📘 Professional Digital Services & Delivery Framework

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1. Introduction

I provide end-to-end digital solutions for startups, entrepreneurs, and growing businesses. My services focus on performance, scalability, security, and long-term maintainability.

By combining advanced system architecture, modern development practices, and professional design collaboration, I help clients build reliable digital platforms that support real business growth.

All projects are delivered through a structured, transparent, and milestone-based process.

Prices are listed in EUR (€). Equivalent amounts in other currencies may be applied. Local pricing for Turkey-based clients may be discussed individually.

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2. Positioning & Core Values

My Approach

➜ Technical leadership and full project ownership
➜ Business-oriented system design
➜ Clean, maintainable, and documented code
➜ Professional UI/UX collaboration
➜ Transparent communication

➔ Long-term partnership mindset
➔ Security-first development

Clients work with one primary contact and receive a complete, professionally managed solution.

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3. Service Portfolio

3.1 Website Development

Description

Modern, responsive, and SEO-optimized websites designed for performance, scalability, and long-term maintainability. Suitable for businesses, professionals, and startups seeking high-quality digital presence.

Typical Technologies

Depending on project requirements, the technology stack may include:

- Modern frontend frameworks (e.g., Next.js, Nuxt.js)
- Headless CMS platforms (e.g., Strapi, Sanity, Contentful)
- Component-based UI systems (e.g., Tailwind, modern design systems)
- Cloud hosting, CDN, and performance infrastructure

Included Services

- Professional UI/UX design (via design partner)
- Fully responsive layouts
- SEO foundation and technical optimization
- Performance optimization
- CMS administration dashboard
- Analytics and monitoring integration
- Security configuration and best practices

Pricing

Package	Scope	Price Range
Starter Website	Small business / portfolio	€1,500 – €4,000
Business Website	Custom design & CMS	€4,000 – €9,000
Advanced Website	Integrations & custom logic	€9,000 – €18,000+

3.2 E-Commerce Development

Description

Complete online selling platforms designed for scalability, automation, security, and seamless business operations. Suitable for businesses seeking reliable, high-performance digital commerce solutions.

Typical Technologies

Depending on project requirements, the solution may include:

- E-commerce platforms and frameworks (e.g., Shopify, custom-built solutions)
- Scalable backend services (e.g., modular APIs and microservices)
- Modern frontend frameworks (e.g., React-based or Vue-based systems)
- Payment, shipping, and taxation integrations
- Optional mobile commerce applications

Included Services

- Professional UI/UX design (via design partner)
- Store and catalog configuration
- Product, inventory, and pricing management
- Payment gateway and logistics integration
- Order and fulfillment management
- Reporting and analytics dashboards
- Performance and security optimization

Pricing

Package	Scope	Price Range
Standard Store	Small to medium shop	€5,000 – €12,000
Growth Platform	Advanced automation	€12,000 – €25,000
Enterprise Commerce	Multi-channel systems	€25,000 – €50,000+

3.3 Custom E-Business & SaaS Systems

Description

Tailored digital platforms designed for startups, entrepreneurs, and growing companies with complex business models and operational requirements. Typical solutions include SaaS platforms, CRMs, ERPs, marketplaces, workflow automation systems, and internal business tools. These systems are architected for scalability, security, and long-term evolution.

Typical Technologies

Depending on project requirements, solutions may include:

- Modular backend architectures (e.g., API-driven or service-oriented systems)
- Scalable database and caching solutions
- Messaging, event streaming, and background processing systems
- Containerized and cloud-native infrastructure
- Automated testing, deployment, and monitoring pipelines

Included Services

- Professional UI/UX design coordination (via design partner)
- System and data architecture design
- API ecosystem development
- Authentication, authorization, and access control
- Business workflow and process automation
- Security and compliance implementation
- Technical documentation and knowledge transfer

Pricing

Package	Scope	Price Range
MVP Platform	Core startup system	€10,000 – €30,000
Growth System	Multi-module platform	€30,000 – €70,000
Enterprise System	High-availability solution	€70,000 – €150,000+

3.4 Technical Consultancy & Strategy

Description

Professional advisory services for technical planning, system architecture, scalability, and long-term digital transformation. These services are designed for founders, product teams, and organizations seeking expert guidance on building and evolving reliable digital platforms. For complex projects, a dedicated strategy and architecture phase is recommended prior to implementation.

