

WUNDERLANDMEDIA

10 Self-Hosted Apps That Replace \$400 a Month of SaaS

The shopping list. Ten tools, what each one replaces, the verified 2026 price it deletes, and exactly how much work you are signing up for.

By Kemal | wunderlandmedia.com

10

Tools

\$400+ /mo

Replaced

2026

Prices

0 Before You Start: What Self-Hosting Actually Requires

\$407

The monthly list price of the standard SaaS stack for a five-person team, priced off the vendors' own pages. Just under \$4,900 a year, before anyone adds a seat or crosses a usage tier.

VPS SIZING: BE HONEST ABOUT THE BOX

- ☐ **Add up the RAM before you pick a plan**
All ten tools together land at 12 to 16GB before caching. That is a EUR 25 to 40 box, or two smaller ones split sensibly.
- ☐ **Do not try this on a EUR 5 VPS**
It does not run all ten. It will not come close. Undersizing is the single most common reason people give up in week two.
- ☐ **Split the heavy tools onto their own box**
Mautic wants 4 to 8GB and Nextcloud wants real disk. Those two are the ones that push you into a second server.
- ☐ **Keep the monitor off the monitored server**
Uptime Kuma on the same box it watches tells you nothing when that box goes down.

DOCKER BASICS: THE WHOLE TOOLCHAIN

- ☐ **Docker Compose is the unit of deployment here**
Nine of the ten ship a Compose file. Learn one tool properly and every install on this list looks the same.
- ☐ **Know your data services before you start**
PostgreSQL, MySQL or MariaDB, Redis, and MinIO for object storage. Every tool here is some combination of those four.
- ☐ **Named volumes, never bind mounts you forget**
If you cannot name every volume holding state, you cannot back it up, and you will find out the hard way.
- ☐ **Read the docs for the one weird setting**
Most of these installs have exactly one gotcha. Twenty's is Redis noeviction. Skipping the docs is where the medium ones get hard.

BACKUPS AND TLS: THE NON-NEGOTIABLES

- ☐ **Back up the database and the volumes, on a schedule**
Not "when I remember". A cron job, off the server, with a retention window you decided on purpose.
- ☐ **Test the restore, not just the backup**
An untested backup is a guess. Restore into a throwaway container once and you will actually sleep.
- ☐ **Vaultwarden is the one where a lost volume is catastrophic**
Everything else you can rebuild. Your password vault you cannot. Treat it differently.
- ☐ **TLS on everything, terminated at a reverse proxy**
Caddy or Traefik in front of the stack, automatic certificates, one place to renew. Do it on day one, not after the first browser warning.
- ☐ **Set retention policies before the disk fills**
GlitchTip in particular grows forever if you never tell it to stop. Same discipline for logs and analytics.

DIFFICULTY LEGEND (USED ON EVERY PAGE FROM HERE)

Rating	What It Means
EASY	One or two containers, minimal tuning, an evening at most. Umami, Postiz, Vaultwarden, Uptime Kuma.
MODERATE	Several services to wire up, or one setting that bites if you skip the docs. Twenty, Nextcloud, GlitchTip, n8n, Plane.
INVOLVED	Heaviest resource demands and a problem outside the container to solve yourself. Mautic and email deliverability.

Do Not Do All Ten

Pick the one where you are paying the most for the least, and move that. For most small agencies that is analytics or password management, because Umami and Vaultwarden are the two easiest installs here and they both delete a bill on day one.

1 Twenty — CRM

MODERATE

\$175

Per user, per month. Salesforce Sales Cloud Enterprise in 2026 after last year's 6 percent increase. HubSpot Sales Hub Starter is \$20 a seat, Pipedrive \$14 to \$79. Twenty is \$0 plus your server.

