Sumo Logic Cloud Flex Credits & Tiered Analytics

Rethinking the machine data analytics licensing model

Not all data is created equal. The Continuous Intelligence Platform™ is predictable, doesn't impose penalties, and offers unlimited choice. Tiered analytics provide a platform that scales based on your need.
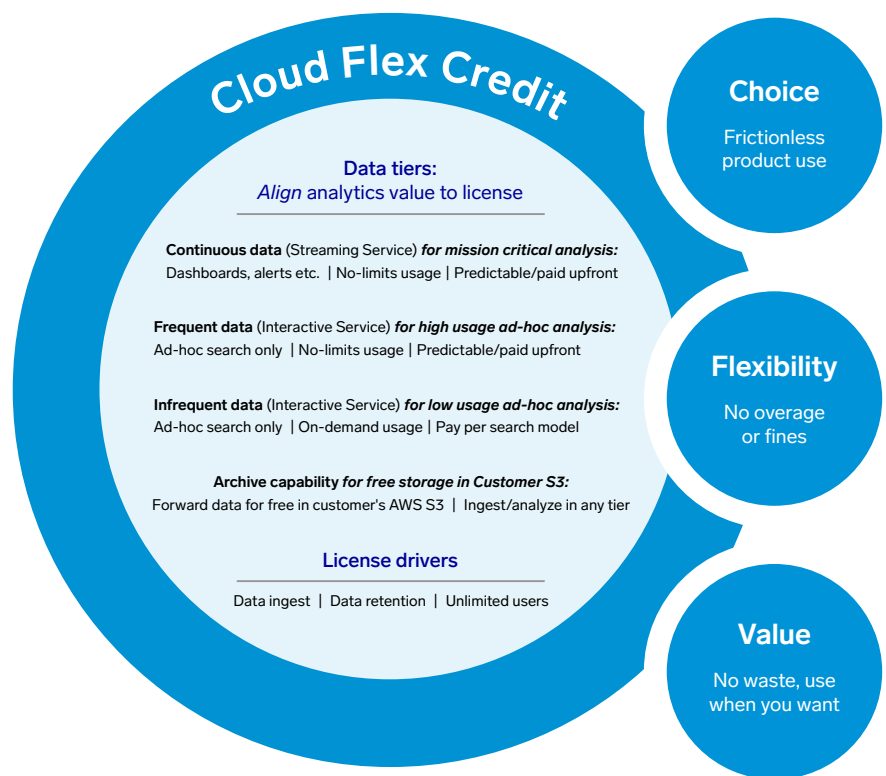
Rethinking the machine data analytics licensing model

Organizations are looking for cost-efficient solutions that meet immediate data analytics needs while providing scale to address future data growth requirements.

However, most solutions in the market today are priced in one-size-fits-all data volume models, marketed as scalable while involving ambiguously structured penalties based on arbitrary configuration limits. Often, these models also require you to request permission to make configuration changes, adding operational friction. These inflexible licensing models are not optimized to meet the dynamic demands of working in the cloud—causing customers to pay for unused resources while also being hampered by limits whenever additional resources are required, ultimately inhibiting organizations from getting full value from their data.

Sumo Logic approach to Machine Data Analytics Model

Cloud Flex leverages Sumo Logic's cloud-native machine data analytics platform to deliver a radical new licensing model, shifting from a volume-based one-size-fits-all approach to a flexible value-based pricing model. By leveraging this model, customers avoid analytics tradeoffs and can enjoy predictable investment and value from their machine data analytics solution.

Cloud Flex Credit

Data tiers:
Align analytics value to license

Continuous data (Streaming Service) *for mission critical analysis:*
Dashboards, alerts etc. | No-limits usage | Predictable/paid upfront

Frequent data (Interactive Service) *for high usage ad-hoc analysis:*
Ad-hoc search only | No-limits usage | Predictable/paid upfront

Infrequent data (Interactive Service) *for low usage ad-hoc analysis:*
Ad-hoc search only | On-demand usage | Pay per search model

Archive capability *for free storage in Customer S3:*
Forward data for free in customer's AWS S3 | Ingest/analyze in any tier

License drivers
Data ingest | Data retention | Unlimited users

Choice
Frictionless product use

Flexibility
No overage or fines

Value
No waste, use when you want

In the next sections, let's explore the attributes of this model in greater detail.

