8n (Self-hosted)
Hosting Option	Cloud only	Cloud only	Cloud or on-prem/self-hosted
Monthly Cost	\$50-\$300/mo (for most users)	\$30-\$150/mo	Free (self-hosted) \$5-\$50/mo (hosting)
Workflow Limitations	Task caps (e.g., 2,000-10,000)	Operation caps	Unlimited
Custom Code Support	Very limited	Limited JS modules	Full JS scripting
Advanced Logic / Loops	Limited to business plan	Limited	Full logic control with conditional nodes
Customization	Low (no-code focused)	Medium	High (dev-first, supports webhooks, APIs)
AI (e.g., GPT) Integration	Possible with workaround	Possible	Native API integration, custom logic
Data Privacy	Hosted (U.S./EU, not customizable)	Hosted	Self-hosted = Full control
Scalability	\$\$\$ = higher limits	\$\$\$ = higher limits	Scales with your infrastructure
Support/Community	Excellent support (paid)	Good docs/community	Large open-source community