

## Overview

### Introduction

Splunk's pricing model is consumption-based primarily charging based on volume of data ingested per day. They also offer workload-based pricing where fees are based on computational resources used giving another option to manage expenses more closely tied to actual activity.

## Negotiation Strategy

### Pricing Models & Packages

- Consumption-based pricing on data ingested per day
- Workload-based pricing option available
- Overage charges apply if exceeding allotted usage
- Volume discounts available for larger commitments

### Reduction Strategy

- Review connector usage
- Optimize MAR consumption
- Target underused features
- Consider tier changes

### Growth Strategy

- Project MAR increases
- Bundle new connectors
- Phase growth timing
- Target volume tiers

## Negotiation Tactics

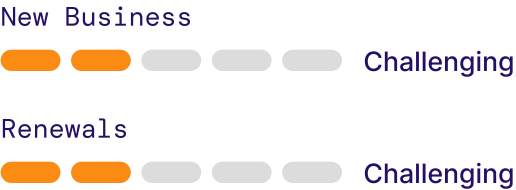
### Growth Leverage

- Document projected user growth
- Keep growth estimates conservative
- Show value of platform adoption
- Align with strategic initiatives

### Growth Commitment

- Show expansion plans
- Phase growth timing
- Target volume tiers
- Bundle new products

### Willingness to Negotiate



## More Resources

### Avoid These 4 Mistakes in Your Next SaaS Negotiation

Learn from expert negotiators and avoid the common mistakes during SaaS negotiations.

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### How to Negotiate Seat-Based Contracts

Explore 6 tips from procurement expert Zach Wolf on how to navigate per-user agreements.

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### How to Negotiate a Usage-Based Contract

Explore how usage-based contracts work, plus tips for negotiating them.

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