Splunk Data-to-Everything Pricing

Splunk Data-to-Everything flexible pricing options bring data to every question, decision and action without data limits at scale

Flexible Pricing Options

You asked, we listened.

Splunk®, the Data-to-Everything Platform™, is empowering customers to use all their data to drive insights and action. You do not have to feel constrained by legacy pricing tied to data volume. Splunk’s flexible pricing provides more options, simplifies the decision making process and allows you to drive more value from your data with a predictable and transparent roadmap to going all-in with Splunk.

Data-to-Everything pricing includes the Predictive Pricing Program (PPP), Infrastructure-based pricing, classic Ingest pricing, and Rapid Adoption packages. Predictive Pricing Program offers predefined volume tiers (tranches) with a clear roadmap to empower you to go all-in with Splunk. With infrastructure pricing, we provide alternative metrics — vCPU (virtual CPU for on-prem licensing) and SVC (Splunk Virtual Core in Splunk Cloud) that gives you flexibility and choice in aligning pricing metrics with how you use Splunk. Classic Ingest pricing remains available for customers who prefer pricing continuity. Finally, Rapid Adoption packages help accelerate your data journey with Splunk Enterprise and get started with the most common IT and Security operations use cases while expanding usage that aligns pricing to value realization.

Customers have the flexibility to select a pricing model that suits their needs and scales with them as they explore new opportunities to turn data into action.

No Data Limits*

Infrastructure-based pricing allows you to send more data to Splunk products so you can solve more data challenges without worrying about data ingestion pricing metrics. With infrastructure pricing, you can choose to purchase Splunk solutions based on the compute power required to run the software on-premises and in the cloud. You can experiment with use cases in IT, Security, App Dev and beyond — with data from any source and any time scale — across operational as well as investigative (e.g. data lake) use cases without worrying about data ingestion.

Data ingestion-based pricing is still available for those that don’t wish to change their Splunk licensing model. Infrastructure-based pricing is available for on-prem and cloud products including Splunk(r) Enterprise, Splunk Enterprise Security and Splunk IT Service Intelligence.

* Infrastructure-based Pricing & Unlimited Predictive Pricing tiers

Predictable Pricing at Scale

Big data challenges mean big and bigger data use cases. The predictive pricing program allows you to scale from 125GB to unlimited data volumes with clear, predictable pricing. If you are comfortable with the data ingestion metric, Splunk’s new predictive pricing program lets you enjoy ingestion that goes up to unlimited rates, with large headroom to avoid exact forecasting of ingestion volumes. Predictive pricing also provides pricing for future ingestion upgrades and contract renewals so there are no surprises. Available in the commercial space for Splunk Enterprise, Splunk Enterprise Security, Splunk IT Service Intelligence and Splunk Enterprise Security & User Behavior Analytics.

Flexibility to Grow Your Way

With a variety of pricing options, you have the flexibility to choose what’s right for you. Both smaller organizations and established enterprises can find options for their size, scale and use cases. Rapid Adoption Packages allow usage of Splunk Enterprise and Splunk Cloud for specific use cases and align pricing with customer expansion into additional use cases. Accelerate your time-to-value (TTV) with pre-defined roadmaps to solve specific IT Operations and Security challenges. Available for Splunk Enterprise and Splunk Cloud.

Pricing in Practice

When customers want more control around Splunk usage, they can have it. With infrastructure-based pricing, customers benefit from flexibility and predictability. It makes it easier to justify and purchase server capacity. It provides control over Splunk architecture and performance based on hardware decisions, including more levers that grant more control for dynamic action.
Additionally, customers can say goodbye to unused processing cycles that were previously unavailable due to daily license limits. vCPU allows the customer to schedule ingest workloads for non-real-time sources and off-peak times, thereby maximizing the resources of their Splunk environment and allowing them to discover new use cases with low-value data sources.

On top of it all, predictable pricing means fast action. Customers can predict, forecast and quantify future risk to move quickly without too much internal analysis or debate. Get started with the pricing options that suit you today.

FAQs

Do the newer pricing options replace existing pricing?
No. Our goal is to give customers the flexibility to choose the pricing model that fits their needs. Existing Ingest volume-based pricing is not being replaced, but customers may decide that they would like to move to an alternative pricing model. You can learn more about each pricing option below.

What is Predictive Pricing?
The Predictive Pricing Program (PPP) offers pricing to customers based on predefined volumes and tiers up to unlimited ingestion. Customers can consume up to the maximum in each tier for a single price and get clear visibility into the cost of the subsequent higher tiers. This system provides more predictability as customers use Splunk products to solve more data-related problems. This works for customers who are already comfortable with ingestion licensing and makes it much easier to purchase and implement Splunk for large use cases.

