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 no longer 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 road map to going all-in with Splunk.

Aligned to Value With No Data Limits
Value-oriented pricing across Splunk’s portfolio aligns your investment to how you use Splunk products to investigate, monitor, analyze and act on your data. Unlock value from all your data by solving challenges across IT, security, observability and beyond.

How to Buy Splunk
Cloud portfolios
Integrated cloud portfolio packages, including Security, IT, and Observability Clouds, are specifically built to solve your security, IT and observability needs and designed to help no matter where you are on your data journey with predictable Entity Pricing.

Splunk Cloud Platform
Tackle your expanding use cases across security, IT, DevOps and more with the customizable Splunk Cloud Platform curated for your most important IT and security needs with value-based Workload Pricing.

Individual offerings
Get only the exact capability set to solve your individual use case in security, IT and observability before taking the step to go all in with Security, IT or Observability Cloud. Explore logging, monitoring, application performance monitoring and more, available with Workload, Entity Pricing or Ingest Pricing.

Controllable and Predictable
Workload Pricing, available for Splunk Cloud Platform, empowers you to use Splunk products in the most effective and efficient way possible and gives you control to prioritize and optimize the Splunk environment for any use case. Search and analysis workloads are the primary determinants of your investment in Splunk and are directly tied to the value you generate. Indexing data will also drive some workload consumption but at a much lower rate than search and analysis.

Entity Pricing, available for Splunk IT, Security and Observability Clouds, aligns with your business outcomes across IT, security and observability. It is directly tied to the number of assets in your environment and puts you in the driver seat as your needs grow. You can experiment with new capabilities and scale to unlimited data volumes while only worrying about the number of assets you’re managing, not the volume of data they’re generating.
<table>
<thead>
<tr>
<th></th>
<th>Workload Pricing</th>
<th>Entity Pricing</th>
<th>Ingest Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advantages:</td>
<td>Workload Pricing is a value-oriented metric with no data meters that aligns with your usage of Splunk for any use case.</td>
<td>Entity Pricing is a value-oriented metric directly correlated with business outcomes.</td>
<td>Ingest Pricing is the traditional, volume-based pricing option.</td>
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<tr>
<td>What drives the cost:</td>
<td>In the workload-based model, your search and analysis workloads are the primary determinants of your investment.</td>
<td>In the entity-based model, the asset count in your tech stacks for IT, Security and Observability Cloud solutions is the primary determinant of your investment.</td>
<td>In the ingest-based pricing model, the amount of data brought into Splunk per day is the primary determinant of your investment.</td>
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<tr>
<td>Who this is for:</td>
<td>Workload Pricing is the right fit for customers solving many different, expanding use cases using the Splunk platform across security, IT, DevOps/observability, business analytics and more with data that varies in value and complexity.</td>
<td>Entity Pricing is the right fit for customers looking to solve defined security, ITOps or DevOps/observability use cases with bespoke capabilities.</td>
<td>Ingest Pricing is the right fit for customers with a defined data strategy based on Splunk’s traditional pricing model who would like to continue to purchase in the same manner.</td>
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<tr>
<td>Learn more:</td>
<td>Platform Pricing</td>
<td>IT Operations Security Observability</td>
<td>Platform Pricing FAQ</td>
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<tr>
<td>Pricing metric:</td>
<td>Number of Splunk Virtual Compute units (SVCs) or virtual CPUs (vCPUs) available to process Splunk workloads.</td>
<td>Number of hosts or protected devices being monitored/managed</td>
<td>Volume of data ingested</td>
</tr>
<tr>
<td>Products:</td>
<td>Splunk Cloud Platform using SVCs, and Splunk Enterprise and Data Stream Processor using vCPUs</td>
<td>Splunk Security, IT and Observability Clouds, as well as individual offerings</td>
<td>Splunk Enterprise, Enterprise Security, IT Service Intelligence and select deployment options of Splunk Cloud Platform</td>
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<tr>
<td>Explicit data limit:</td>
<td>No*</td>
<td>No*</td>
<td>Yes</td>
</tr>
<tr>
<td>How to solve for IT/security/observability use cases</td>
<td>Configure own solution based on platform and appropriate add-on solutions</td>
<td>Complete, ready-to-deploy solution for IT/security/observability</td>
<td>Configure own solution based on platform and appropriate add-on solutions</td>
</tr>
</tbody>
</table>

*No explicit data limit, but service limits may apply.
Splunk’s flexible pricing options
Get the most out of Splunk depending on your data needs and capabilities

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

**Entity Pricing**
Great if you value:
- Solving defined Security, ITOps or DevOps use cases with bespoke capabilities
- Ability to easily grow your investment as you find more value in Splunk

**Ingest Pricing**
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
- Ability to actively administer your search efficiency

**Workload Pricing**
- Frees you up to put all your data in one place to explore more use cases than ever with Splunk
- 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

**Entity Pricing**
- Allows buying tied directly to the number of assets in your environment
- Assets include protected devices or hosts depending on your product selection
- Allows you to experiment with new capabilities and scale to unlimited data volume with control over your service

**Ingest Pricing**
- Allows you to continue using your current pricing if you have built plans around it; i.e., customers with a very defined / stable data volume needs
- Allows you to get the maximum value from the data you choose to ingest

To learn more about the Data-to-Everything pricing updates, visit our pricing overview page at [splunk.com/pricing](http://splunk.com/pricing).