WHAT IT DOES WELL

- ☐ **Custom objects and a proper record view**
It does not feel like a compromise. It reads like Notion and Airtable had a CRM, which is the shape most small teams actually want.
- ☐ **Keyboard navigation and an API that does not fight you**
Fast to use daily, and straightforward to wire into the rest of your stack.
- ☐ **One of the fastest-moving open source projects going**
Past 56,000 GitHub stars, with a release cadence that says the project is not going anywhere.

RUNNING IT

- ☐ **Stack: Docker Compose, PostgreSQL, Redis — 4GB RAM**
A server and worker split, two containers plus two data services. At 4GB it is comfortable.
- ☐ **Configure Redis for noeviction**
This is the setting that bites people who skip the docs, and the main reason the difficulty is moderate rather than easy.

Licence Note: AGPL-3.0 With Enterprise Carve-Outs

Twenty is AGPL-3.0, but individual files are marked as Enterprise and carved out under a separate commercial licence. The core is free forever. A few enterprise features are not. Check the file headers before you build on a feature you assumed was free.

2 Postiz — Social Scheduling

EASY

\$60

Buffer Team is \$10 per channel per month on annual billing. Six channels is \$60. Hootsuite starts at \$99 per user and climbs to \$399. Later's Growth plan is \$37.50 monthly billed yearly.

WHAT IT DOES WELL

- ☐ **No feature gap between self-hosted and the paid cloud**
What you install is what they sell. No premium tier dangling analytics behind a wall. This is the one I use every week.
- ☐ **More than 20 networks, including the ones nobody else supports**
Bluesky, Threads, Mastodon and Reddit alongside the usual suspects.
- ☐ **Solid scheduling calendar and multi-account handling**
Not flashy, just fine, which is all a scheduler needs to be.

RUNNING IT

- ☐ **Stack: Docker — 2GB RAM, 2 vCPUs**
That is the recommended floor and it is an honest one.
- ☐ **Budget your time for API credentials, not the container**
The hard part is getting developer credentials from each social platform, and that is a tax you pay with any scheduler.
- ☐ **Licence: AGPL-3.0, clean**
No enterprise carve-outs to read around.

3 Mautic — Marketing Automation

INVOLVED

\$350

Mailchimp Premium starts at \$350 a month and prices by contact count. Essentials is \$13 and up, Standard \$20 and up. ActiveCampaign starts around \$29 and scales with your list. Mautic does not care how many contacts you store.

WHAT IT DOES WELL

- ☐ **A full automation platform, not a newsletter tool**
Visual campaign builder, drip sequences, lead scoring, landing pages, segmentation, and a contact timeline showing what a lead actually did on your site.
- ☐ **Actively shipping: 7.2.0 "Lynx Edition" on 2 September 2026**
Which answers the only question that matters about whether an open source project is alive.
- ☐ **The economics get absurd past 10,000 contacts**
Mailchimp's price is a function of your list size. Mautic's is a function of your server. Cross 10,000 and the gap stops being a rounding error.

RUNNING IT

- ☐ **Stack: PHP with MySQL or MariaDB — 4 to 8GB RAM**
The heaviest tool on this list and the most demanding to operate.
- ☐ **You have to solve email deliverability yourself**
That is the real work, and it lives entirely outside the container.

Use a Real Sending Relay

Do not point Mautic at your own IP and hope. Deliverability is the difference between a working automation platform and an expensive way to land in spam folders.

4 Umami — Web Analytics

EASY

\$9–\$15

Plausible Cloud starts at \$9 a month for 10,000 pageviews with no free tier. Fathom starts at \$15 for 100,000 pageviews. Umami is MIT licensed with no event limits at all.

WHAT IT DOES WELL

- ☐ **MIT licence — the most permissive on this list**
Which means nobody can rug-pull it. Of the ten tools here, this is the one with the least licence risk attached.
- ☐ **Cookieless tracking, so no consent banner argument**
I put this on client sites where the alternative was Google Analytics 4 and a long conversation about consent. Nobody has asked to go back.
- ☐ **One dashboard that answers three questions instead of forty**
A script a fraction of the weight of Google Analytics, and reports you actually read.

