



dbt Cloud - Pricing & Packaging

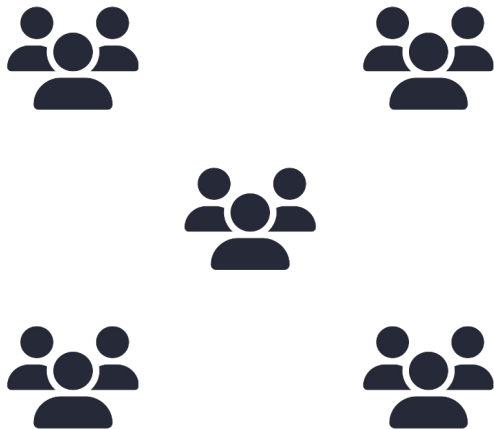
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dbt Cloud Overview

dbt Cloud provides pricing and packaging to meet your needs for **flexibility**, **visibility**, and **scalability**.



Enabling distributed collaboration and centralized governance



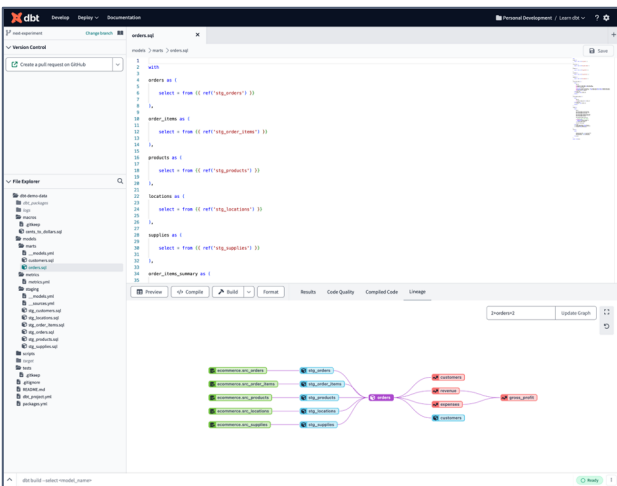
Delivering production-ready data products quickly and reliably



dbt Cloud removes friction to develop data transformations

dbt Cloud

Operationalize analytics workflows



Great for teams that want to move quickly in a highly coordinated way

- **SSO Support (Okta, Azure AD, SAML 2.0)**
- User-friendly IDE with no Python installs to update
- DAG in IDE helps you see what you're building
- Accessible Git-version control workflow
- Increase code quality and consistency with SQLFluff
- Format YAML, markdown, Python, & JSON files
- dbt command shortcuts guides users' next steps
- Troubleshoot issues faster with log search
- **No query results stored in dbt Cloud**
- **Centralized audit logging**



dbt Cloud, the **easiest** way to orchestrate your dbt projects in production

Deploy

- Kick-off via API
- Unlimited concurrency
- Control access (RBAC)
- Documentation hosting

Democratize

- Self-service
- dbt-specific
- Searchable
- Use to optimize cloud spend

Extensibility

- Data freshness and quality tile
- Discovery API - connect to data catalog or BI tools
- Webhooks

The screenshot displays the dbt Cloud interface. On the left, there's a 'Jobs' sidebar with a search bar and a list of jobs categorized by 'Job', 'Daily', and 'Production'. The main area shows a 'Run #153990305' with a 'Success' status. It was triggered on 'Thu, 25 May 2023 18:00:00 GMT'. Below this, there are tabs for 'Trigger', 'Scheduled run', 'Commit SHA', 'Environment', and 'Run Duration'. The 'Run Summary' tab is active, showing a progress bar for various steps: 'Time in queue' (Pass Time 1:35), 'Clone Git Repository' (4%), 'Create Profile from Connection Snowflake' (0%), 'Invoke dbt deps' (10%), and 'Invoke dbt build --selector cloud_users' (4m 27s).



Data freshness passed.

Sources: 0 fresh, 1 delayed, 0 stale



Data quality passed.

