



# Why Humio?



## Simple Pricing and Lower Costs

Humio is built for cost-efficiency for large log volumes. It can save up to 30% of your operational costs and up to 80% of your licensing / subscription / hardware costs.

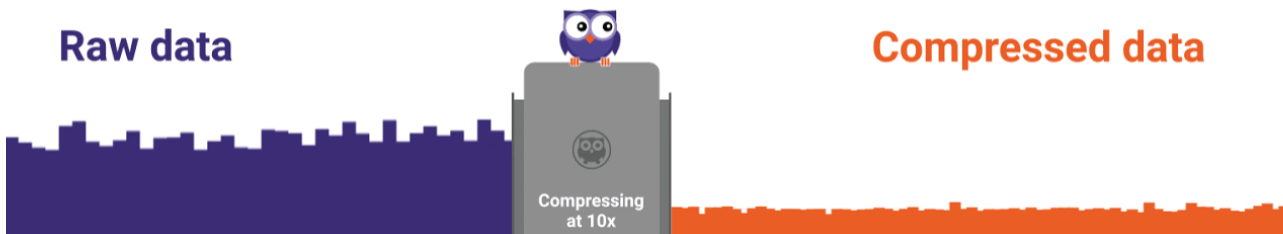


## Simple to deploy and scale



## Runs on-premise & SaaS

Raw data



Compressed data



## Efficiency

**Compression** and **index-free architecture** bring a major difference in storage utilisation.





## Instant Access to Live Data

Humio offers instant access to live analytics with tailor-made dashboards for Tech and Business owners with its developer/business-friendly query language.



## Designed for Large Data Volumes

Humio is built for large log volumes with its time-series database, which is horizontally scalable.



## Humio vs. Competitors

- Significant reduction in the total cost of ownership (>75%)
- **Unlimited Ingestion** pricing model. Log everything at a flat rate.
- **Index Free architecture** enables Real-Time Observability into logs (1/5 per second)
- **10-20x the Compression.** Significant savings in hardware / storage
- **Scalable:** Ingest & monitor >100TB a day on only 25 nodes.
- **Easy to Use:** Open Text searches into structured or unstructured data. (No need for SPL)
- **Elastic** as a competitor, is built for searching, not for logs. Elastic performance suffers at large data volumes. It has schema at write and has no ad-hoc search. Indexing increases the storage utilization enormously for high-retention requirements. Besides, it requires lots of resources and expertise.



### Case Study - Norway

SpareBank 1 SMN is a Norwegian savings bank based in Trøndelag. They now log 30X more at a reduced cost due to Humio's cost-efficient scalability and licensing.



### Case Study - Turkey

Payguru centralized all logs to comply with financial regulations and data privacy laws. The efficiency of Humio helped Payguru team to scale and create custom Dashboards easily while keeping their costs down.