

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-services (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?**

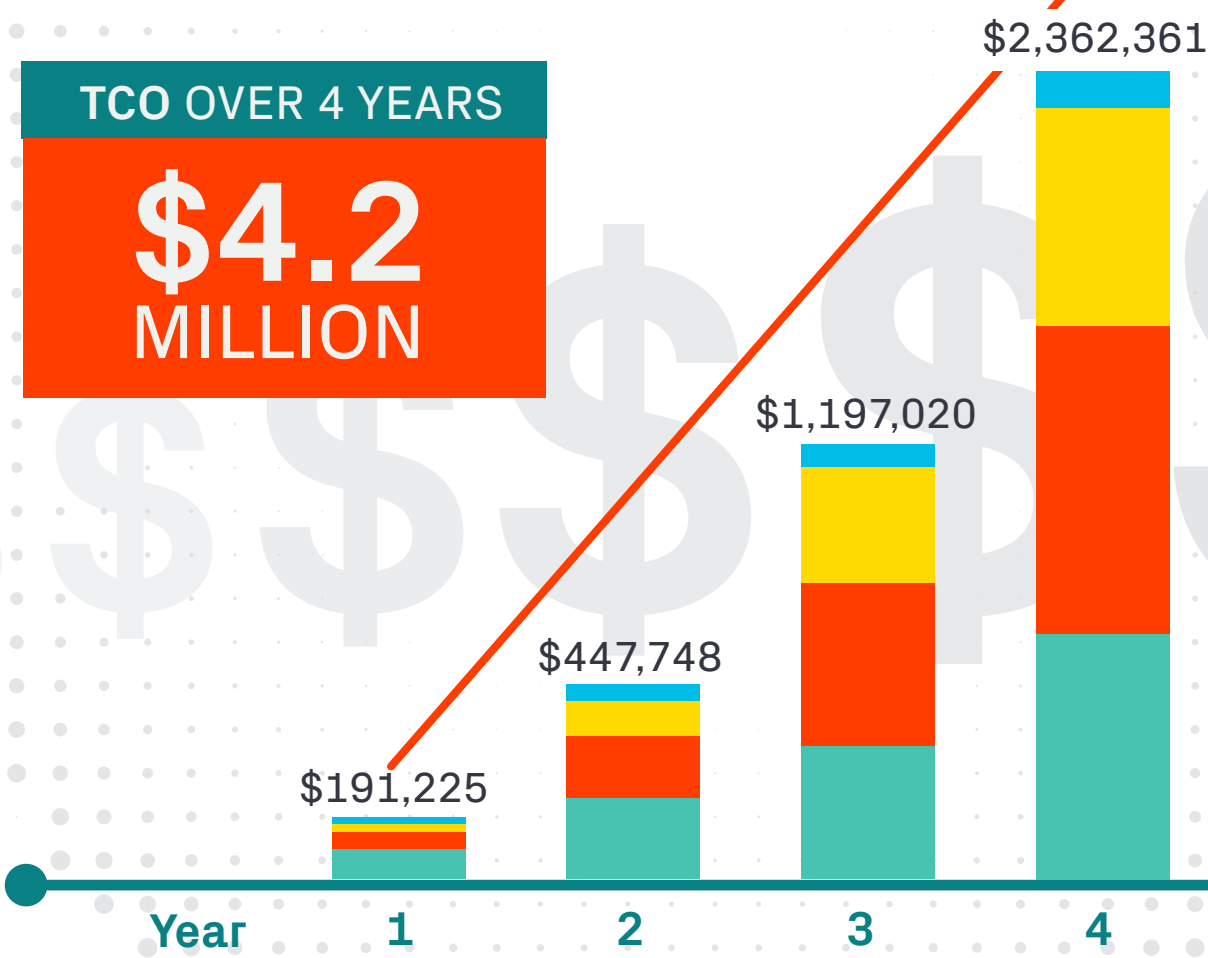
Our TCO model is based on a software business with 50 production servers generating logs, growing to 200 over a four-year period. Daily log volumes would grow from 100 GB to 800 GB.