Tests: 28 passed, 1 warning, 0 errors



dbt Cloud Enterprise plan pricing summary

	Standard	Business Critical	Virtual Private dbt
Price per Developer Seat	\$300/seat/mo	\$400/seat/mo	\$500/seat/mo
Scheduler Pricing	Starting at \$0.010/model built	Starting at \$0.014/model built	<i>Coming early 2024</i>
Semantic Layer	Starting at \$0.075/queried metric	Starting at \$0.075/queried metric	<i>Coming early 2024</i>
Volume Discount Curve	Available	Available	Available
Projects	Unlimited	Unlimited	Unlimited



dbt Cloud Enterprise built-in security controls

End-to-End Encryption

Always-encrypted communications via TLS 1.2.



Fully Encrypted Storage

Data at rest is always encrypted using AES-256. Keys are stored using AWS KMS.



Strong Authentication

SAML 2.0 integration for Single Sign-On and easy user & group management.



Data Storage

dbt Cloud is not a data warehouse. We store information about your transform jobs and users, but do not store your actual data.



Role-Based Access Control

Access and permissions to dbt Cloud Projects are managed through Group assignment.



Availability & Recovery

dbt Cloud is hosted as a dedicated managed service on AWS with guaranteed 99.9% uptime availability





Comparing build versus buy

SQL-based data transformation and testing

	dbt Core	dbt Cloud Enterprise
SQL & Python-based transformations <i>Abstract away DDL with SQL & Python code</i>	✓	✓
Reusable code <i>Save time and improve consistency with macros</i>	✓	✓
Built-in testing <i>Improve data trust with an easy, built-in testing framework</i>	✓	✓
Automated dependency handling <i>Don't worry about your DAG's</i>	✓	✓
Documentation <i>Written as you develop and make changes (*Cloud includes hosting)</i>	✓	✓

Fastest and most reliable way to deploy dbt

Browser-based IDE <i>Lower barrier to entry for creating organizational knowledge</i>		✓
Coordinated version upgrades <i>Improve cross-team operations</i>		✓
Automated version control <i>Git-enabled for cross-team consistency</i>		✓
Job scheduling <i>Reduce production friction</i>		✓
Logging and Alerting <i>Increase debugging velocity and data trust</i>		✓
Hosted documentation <i>Empower everyone with a shared data catalog</i>		✓

Operational maturity with greater security and support

RBAC / SSO <i>Connect with your authenticator of choice</i>		✓
Semantic Layer <i>Dynamically generate datasets by querying dbt metrics</i>		✓
Metadata API <i>Analyze and improve dbt execution and efficiency</i>		✓
Outbound Webhooks <i>Trigger external actions in real-time via API based on dbt events</i>		✓
Deployment options <i>Multi or single tenant on the public cloud of your choice</i>		✓
Enterprise Support and Training <i>Makers of dbt provide premium support</i>		✓
Guaranteed SLAs <i>99.95% uptime guarantee</i>		✓
Enterprise Agreements <i>Security reports, legal review, invoicing, custom terms, etc.</i>		✓



Comparing options: Consider team size, skill, and impact to the business

		dbt Cloud Team	dbt Cloud Enterprise
SQL-based data transformation and testing	Reusable code <i>Save time and improve consistency with macros</i>	✓	✓
	Built-in testing <i>Improve data trust with an easy, built-in testing framework</i>	✓	✓
	Automated dependency handling <i>Don't worry about your DAG's</i>	✓	✓
	Documentation <i>Written as you develop and make changes</i>	✓	✓
Fastest and most reliable way to deploy dbt	Browser-based IDE <i>Lower barrier to entry for creating organizational knowledge</i>	✓	✓
	Coordinated version upgrades <i>Improve cross-team operations</i>	✓	✓
	Automated version control <i>Git-enabled for cross-team consistency</i>	✓	✓
	Job scheduling <i>Reduce production friction and run jobs concurrently to increase velocity (see concurrency limits →)</i>	Up to 2 jobs	Unlimited
	Logging and Alerting <i>Increase debugging velocity and data trust</i>	✓	✓
	Hosted documentation <i>Empower everyone with a shared data catalog</i>	✓	✓
Operational maturity with greater security and support	Seat limits <i>Scale the number of dbt contributors and manage them effectively with RBAC / SSO</i>	8 user limit	Unlimited
	Projects <i>Provides flexible project architectures to fit your data architecture strategy</i>	1 project limit	Unlimited
	Native Azure DevOps support <i>Increase developer productivity by setting up Slim CI checks on pull requests</i>		✓
	RBAC / SSO <i>Connect with your authenticator of choice and control user actions</i>		✓
	Audit Logging <i>Satisfy audit requirements and quickly isolate unexpected changes</i>		✓
	Advanced security and multiple deployment regions <i>Privately connect platforms and block IP addresses</i>		✓
	Enterprise Support and Training <i>Makers of dbt provide premium support</i>		✓
	Guaranteed SLAs <i>99.95% uptime guarantee</i>		✓