Services

- System and solution architecture review
- Technical due diligence and system audits
- Product and platform roadmap planning
- Performance and scalability assessment
- Security and risk evaluation
- Technology stack and infrastructure selection
- Process and development workflow optimization

Pricing

Model	Rate
Hourly Consulting	€100 – €250 / hour
Project-Based Consulting	€2,000 – €8,000+
Monthly Retainer	€1,500 – €5,000+

Initial Consultation & Custom Proposals

An initial discovery consultation of up to 60 minutes is provided free of charge for preliminary project evaluation and scope clarification.

This session includes:

- Business objectives discussion
- High-level technical feasibility review
- Preliminary system recommendations
- Rough budget estimation

Detailed system analysis, architecture design, technical roadmaps, professional technical documentation, and comprehensive custom proposals are provided as paid consulting services. Such services are billed at standard consulting rates or packaged strategy plans.

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4. UI/UX Design Collaboration

For projects requiring professional visual and user experience design, I collaborate with experienced UI/UX designers.

Design services are provided as a separate but fully integrated component in addition to technical development packages, ensuring high-quality interfaces and usability without requiring clients to manage external designers.

Design Services Include

- Wireframes
- Figma prototypes
- Design systems
- User flows
- Branding alignment

Typical Design Cost (In Addition to Development Fees)

Scope	Price Range
Website UI	€800 – €1,800
E-Commerce UI	€1,500 – €3,500
Web App / SaaS UI	€2,500 – €7,000+
Mobile App UI	€2,500 – €8,000+

Design coordination, delivery, and technical implementation are fully managed as part of the overall project.

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5. Project Workflow

All projects follow a structured, milestone-based delivery framework to ensure quality, transparency, and predictable outcomes. Depending on project maturity and available documentation, some phases may be adapted, combined, or streamlined.

Phase 1 — Discovery & Consultation (When Required)

Duration: 3–10 days

This phase is conducted when project scope, requirements, or technical direction are not yet clearly defined.

Activities:

- Business analysis
- Requirements gathering
- Budget & timeline alignment
- Risk assessment

Deliverables:

- Project brief
- Scope document
- Initial roadmap

Clients with existing specifications and documentation may skip or shorten this phase after review. For early-stage startups and complex systems, Phase 1 and Phase 2 are strongly recommended to reduce technical and business risks.

Phase 2 — Planning & Architecture (When Required)

Duration: 5–14 days

This phase ensures long-term system stability and scalability.

Activities:

- System design
- Database structure
- Infrastructure planning
- Security strategy

Deliverables:

- Technical architecture
- Development roadmap
- Milestone plan

May be omitted or adapted when suitable technical documentation already exists.

Phase 3 — UI/UX Design (When Required)

Duration: 2–4 weeks

Activities:

- Wireframes
- Prototypes
- Client feedback cycles
- Design approval

Deliverables:

- Approved Figma files
- Design system

Phase 4 — Development

Duration: Project-dependent

Activities:

- Agile sprints
- Version control
- Code reviews
- Weekly progress updates

Deliverables:

- Functional modules
- Test environments

Phase 5 — Testing & Quality Assurance

Duration: 1–3 weeks

Activities:

- Functional testing
- Performance testing
- Security validation

Deliverables:

- Test reports
- Release candidate

Phase 6 — Deployment & Launch

Duration: 3–7 days

Activities:

- Server setup
- CI/CD configuration
- Domain & SSL
- Monitoring

Deliverables:

- Live system
- Deployment documentation

Phase 7 — Support & Optimization (Optional)

Activities:

- Monitoring
- Updates
- Scaling support
- Feature improvements

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6. Delivery Timelines by Service Type

Estimated delivery timelines are based on typical project scopes and assume timely client feedback and approvals.

Website Projects

⏱ 4–8 weeks

E-Commerce Projects

⏱ 3–5 months

Custom Platforms / SaaS

⏱ 4–9+ months

Consulting Projects

⏱ 1 week – Ongoing

Final schedules are defined during the planning phase and may vary depending on project complexity, revision cycles, third-party integrations, infrastructure requirements,

and client responsiveness. Accelerated delivery options may be available for selected projects upon request.