Core License Drivers

The core license drivers for the Sumo Logic platform includes:

Log, Metrics, and Tracing: Sumo Logic covers all key data sources for your observability requirements, licensing logs and tracing based on data volume (GB), and metrics based on average data points per minute (DPM).

Unlimited Users: Sumo does not charge or limit the number of users within the customer organization. By default we give enterprise-wide access.

Variable retention: Configure different retention policies for datasets based on use case. For example, dataset 1 can be configured to be retained for 15 days, dataset 2 can be retained for 60 days, dataset 3 can be retained for 365 days, etc.

Cloud Flex Data Tiers

Data Tiers: Data Tiers provide customers with economic flexibility by aligning their analytics to the value of their data. Customers can now appropriately segment data by use case and analytics needs, enabling them to optimize their analytics investments. Sumo Logic is the only market solution to offer multiple analytic tiers:

- Continuous analytics analyzes mission-critical data sets where you need to monitor, dashboard, and alert. Example data sets include operational, security, and compliance data that is used to ensure the real-time and continuous health and security of IT apps and infrastructure.
- Frequent analytics is optimized for high usage ad-hoc analysis of data sets, where you are primarily focused only on searching and visualization of data. Frequent provided unlimited search capacity to explore with multiple teams and across multiple data sets. Example data sets include development and testing logs, product analytics data, etc.
- Infrequent analytics is optimized for low usage ad-hoc analysis of data sets, where you are primarily focused on searching and visualization of data on a variable basis. Example data sets include customer support use cases, details security investigations, etc.

Cloud Flex Credit Model

Cloud Flex Credit leverages Sumo Logic's cloud-native Continuous Intelligence Platform to deliver a radical new licensing model, shifting from a volume-based one-size-fits-all approach to a flexible value-based pricing model. Your service agreement is based on a number of credits for a specific term. These credits can be used for various product features. You decide how to use them. By leveraging this model, customers avoid analytics tradeoffs and enjoy predictable investment and value from all of their machine data analytics and threat detection sources, without the fear of penalties, and without the need to ask for permission to make changes.

What are the key elements of the Sumo Logic Cloud Flex Credit licensing model? The Sumo Logic Cloud Flex Credit model offers several licensing capabilities to customers:

Value: No License Waste
Credits are recorded only at time of use within the platform. No peaks, weekly, or monthly averages. You no longer have to pay for anticipated spikes or high water mark licensing. You have a more accurate ROI to justify future growth.

Flexibility: No Fear of Penalties
You pay for what you utilize in the agreement term. No cap penalties based on arbitrary time stamps (per day, per month). Seasonality is simply recorded without waste-resulting under utilization or penalties for performance spikes. If you need more credits, you can renew at the time of credit depletion.

Choice: Unlimited Optimization
You choose how to use the Continuous Intelligence Platform. Optimization is no longer dictated by a static product profile, or dictated by Sumo through a support ticket or upgrade order. Credits allow you to optimize how you see fit. The results of your changes are reflected in real-time on your account management screen.

Best in Class Support
Cloud Flex Credit is backed by Sumo Logic's industry leading online training, Support and Customer Success teams. Premium Support significantly enhances those offerings with the deep technical expertise of a TAM and global Support coverage, ensuring you get the very most out of Sumo Logic.

About Sumo Logic

Sumo Logic is a leader in continuous intelligence, a new category of software to address the data challenges and opportunities presented by digital transformation, modern applications, and cloud computing. The Sumo Logic Continuous Intelligence Platform™ automates the collection, ingestion, and analysis of application, infrastructure, security, and IoT data to derive actionable insights.