# Gain More Value With Workload Pricing

Our customers derive value from the insights they draw from data using Splunk. Based on their overwhelming feedback, we have introduced the workload pricing model for Splunk Cloud Platform, which aligns our pricing to customers' business outcomes.

Why workload pricing?

Historically, Splunk was metered on data ingest, which limited customers' ability to leverage all of their data in Splunk, especially in these two cases:

1. High volume, lower-value data that isn't searched or analyzed often
2. Data that you don't know the value of until you search and analyze it

Workload Pricing adapts to different use cases and removes data ingest limitations

With ingest-based pricing, all data is charged at the same price no matter the actual value to the customer's use case. In the workload pricing model, while storage requirements remain a pricing dimension, your search and analysis workloads are the primary determinants of your investment in Splunk. Workload pricing measures the resources or compute capacity needed for these different workloads in Splunk Virtual Compute units (SVCs).
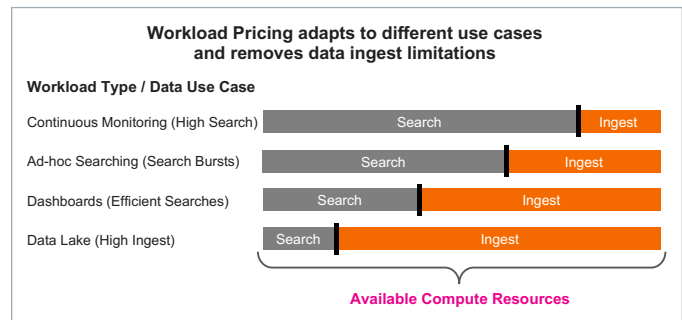
Sizing SVCs

To identify your SVC requirements, Splunk will help you assess your current and future workload needs and recommend the right number of SVCs. These recommendations are based on historical data on resource usage for different workloads, aggregated across thousands of Splunk Cloud customers. If you are a current Splunk on-premises customer, you can run the Cloud Migration Assessment App for Splunk (SCMA) app for sizing SVCs with help from your Splunk account team. It analyzes your existing indexes, data inputs, storage, search, apps, users, forwarders, etc., and helps provide a sizing recommendation.

Enforce Search Best Pratices

Adjust Scheduled Search Intervals

Focus on Summary Indexes

Workload Management

More flexibility and control

Splunk provides a Cloud Monitoring Console for complete visibility into your SVC utilization, breakdown of SVCs between workload types and the highest SVC users. Through workload optimization, including search best practices, you can free up capacity to improve your ROI. One of the easiest methods to reduce concurrent searches is to spread out search execution and use your capacity over time. Searches against summary indexes can be up to 100x faster (and less resource-intensive) than similar ad-hoc searches. With workload management, you can ensure that your most essential workloads get prioritized execution if there is ever an urgent need for high capacity (burst situations). Splunk also offers direct access to Technical Consultants through OnDemand Services, to help you optimize your workloads.

Conclusion

The workload pricing model truly unlocks the power of the Splunk Cloud Platform, to help you bring data to everything. Your investments in Splunk are **aligned** with the compute power you use to deliver value. It gives you the **flexibility** to ingest a lot more data upfront and go about exploring different use cases without worrying about having to pay per GB. Finally, you can monitor and **manage** your license usage through the CMC and workload management.