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7. Payment & Milestones

All projects are delivered under clear contractual and payment terms to ensure fairness, continuity, and project stability.

Fixed-Price Projects

Stage	Payment
Contract Signing	30%
Mid-Project Approval	40%
Pre-Launch / Final Review	20%
Production Launch	10%

Final system deployment and full handover are completed after receipt of the final payment.

Large / Long-Term Projects

Stage	Payment
Discovery	20%
MVP	25%
Beta Release	25%
Production Launch	30%

Milestones, deliverables, and acceptance criteria are defined in advance.

Consulting & Retainers

- Fees are billed and paid monthly in advance
- Invoices are issued at the beginning of each billing period
- A minimum engagement of three (3) months is recommended to ensure meaningful results
- Unused hours do not roll over to subsequent billing periods unless explicitly agreed in writing
- Retainer services are subject to agreed monthly scope and availability

General Payment Terms

- All invoices are payable within 7–14 days unless otherwise agreed
- Work may be paused if payments are overdue
- Intellectual property transfer and full system access are provided after final settlement
- Change requests outside the agreed scope are billed separately

All prices are listed in Euros (€) and are **net**. The service provider is responsible for applicable income taxes and VAT. Clients are only responsible for paying the agreed project fee, ensuring transparent and simple pricing for all clients.

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8. Infrastructure, Hosting & Cloud Services

All infrastructure and third-party service costs are billed directly to the client by the respective providers. The client retains full ownership and administrative access to all infrastructure accounts.

Infrastructure solutions are designed according to performance, scalability, security, compliance, and budget requirements. Cost estimates are indicative and may vary depending on usage patterns, provider pricing, and system complexity.

Service availability and performance depend on third-party providers and are outside direct operational control.

Deployment Models

Depending on project requirements, one or more of the following deployment models may be implemented:

Virtual Private Servers (VPS)

Suitable for small to medium projects

Example providers: DigitalOcean, Hetzner, AWS Lightsail

Typical cost: €10 – €80 / month per server

Containerized Infrastructure (Docker / Kubernetes)

For scalable and modular systems

Suitable for growing platforms

Typical cost: €50 – €300+ / month

Managed Cloud Platforms

AWS, GCP, Azure, Vercel, Railway, etc.

Auto-scaling and serverless options

Typical cost: €50 – €500+ / month

Serverless Architectures

Event-driven and usage-based billing

Suitable for variable workloads

Typical cost: Pay-per-use (varies by traffic)

Data & Messaging Services

Managed Databases

PostgreSQL, MySQL, MongoDB, Redis clusters

Typical cost: €20 – €300+ / month

Message Queues & Streaming

Managed RabbitMQ, Kafka, Pub/Sub

Typical cost: €30 – €500+ / month

Object Storage & CDN

S3-compatible storage, Cloudflare CDN

Typical cost: €5 – €100+ / month

Infrastructure Setup & Engineering Fees

Infrastructure design, deployment, automation, and optimization are billed as part of project implementation or consulting services.

Typical setup fees:

Service	Price Range
Basic VPS Setup	€300 – €800
Containerized Deployment	€800 – €2,000
Cloud Auto-Scaling Setup	€1,500 – €4,000
High-Availability Architecture	€3,000 – €8,000+
CI/CD & Monitoring Setup	€500 – €1,500

Ongoing Infrastructure Management (Optional)

For clients requiring continuous infrastructure monitoring and optimization, managed DevOps services are available under defined service agreements.

Package	Price
Basic Monitoring	€200 / month
Pro Management	€500 / month
Enterprise DevOps	€1,000+ / month

Includes:

- Uptime monitoring
- Backup management
- Security updates
- Performance optimization
- Incident response during agreed support hours

Service levels, response times, and coverage are defined per contract.

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9. Maintenance & Support

Ongoing maintenance and technical support services are available through structured monthly packages. These services ensure system stability, security, and long-term performance.

Support packages cover maintenance and minor improvements within agreed scope. Major feature development and redesigns are quoted separately.

