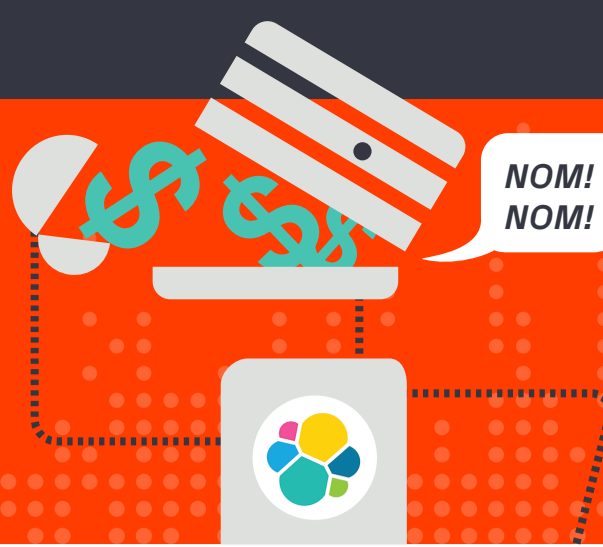NOM! NOM!

ELKonomics
The real cost of operating and scaling Elastic Stack

Software-driven businesses have numerous choices when it comes to log management: open source software and hosted offerings, commercial on-premise solutions, and software-as-a-service (SaaS) options such as Loggly. Elastic Stack has emerged as the leading open source option. **What factors drive growth in Elastic Stack total cost of ownership (TCO) as log volumes scale?**
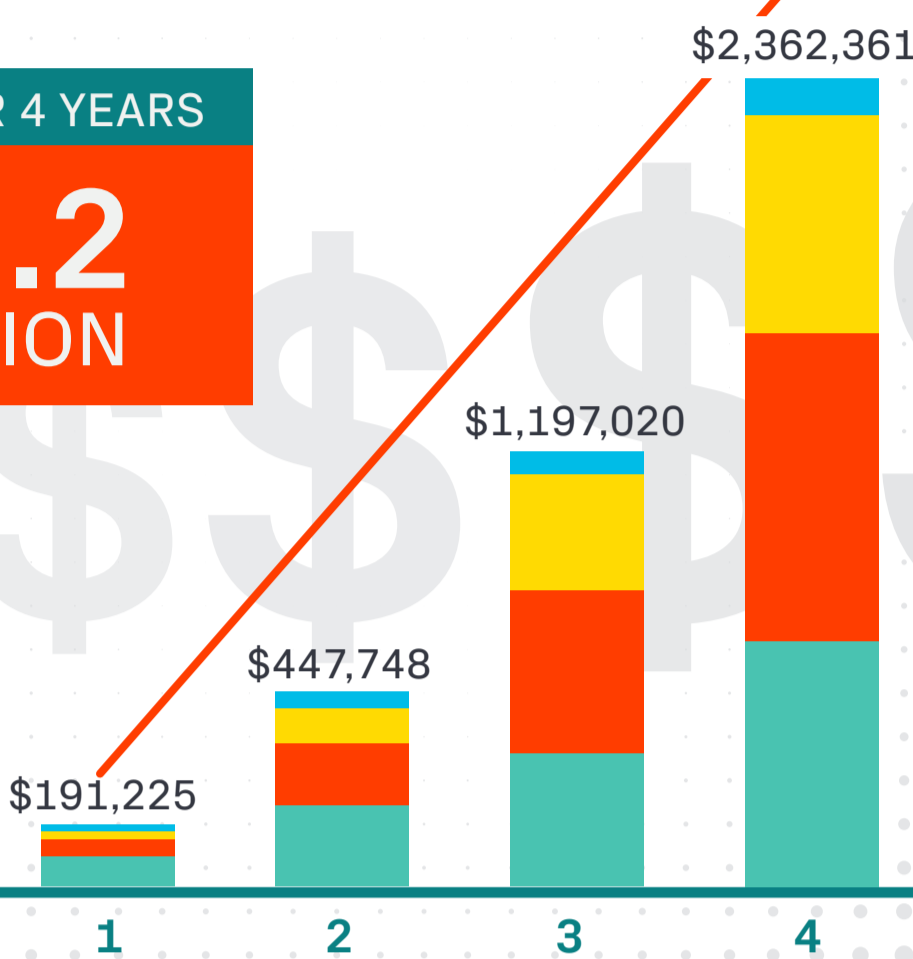
Our TCO model is based on a software business with **50** production servers generating logs, growing to **200** over a four-year period. Daily log volumes would grow from **100 GB** to **800 GB**.

