

Discussion Guide - Billing

Customer Interview | July 2024

Facilitator: Anna Casey

Participant Name:

Company:

Introduction

<insert greeting and introduce self>

Recording consent: First we want to ask if you are ok with us recording this session? This is to make sure we capture all of your feedback accurately but we will not share the recording outside of our team.

In our time today we primarily want to discuss your needs around ways we can make billing and usage more clear in the product today. But first it is helpful for me to get a little more understanding of your general use of Cribl, so we'll start by asking you a little bit about your job role and how Cribl fits into that and then will drill into the topic of your needs around understanding usage and billing. How does that sound?

Background

- What is your role and how are you using Cribl?
 - What problem does Cribl help you solve?
 - Which products do you use? Stream, Edge, Search?
- How many other folks use Cribl at your company?
 - Are they on your team or on other teams?

Billing & Usage

Intro: So now let's dive into billing and usage..

1. What are you trying to understand about your Cribl usage and how do the billing views help you (or not) to understand those things today?
2. How do you approach buying credits? Are you thinking about what you need a year/two years out/ etc?
3. Are there things that you wish Cribl did a better job of helping you understand? If so, what?

Reporting needs

4. Do you have to report on Cribl usage to anyone else at your company? If so, who and how frequently?
 - a. What do you need them to understand about your (or their) Cribl usage?
5. Are the existing views enough for you to do your reporting work?
6. Do you ever create your own charts in another tool to better understand Cribl usage/consumption?
 - a. If so, are you able to share them with us and explain what they help you to understand?

Types of analysis

7. If something increases or decreases sharply - how do you go about figuring out what happened?
 - a. Are the existing views good enough to help you find the root cause of the change?
 - b. What would you do if you noticed that one product was over consuming credits?
8. Do you ever try to do any comparison? If so, what are you comparing?
9. Do you ever need to do forecasting?
 - a. How do you do it today?
 - b. If Cribl were to help you understand forecasting, what would you expect that to look like?
10. What is the time range that you typically need to analyze?
 - a. Are you looking at months, quarters, weeks?
 - b. Does the type of analysis (trends, comparison, forecasting, etc.) have any impact on the time range you want to analyze over?

Wrap-Up

Intro: We're getting to the end of our time so I have just a few more questions...

1. What are the most meaningful changes we could make to the billing and usage views to support your needs?

Process of adding env:

<https://cribl.zoom.us/rec/share/ilX-QFH5m4zHrZhB4bYtsZKFu4jwsJQaLJR3CIVYxDDSf5I3zAOtSETalaEHKvDP.H7ZkwLflKytYxChc>

Passcode: 2d2BG%#i

Docs: <https://docs.cribl.io/stream/cloud-connections/>