RUNNING IT

- ☐ **Stack: Node app plus PostgreSQL or MySQL — about 512MB RAM**
It runs happily in half a gigabyte.
- ☐ **The easiest install on the list — start here**
This is the one I would tell a nervous first-timer to run first.

5 Vaultwarden — Password Management

EASY

\$8.99

1Password Business is \$8.99 per user monthly on annual billing. Bitwarden Teams is \$4 per user and Enterprise is \$6. Vaultwarden is a flat server cost for everyone in the building.

WHAT IT DOES WELL

- ☐ **All the official Bitwarden clients work against it**
Browser extension, iOS, Android, desktop, CLI. You are not adopting a knockoff client, you are pointing the real ones at your own server.
- ☐ **Gated premium features are simply on**
TOTP storage and file attachments, the things Bitwarden puts behind a subscription, are just available.
- ☐ **A Rust reimplementation at nearly 67,000 GitHub stars**
It speaks the Bitwarden server API, which is why the client story works so cleanly.

RUNNING IT

- ☐ **Stack: one Docker container — roughly 100MB RAM**
The smallest thing on this list by a wide margin.
- ☐ **One non-negotiable: back it up and test the restore**
This is the one tool where a lost volume is genuinely catastrophic. Everything else on this list you can rebuild.

6 Nextcloud — File Sync and Sharing

MODERATE

\$15–\$24

Per user, per month. Dropbox Business runs about \$15 on Plus and \$24 on Business. Google Workspace is \$6 to \$18 a seat, with Business Standard at \$14. With Nextcloud the per-user fee simply does not exist.

WHAT IT DOES WELL

- ☐ **A suite, not a file locker**
Sync clients on every platform, collaborative editing through Collabora or OnlyOffice, calendar, contacts, shared team folders.
- ☐ **Public share links with expiry dates and passwords**
For agencies handing files back and forth with clients, that one feature earns the install.
- ☐ **Your storage ceiling is whatever disk you attached**
Dropbox sells you a per-seat plan with a ceiling. Nextcloud sells you nothing.

RUNNING IT

- ☐ **Stack: PHP, a database, Redis for caching — and real disk**
This is the one tool here where storage, not RAM, is the sizing question.
- ☐ **The tuning matters more than the install**
An untuned Nextcloud feels sluggish and people blame the software when they should blame the PHP settings.

7 Uptime Kuma — Uptime Monitoring

EASY

\$27.50

Better Stack is \$16.50 for 10 monitors and \$27.50 for 25. Pingdom's cheapest plan is \$18 a month. Uptime Kuma monitors as many endpoints as you like for the cost of the smallest box your provider sells.

WHAT IT DOES WELL

- ☐ **HTTP, TCP, ping, DNS, certificate expiry, keyword matching, NTP**
Plus alerts to more than 90 notification services and public status pages.
- ☐ **Version 2.5.3 landed 22 August 2026**
The 2.x line brought MariaDB support, rootless Docker, and a refreshed UI.
- ☐ **2.5.0 added a 14-day cooldown before trusting a new npm package**
A maintainer thinking hard about supply chain attacks on a free tool. That is the kind of signal I look for.
- ☐ **Twenty minutes of setup replaces a real recurring bill**
For a one-person agency watching a dozen client sites, this is the fastest payback on the list.

RUNNING IT

- ☐ **Stack: one Docker container — under 512MB, embedded DB by default**
MariaDB is available in 2.x if you want it, but you do not need it to start.
- ☐ **Run it somewhere other than the server you are monitoring**
Obvious once said, routinely ignored.

8 GlitchTip — Error Tracking

MODERATE

\$26

Sentry's Team plan starts at \$26 a month and Business at \$80, both including 50,000 errors before pay-as-you-go kicks in. GlitchTip is MIT licensed with no per-seat and no per-event billing.