How does pricing under the PPP model work?
Customers purchase a predictive pricing tier and can ingest data to the upper bound of that tier for a single price. If customers need to use more data, they can move to the next tier. Pricing tiers scale from 125GB upwards and provide more predictability as data volumes grow. Contact us for more details on the tiered packages.

What is Infrastructure-based Pricing?
Infrastructure-based pricing is an alternate way to purchase Splunk's software and SaaS products. This pricing model is based on the compute capacity consumed rather than data volume ingested. It includes options for some of our on-premise and cloud products and allows customers to control the amount of product consumption while making explicit choices between search response times and amount of data indexed.

How does pricing under the infrastructure-based model work?
Infrastructure-based pricing is determined by the amount of compute power — and in some cases, memory — assigned to Splunk's on-premises and cloud products.

What are the Rapid Adoption Packages?
Splunk Rapid Adoption Packages provide customers with a tailored experience to drive rapid time to value and a flexible pricing model to solve their IT operations and security challenges. Splunk offers a number of Rapid Adoption Packages designed for specific use cases to align the costs with the value the package provides.

How does pricing under the Rapid Adoption Packages model work?
Customers purchase Rapid Adoption Packages for specific IT and security use cases. Those packages may scale up depending on the use case. Additional use cases are purchased separately. The packages are built on top of Splunk Enterprise and the Security and IT Operations Essentials packages.

Which products offer new pricing models?
- **Predictive Pricing Program**: On-prem licensing of Splunk Enterprise, Splunk Enterprise Security & User Behavior Analytics, IT Service Intelligence
- **Infrastructure-based Pricing**
  - vCPU: On-prem licensing of Splunk Enterprise, Splunk Enterprise Security, Splunk IT Service Intelligence
  - SVC: Cloud products — Cloud products — Splunk Enterprise, Splunk Enterprise Security, Splunk IT Service Intelligence
- **Rapid Adoption Packages**: Splunk Enterprise and Splunk Cloud
Splunk’s flexible pricing options
Get the most out of Splunk depending on your data needs and capabilities

**Infrastructure Pricing**
Industry standard, value oriented metric aligns spend with search activity rather than how much data you bring in.

**What you value**
Great if you value:
- Ability to tackle many use cases all in one place
- Complete control over your infrastructure and desire to drive efficiency
- Tying spend to value
- Industry standard pricing

**What is it?**
Infrastructure Pricing:
- Frees you up to put all your data in one place to explore more use cases than ever with Splunk
- Aligns your investments in hardware with software
- Provides you control over product expansion - more search vs. indexing more data
- Licensing model is widely used in the industry (AWS, VMware, etc.)
- Similar to your open source vendors

**Predictive Pricing**
Clear, predictable pricing that scales with your business. Get built-in headroom to experiment with Splunk.

**What you value**
Great if you value:
- Pre-defined solutions to IT and Security
- Ingest based tranches with lower price points
- Ability to easily grow your investment as you find more value in Splunk

**What is it?**
Predictive Pricing:
- Allows buying from small to large data ingest amounts and deploy across multiple use cases
- Enables predictability with predefined renewal and upgrade pricing
- Has attractive deals available for multi year, multi use case and department/division licenses

**Ingest Pricing**
Well known Pricing Metric - Add users, increase activity/searches within your ingest plan to get the maximum value from ingested data.

**What you value**
Great if you value:
- Flexibility to tackle use cases in IT, Security, and more
- Freedom to add users, increase activity, and search as much as you want
- Do want to actively administrate your search efficiency

**What is it?**
Ingest Pricing:
- Allows you to continue using your current pricing if you have built plans around it
- Allows you to get the maximum value from the data you choose to ingest

**Rapid Adoption Pricing**
Try Splunk with your smaller data sets for IT or Security use cases to see if it is right for you.

**What you value**
Great if you value:
- Pre-defined solutions to IT and Security
- Want to understand capability of the product without getting burdened by ingest estimation
- Newer customers
- With 25GB as ingest, customers will have enough headroom to play around and grow with Splunk

**What is it?**
Rapid Adoption packages:
- Make it easier than ever to get started quickly with small scale data analysis needs - Pricing can scale as your needs do
- Align price with value capture via addressing use cases
- Access pre-defined roadmaps to solve specific IT Operations and Security challenges

To learn more about the Data-Everything pricing updates, visit our pricing overview page at splunk.com/pricing.