

# Costco Wholesale Corporation Uses Workload Pricing to Gain Flexibility and Increased Insight

## Introduction

This case study of Costco Wholesale Corporation is based on a December 2021 survey of Splunk Cloud Platform customers by TechValidate, a 3rd-party research service.



“Splunk has saved us considerable time on the Service Desk and now we can get our data faster and more reliably.” —  
Josh Beasley, IT Professional, Costco Wholesale Corporation

## Challenges

The Costco IT team faced challenges with accessing, ingesting, searching and monitoring siloed data across their organization before deciding to switch to Splunk’s Workload Pricing for the Cloud Platform.

## Use Case

The aspects of Splunk’s Workload Pricing model that have been most valuable to Costco include:

- Ability to ingest more data without worrying about data volume limits
- Having the flexibility to run workloads on all the data they want when they want
- Gaining insights from data more quickly

## Results

Using the Splunk Cloud Platform with Workload Pricing, Costco’s IT team achieved the following results:

- They’ve been able to increase the size of their workloads.
- Because of Workload Pricing’s flexibility, they are able to gain more and better insights from our data.
- Individuals and teams that were affected by the switch to Workload Pricing feel more satisfied with their workflow because they can do more.

### Company Profile

Company:  
**Costco Wholesale Corporation**

Company Size:  
**Fortune 500**

Industry:  
**Retail**

### About Splunk Cloud Platform

Splunk helps organizations ask questions, get answers, take actions and achieve business outcomes from their data. Organizations use market-leading Splunk solutions with machine learning to monitor, investigate and act on all forms of business, IT, security, and Internet of Things data.

**Learn More:**

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