Support Packages

Package	Services	Price
Basic	System updates, backups, security patches	€150 – €300 / month
Pro	Monitoring, bug fixes, performance tuning	€300 – €700 / month
Premium	Priority support, advanced optimization, SLA	€700 – €1,500+ / month

Service Coverage

Basic

- Monthly system updates
- Automated backups
- Security patching
- Email support
- Response time: up to 48 hours

Pro

- Continuous monitoring
- Bug fixing & minor improvements
- Performance optimization
- Email-based support with tracked requests
- Response time: up to 24 hours

Premium

- Priority support
- Proactive system optimization
- Incident response
- Dedicated communication channel
- Response time: 4–8 business hours

Support Terms

- Support hours: Monday–Friday, business hours (unless otherwise agreed)
- Emergency and out-of-hours support available under separate agreement
- Feature development, major redesigns, and scope expansions are billed separately
- Unused support capacity does not roll over
- Minimum engagement: 3 months for optimal results

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10. Ongoing Development Retainers

For clients requiring continuous feature development, system optimization, and long-term technical partnership, monthly development retainers are available.

These packages are designed for growing products and businesses that require consistent technical leadership and reliable delivery.

All retainer packages include priority scheduling, proactive system maintenance, and structured issue tracking.

Retainer Packages

1. Starter Retainer — €1,500 / Month

(~20 hours / month – allocated development capacity)

Suitable for early-stage startups and small businesses.

Includes:

- Minor feature development
- Bug fixes and stability improvements
- Basic performance tuning
- Limited code refactoring
- Technical support via email and issue tracking
- Monthly progress summary

Response time: within 48 hours

2. Growth Retainer — €2,800 / Month

(~40 hours / month – allocated development capacity)

Suitable for scaling products and growing businesses.

Includes:

- Continuous feature development
- System and database optimization
- API integrations
- Security updates
- Architecture improvements
- Priority technical support
- Bi-weekly progress reports

Response time: within 24 hours

3. Scale Retainer — €5,000+ / Month

(Custom pricing based on scope)

Suitable for established platforms and high-growth startups.

Includes:

- Dedicated development capacity
- Advanced feature development
- System architecture evolution
- High-performance optimization
- Scalability planning
- DevOps and infrastructure support
- Advanced security audits
- Technical leadership support
- Weekly strategy calls
- Priority emergency support (critical incidents only)

Response time: within 6–12 hours

Retainer Terms

- Billed monthly in advance
- Minimum engagement: 3 months
- Allocated hours represent development capacity, not guaranteed billable time
- Unused hours do not roll over unless agreed in writing
- Scope reviewed quarterly
- Additional work billed at standard consulting rates
- 30-day notice required for termination after minimum period

Benefits of Retainer Partnership

Clients benefit from:

- Guaranteed development capacity
- Faster response times
- Lower long-term costs
- Deep system familiarity
- Continuous improvement
- Strategic technical guidance

This model ensures consistent progress and long-term system reliability.

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11. Communication & Project Management

All projects include:

- Dedicated communication channel
- Task tracking system
- Shared documentation
- Progress reporting
- Issue tracking

Clients receive structured updates, milestone reviews, and transparent issue tracking via agreed communication channels.

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12. Change Management Policy

Major changes outside the agreed scope are handled via formal change requests, with potential impact on pricing and timelines. All change requests are reviewed and approved before implementation.

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13. Client Responsibilities

To ensure successful delivery, clients agree to:

- Provide timely feedback
- Deliver content and materials on schedule
- Approve designs and milestones promptly
- Assign a primary contact person

Delays caused by missing feedback or content may affect timelines or incur additional charges.

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14. Why Work With Me

➔ Full project ownership
➔ No outsourcing to unknown teams
➔ Professional design coordination
➔ Scalable engineering practices
➔ Long-term technical partnership
➔ Transparent pricing and delivery

My goal is to build systems that support sustainable business growth — not just short-term development. Clients can trust their projects are handled securely, privately, and with full accountability.

15. Legal & Contractual Framework

All projects are governed by a formal service agreement outlining scope, payment terms, intellectual property, confidentiality, and responsibilities of both parties. Work commences after contract execution and initial payment.

16. Contact

Website: **https://www.okhtay.name**

Email: **sattari.okhtay@gmail.com**

Phone (WhatsApp): **+90 535 391 47 17**

For custom proposals and consultations, please get in touch. Initial responses typically within 24–48 hours.

Document Web Address: https://www.okhtay.name/services/okhtay-sattari.pdf

17. Additional Resources

Website Building Framework:

https://www.okhtay.name/services/website-building-framework.pdf