WHAT IT DOES WELL

- ☐ **It speaks the Sentry protocol — change a DSN, that is the migration**
Your existing Sentry SDK keeps working and your errors land on your own server. That is the whole pitch.
- ☐ **About four containers, against self-hosted Sentry's forty-plus**
Django, Celery, PostgreSQL and Redis. A stack you can actually reason about at 2 AM.
- ☐ **Bot noise stops costing money**
Crawlers burn event quota fast. On a self-hosted tracker, burning quota costs you nothing but disk.

RUNNING IT

- ☐ **Stack: Django, Celery, PostgreSQL, Redis — about 512MB RAM**
Low to medium difficulty, mostly wiring rather than tuning.
- ☐ **Set a retention policy on day one**
Or the database grows forever. This is the mistake people only make once.

9 n8n — Workflow Automation

MODERATE

\$19.99

Zapier starts at \$19.99 a month on annual billing for 750 tasks and bills per step. Make starts at \$9 and bills per module. n8n self-hosted bills per nothing.

WHAT IT DOES WELL

- ☐ **One execution is one workflow run, no matter how many nodes**
A ten-step Zap consumes ten tasks. The same workflow in n8n is one execution. That billing difference is where the money actually is.
- ☐ **Complex automations are exactly where it wins**
Hosted platforms get expensive precisely where n8n gets cheap.
- ☐ **203,000 GitHub stars — the most adopted tool here by a distance**
Which means the community node and template ecosystem is deep enough to matter.

RUNNING IT

- ☐ **Stack: Docker plus PostgreSQL — roughly 1 to 2GB RAM**
Depending on workflow weight. Low to install, medium to operate well.
- ☐ **The failure modes live in your workflows, not the container**
Which is why the operational difficulty is higher than the install difficulty.

Licence Note: Sustainable Use Licence, Not Strictly Open Source

n8n ships under a Sustainable Use Licence. You can self-host and use it freely for internal business purposes, but it restricts reselling it as a hosted service. For running your own automations that is a non-issue. For building a product on top of it, read the licence properly.

10 Plane — Project Management

MODERATE

\$8–\$30

Per seat. Jira Standard is \$7.91 and Premium \$14.54. Linear moved to \$10 on Standard and \$16 on Plus. Asana raised prices in January 2026, Advanced jumping from \$67 to \$85.

WHAT IT DOES WELL

- ☐ **Issues, cycles, modules, a proper backlog, docs, an intake queue**
It surprised me most of anything on this list. Nearly 59,000 GitHub stars.
- ☐ **Fast the way Linear is fast**
Which is not something most open source trackers manage.
- ☐ **The Jira sticker price is not the price**
Add-ons like Tempo or BigPicture stack another \$3 to \$10 per user each. Three or four of them lands you at \$30 to \$40 per seat.

RUNNING IT

- ☐ **Stack: Docker Compose, PostgreSQL, Redis, MinIO — around 2GB RAM**
MinIO handles file storage. Licence is AGPL-3.0.
- ☐ **The most moving parts of anything here after Nextcloud**
Not hard, just several services that all have to come up in the right order.

11 The Honest Cost: What Nobody Puts in the Listicle

12–16GB

The RAM all ten tools need before caching. In practice that is a EUR 25 to 40 box, or two smaller ones split sensibly. A EUR 5 VPS does not run all ten. It will not come close.

MAINTENANCE HOURS: THE REAL NUMBER

- ☐ **About a day to stand up a sensible subset**
Not all ten. A subset. That is the honest estimate for getting something real running.
- ☐ **A couple of hours a month to keep it healthy**
Updates you actually apply, backups you actually verify, certificates that actually renew.
- ☐ **Initial setup and TLS certificates are the front-loaded cost**
Most of the day-one work is proxy, DNS and certificates rather than the applications themselves.
- ☐ **If your rate is high and your patience is low, some of these are a bad trade**
For you specifically. That is a real answer, not a disclaimer.

