

Splunk Data-to-Everything Pricing

New predictive pricing options bring data to every question, decision and action without data limits at scale

New Platform, New Pricing

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. New pricing models provide more options, simplify the decision making process and allow you to drive more value from your data with a predictable and transparent roadmap to going all-in with Splunk.

The Data-to-Everything pricing updates include the Predictive Pricing Program (PPP), infrastructure-based 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. 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 now get 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 to solve more data challenges without worrying about data ingestion pricing metrics. With infrastructure pricing, you can now choose to purchase Splunk solutions based on the compute power required to run the software on-premises and in the cloud. Now you can experiment with use cases in IT, Security, IoT and beyond — with data from any source and any time scale — across operational as well as investigative (i.e. data lake) use cases without worrying about data ingestion. Data ingestion-based pricing will still be 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 for both on-prem and cloud options.

Predictable Pricing at Scale

Big data challenges mean big and bigger data use cases. The new 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 go 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 for Splunk Enterprise, Splunk Enterprise Security, Splunk IT Service Intelligence and Splunk Enterprise Security & User Behavior Analytics.

Flexibility to Grow Your Way

With more pricing options than ever before, you now 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 Splunk with pre-defined roadmaps to solve specific IT Operations and Security challenges. Available for Splunk Enterprise and Splunk Cloud.

New 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 new pricing options today!

FAQs

Do these new options replace existing pricing?

No. Our goal is to give customers the flexibility to choose the pricing model that fits their needs. The existing volume-based pricing is not being replaced, but customers may decide that they'd 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-premise 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 Core 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 — Splunk Enterprise, Splunk Enterprise Security, Splunk IT Service Intelligence
- **Rapid Adoption Packages:** Splunk Enterprise and Splunk Cloud

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



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