Comparing dbt Cloud Enterprise options

Plan Features	Standard	Business Critical	Virtual Private dbt
Price per seat per month	\$300	\$400	\$500
Price per year	\$3,600	\$4,800	\$6,000
Unlimited Projects	✓	✓	✓
Unlimited Concurrency	✓	✓	✓
Single Sign On (SSO)	✓	✓	✓
Audit Logging Retention	3 Months	Unlimited	Unlimited
PrivateLink		✓	✓
IP Allow/Block		✓	✓
Data Residency	US, GER, AUS	US, GER, AUS	Custom
Cloud Deployment	AWS	AWS	AWS or Azure
Single Tenant Deployment			✓
Professional Services (add-on)	✓	✓	✓
Premium Support (add-on)	✓	✓	✓
Semantic Layer (add-on)	✓	✓	✓



Comparing dbt Cloud Enterprise options

Scheduler Commit	Standard	Business Critical	Virtual Private dbt	Models Built/year
Price per model	\$0.01	\$0.014	\$0.017	-
Commit Options	Price per year			-
Extra small	\$2,500	\$3,500	\$4,250	250,000
Small	\$5,000	\$7,000	\$8,500	500,000
Medium	\$10,000	\$14,000	\$17,000	1,000,000
Large	\$15,000	\$21,000	\$25,500	1,500,000
Extra large	\$20,000	\$28,000	\$34,000	2,000,000
Semantic Layer (Add-On)	Standard	Business Critical	Price per Queried Metric	Queried Metrics/year
Commit Options	Price per year			
Extra small	\$9,000	\$9,000	\$0.075	120,000
Small	\$18,000	\$18,000	\$0.075	240,000
Medium	\$36,000	\$36,000	\$0.06	600,000
Large	\$72,000	\$72,000	\$0.04	1,800,000
<i>Semantic Layer available for Virtual Private dbt in early 2024</i>				



Support Options	Basic	Advanced	Premier / Regional
Price per year	Included	Greater of 15% ARR or \$15,000	Greater of 20% ARR or \$20,000
Implementation assistance	✓	✓	✓
Dedicated account management	✓	✓	✓
dbt Labs security and legal review	✓	✓	✓
Service Level Agreements (SLAs)	✓	✓	✓
Named Contacts	n/a	3	5
Support Portal access		✓	✓
Quarterly product usage report		✓	✓
Bi-annual dbt training report		✓	✓
Monthly support review		✓	✓
Live troubleshooting			✓
Guided setup			✓
Regional guarantee			✓ US or Europe
Support business hours	12x5	24x5	24x5 / 12x5
SLA SEV1	2 hours	1 hour (24x7)	1 hour (24x7 / 12x7)
SLA SEV2	4 hours	2 hours	2 hours
SLA SEV3	12 hours	4 hours	4 hours
SLA SEV4	24 hours	12 hours	12 hours

ARR is the combination of seats, models, and semantic layer subscription fees. It excludes one-time fees such as training and professional services.