WHAT ONE SMALL VPS WILL AND WILL NOT RUN

Box	Realistic Load
EUR 5 class	Not all ten. Umami plus Vaultwarden plus Uptime Kuma is about the honest ceiling — roughly 1GB of the three lightest tools.
EUR 25–40 class	The full stack, 12 to 16GB before caching. This is the box the whole list actually needs.
Two smaller boxes	Split sensibly: Mautic and Nextcloud on the heavy one, everything light on the other. Keep Uptime Kuma off both if you can.

BACKUP DISCIPLINE

- ☐ **Backups you actually verify, not backups you configured once**
The verification is the part that gets skipped, and it is the only part that matters when you need it.
- ☐ **Vaultwarden first, everything else second**
Restore-test the vault. A lost volume there is catastrophic in a way a lost analytics database is not.
- ☐ **Retention policies stop disks filling silently**
GlitchTip on day one. Umami and your logs shortly after.

THE SHAPE OF THE COST

SELF-HOSTED

Flat. It does not scale with your headcount, your contact list, or your event volume. Add a sixth person and the bill does not move.

SAAS STACK

The \$4,900 a year grows on its own, every year. Sometimes because you grew. Sometimes because a vendor decided to grow it.

WHEN PAYING IS THE RIGHT ANSWER

- ☐ **When email deliverability is not a problem you want to own**
Mautic is the clearest case. The platform is free, solving deliverability yourself is not.
- ☐ **When a couple of hours a month costs more than the subscription**
Do that arithmetic honestly against your own hourly rate before you start.
- ☐ **When the tool is cheap and the data is critical**
A \$9 analytics bill is not worth a migration. A \$175-a-seat CRM is a different conversation.

 Quick Reference: All Ten at a Glance

Tool	Replaces	Monthly Saved	RAM	Difficulty
Twenty	HubSpot Sales Starter	\$20/seat (\$100 at 5)	4GB	Moderate
Postiz	Buffer Team	\$10/channel (\$60 at 6)	2GB + 2 vCPU	Easy
Mautic	Mailchimp Standard	\$20 and up	4–8GB	Involved
Umami	Plausible Cloud	\$9	~512MB	Easy
Vaultwarden	Bitwarden Teams	\$4/seat (\$20 at 5)	~100MB	Easy
Nextcloud	Dropbox Business	\$15/seat (\$75 at 5)	PHP + DB + disk	Moderate
Uptime Kuma	Better Stack (25 monitors)	\$27.50	<512MB	Easy
GlitchTip	Sentry Team	\$26	~512MB	Moderate
n8n	Zapier (750 tasks)	\$19.99	1–2GB	Moderate
Plane	Linear Standard	\$10/seat (\$50 at 5)	~2GB	Moderate
Total	The five-person stack	\$407/mo • ~\$4,900/yr	12–16GB	EUR 25–40 box

Start With One

Analytics or password management, because Umami and Vaultwarden are the two easiest installs here and they both delete a bill on day one. Get one running, live with it for a month, and notice that nothing bad happened. Then take the next one. Not a heroic weekend migration. Small, boring, compounding.

"The best thing about self hosted SaaS alternatives in 2026 is that you no longer have to talk yourself into them. Twenty is a good CRM. Postiz is a good scheduler. Umami is a good analytics tool. The fact that they are free and yours is the bonus, not the excuse."

Kemal, Wunderlandmedia

Two Licences Worth Reading Before You Commit

Twenty: AGPL-3.0, but individual files are marked Enterprise and carved out under a separate commercial licence. The core is free forever, a few enterprise features are not. **n8n:** Sustainable Use Licence, not open source in the strict sense. Free to self-host for internal business use, restricted for reselling as a hosted service.

Read the Full Post

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Would rather have someone else stand this stack up and hand you the keys? That is a chunk of what I do. wunderlandmedia.com