MODEL ASSUMPTIONS:
• Average daily log volumes grow from 100 GB in Year 1 to about 800 GB in Year 4
• Cluster size grows from 6 TB to 49 TB over the same period
• 30-day retention for all logs
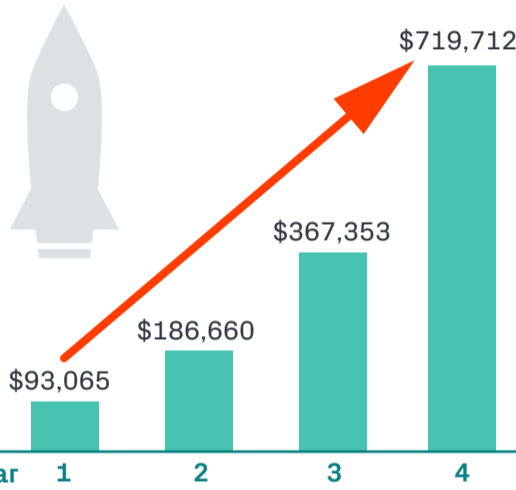• Using cloud hosting service
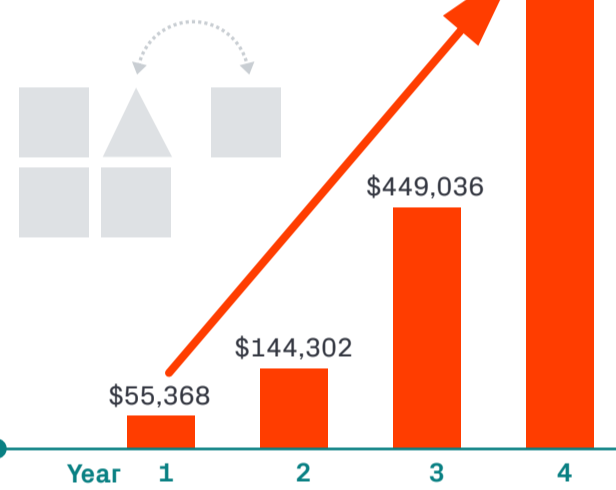
TCO OVER 4 YEARS
$4.2 MILLION

$2,362,361
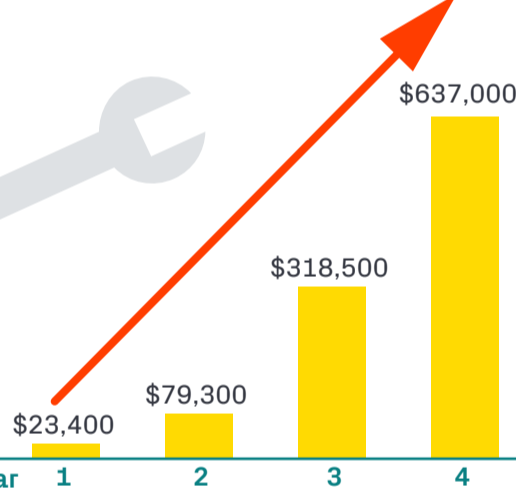
$1,197,020

$447,748

$191,225

| Year | 1 | 2 | 3 | 4 |

Cost breakdown[1]

HOSTING costs

$719,712
$367,353
$186,660
$93,065

| Year | 1 | 2 | 3 | 4 |

CUSTOMIZATION costs

$898,072
$449,036
$144,302
$55,368

| Year | 1 | 2 | 3 | 4 |

OPERATION costs

$637,000
$318,500
$79,300
$23,400

| Year | 1 | 2 | 3 | 4 |

OTHER costs

$107,577
$62,131
$37,485
$19,225

| Year | 1 | 2 | 3 | 4 |
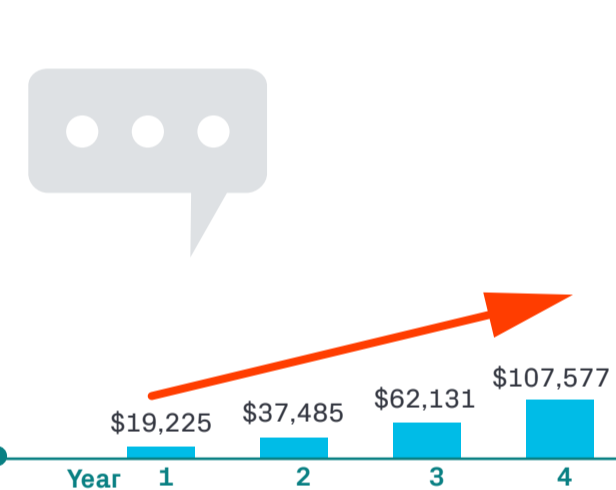
TOTAL COST OF OWNERSHIP CAN BE 3X HOSTING COSTS

Skeptical? See a full breakdown in our white paper ⟩

Additional costs you should consider

Zzzzz

What if log management downtime leads to app downtime?

= **$9K/minute**[2]

average direct cost related to downtime/outages

What else could you be doing with your time and money?

Every hour spent on log management is an hour taken from:

● *innovation*
● *improving customer experience*
● *scaling your business*

BOTTOM LINE:
80%
SAVINGS POTENTIAL WITH LOGGLY

For a deeper dive, download our white paper ⟩

LOGGLY

REFERENCES:
[1] http://www.loggly.com/ELK-TCO
[2] http://datacenterfrontier.com/cost-of-data-center-outages

FREE TRIAL ⟩