Pricing Options

Flexible pricing option help remove the barrier between data and action
so you can ingest more and act on what matters.

Flexible Pricing Options

You asked, we listened.

The Splunk® portfolio 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.
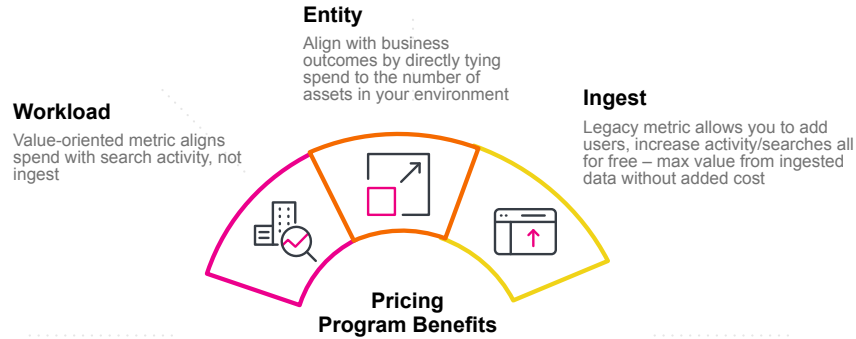
Entity Pricing, available for Splunk IT, Security and Observability Clouds, aligns with your business outcomes across IT, security and observability. It is directly tied to the number of assets in your environment and puts you in the driver seat as your needs grow. You can experiment with new capabilities 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.

	Workload Pricing	Entity Pricing	Ingest Pricing
Advantages:	Workload Pricing is a value-oriented metric with no data meters that aligns with your usage of Splunk for any use case.	Entity Pricing is a value-oriented metric directly correlated with business outcomes.	Ingest Pricing is the traditional, volume-based pricing option.
What drives the cost:	In the workload-based model, your search and analysis workloads are the primary determinants of your investment.	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.	In the ingest-based pricing model, the amount of data brought into Splunk per day is the primary determinant of your investment.
Who this is for:	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.	Entity Pricing is the right fit for customers looking to solve defined security, ITOps or DevOps/observability use cases with bespoke capabilities.	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.
Learn more:	Platform Pricing	IT Operations Security Observability	Platform Pricing FAQ
Pricing metric:	Number of Splunk Virtual Compute units (SVCs) or virtual CPUs (vCPUs) available to process Splunk workloads	Number of hosts or protected devices being monitored/managed	Volume of data ingested
Products:	Splunk Cloud Platform using SVCs, and Splunk Enterprise and Data Stream Processor using vCPUs	Splunk Security, IT and Observability Clouds, as well as individual offerings	Splunk Enterprise, Enterprise Security, IT Service Intelligence and select deployment options of Splunk Cloud Platform
Explicit data limit:	No*	No*	Yes
How to solve for IT/security/ observability use cases	Configure own solution based on platform and appropriate add-on solutions	Complete, ready-to-deploy solution for IT/security/ observability	Configure own solution based on platform and appropriate add-on solutions

*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
Value-oriented metric aligns spend with search activity, not ingest

Entity
Align with business outcomes by directly tying spend to the number of assets in your environment

Ingest
Legacy metric allows you to add users, increase activity/searches all for free – max value from ingested data without added cost

Pricing Program Benefits

Workload Pricing

Industry standard, value-oriented metric that aligns your spend with search activity

What you value

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

What is it?

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

Clear, predictable pricing that scales with your business. Align spend to the number of assets in your environment

What you value

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

What is it?

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

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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
- Ability to actively administer your search efficiency

What is it?

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

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Workload

- Splunk Cloud Platform
- Splunk Enterprise
- Data Stream Processor
- Enterprise Security
- IT Service Intelligence

Entity

- Security Cloud
- Enterprise Security
- Mission Control
- User and Entity Based Analytics
- IT Cloud
- Observability Cloud
- IT Service Intelligence
- Infrastructure Monitoring
- Application Performance Monitoring
- On-Call

Ingest

- Splunk Enterprise
- Splunk Cloud Platform (select deployments)
- Enterprise Security
- IT Service Intelligence

To learn more about Splunk pricing updates, visit our pricing overview page at splunk.com/pricing.

splunk>

Learn more: www.splunk.com/asksales

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