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

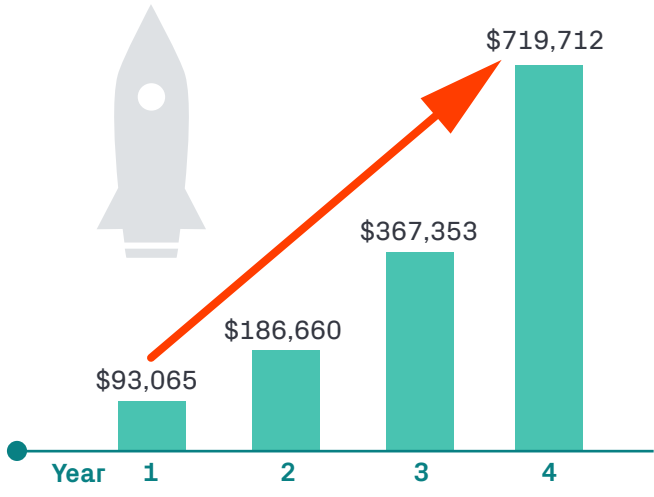
TCO OVER 4 YEARS

\$4.2 MILLION

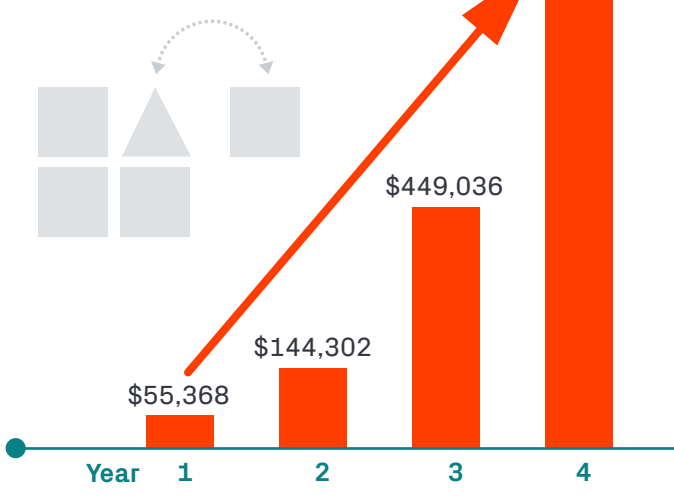


Cost breakdown<sup>1</sup>

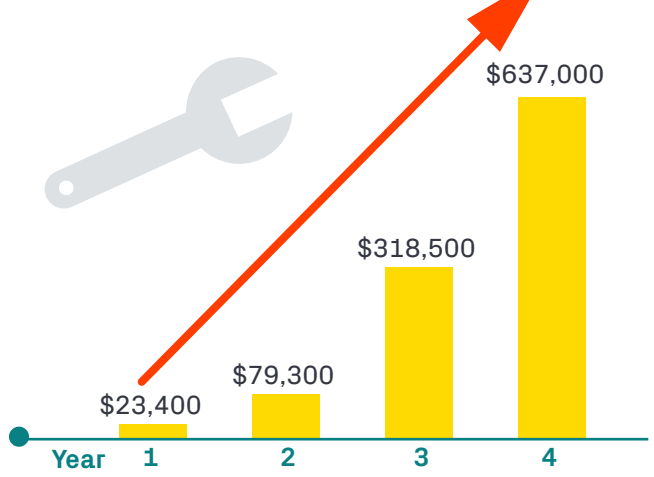
HOSTING costs



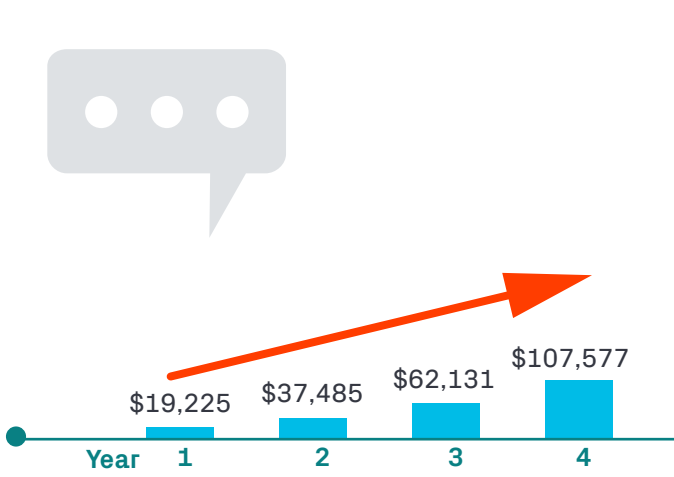
CUSTOMIZATION costs



OPERATION costs



OTHER costs



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<sup>2</sup>

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:

<sup>1</sup><http://www.loggly.com/ELK-TCO>

<sup>2</sup><http://datacenterfrontier.com/cost-of-data-center-outages>

FREE TRIAL