Training and Pro-Serv Options

Onboarding Options	Rates	Description
dbt Learn, Deploy	\$5,000	Four 90-minute sessions with technical instructors. Max 10 attendees. Focus on setting the foundation of your dbt project.
Rapid Onboarding Implementation	\$9,250	Six 90-minute sessions with technical instructors and 5 hours with pro-serv team. Max 10 attendees. Focus on setting the foundation of your dbt project and covering advanced topics.
Group Training Options	Rates	Description
dbt Learn, Getting Started	\$10,000	Four 2-hour sessions. Max 15 attendees. Topics may include: dbt prerequisites (e.g., SQL, git, data platforms, and environments); and dbt Fundamentals (e.g., modeling, sources, testing, documentation, and deployment).
dbt Learn, Fundamentals	\$5,000	Two 2-hour sessions. Max 15 attendees. Topics covered include modeling, sources, testing, documentation, and deployment.
dbt Learn, Level Up	\$5,000	Two 2-hour sessions. Max 15 attendees. Choice of one learning topic: a) cost optimization techniques, b) promoting project and data quality, or c) project velocity.
Pro-Serv Options	Rates	Description
dbt PS Analytics Engineering as a Service	Starts at \$21,000 for 60 hours	dbt Labs Architect to embed with the client as a strategic advisor for 20 hours per month, for a minimum of 3 months. Hours expire at the end of each month.
dbt PS Resident Architect	Starts at \$21,000 for 60 hours	dbt Labs Analytics Engineer to embed with the client to assist in building their dbt project for 20 hours per month, for a minimum of 3 months. Hours expire at the end of each month.



dbt Cloud Enterprise pricing examples

Example 1

Customer is migrating to a cloud data platform, has not used dbt, and wants dbt Cloud to transform data for mission critical initiatives supporting multiple parts of the business. Data teams are distributed and data access is federated, however governance is centralized. In this example, this customer:

- Expects 7 developers working in dbt Cloud
- No prior use of dbt
- Purchased the Standard plan for dbt Cloud

Small data team	\$300 x 7 x 12	\$25,200
Conservative Scheduler use	250,000 model pack size at \$0.01 per	\$2,500
	Annual Cost	\$38,500

Example 2

Customer is a dbt Cloud customer who is expanding use to the marketing organization data team. In this example, this customer:

- Has 20 developers working in dbt Cloud
- Has 150 models in their dbt project
- Runs each model 12 times per day, only on weekdays
- Purchases the Semantic Layer

Two data teams	\$300 x 20 x 12	\$72,000
Moderate Scheduler use	150 x 12 x 260 = 468,000 est. models/ year 500,000 pack size x \$0.01 per	\$5,000
Semantic Layer	20,000 queries / month 240,000 /year	\$18,000
	Annual Cost	\$95,000



Example Standard Pricing - Land Deal (1)

	Option A	Option B	Option C
Tier	Standard	Standard	Standard
Platform	15 Developer Seats (\$3,456)	20 Developer Seats (\$3312)	25 Developer Seats (\$3,222)
Scheduler	250,000 Models (\$0.0096)	500,000 Models (\$0.0092)	500,00 Models (\$0.0092)
Discount	4.0%	8.0%	10.37%
Platform	\$51,840 +	\$66,744 +	\$80,550 +
Scheduler	\$2,400+	\$4,600 +	\$4,600 +
Term	1 Year =	1 Year =	1 Year =
Annual	\$54,240	\$70,840	\$85,150
Onboarding	+\$9,250	+\$9,250	+\$9,250



Example Business Critical Pricing - Land Deal (2)

	Option A	Option B	Option C
Tier	Business Critical	Business Critical	Business Critical
Platform	15 Developer Seats (\$4,608)	20 Developer Seats (\$4,416)	25 Developer Seats (\$4,296)
Scheduler	250,000 Models (\$0.0134)	500,000 Models (\$0.0129)	500,00 Models (\$0.0129)
Discount	4.0%	8.0%	10.35%
Platform	\$69,120+	\$88,320 +	\$107,400 +
Scheduler	\$3,350+	\$6,450 +	\$6,450+
Advanced Support	-	-	\$17,077.50 (15% of platform + scheduler)
Term	1 Year =	1 Year =	1 Year =
Annual	\$72,470	\$94,770	\$130,927.50
Onboarding	+\$9,250	+\$9,250	+\$9,250



Example Standard Pricing - Renewal

	Option A	Option B
Tier	Standard	Standard
Platform	20 Developer Seats (\$3,000.00)	20 Developer Seats (\$2,650)
Scheduler	0 Models	1,000,000 Models (\$0.0080)
Platform Discount	0.0%	13.33% (27.78% off current list)
Platform	\$60,000 +	\$52,000 +
Scheduler	\$0 +	\$8,000 +
Term	1 Year =	1 Year =
Annual	\$60,000	\$60,000



Thank you

