

# Sentinel Strategic Alert: vercel.com

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## STRATEGIC ANALYSIS

Pivot to Flexible Spending (Usage Credits) and Network Effect (Free Viewer Seats).

| 6 Months Ago (Historical)   | Today (Current)  |
|---|--|
| <b>TAGLINE</b><br>Find a plan to power your apps.   | <b>TAGLINE</b><br>Find a plan to power your apps.  |
| <b>AUDIENCE</b><br>Personal/non-commercial (Hobby), small teams with moderate usage (Pro), or large teams needing critical security, performance, and advanced support (Enterprise).  | <b>AUDIENCE</b><br>Personal users (Hobby), professional developers, freelancers, businesses (Pro), and enterprises requiring critical security, performance, and advanced support.   |
| <b>PRICING</b><br><b>Hobby</b> (Free forever)<br>1M Edge Requests, 100GB Fast Data Transfer, 1M Functions Invocations, 4 CPU hours/month, 1GB Blob storage, 1M ISR reads, 5K Image transformations, 50K Web Analytics events included.<br><b>Pro</b> (\$20/month + additional usage)<br>\$20/month. 10M Edge Requests, 1TB Data Transfer, 16 CPU hours, 5GB Blob storage, 10M ISR reads, 10K Image transformations included. Overage fees apply.<br><b>Enterprise</b> (Custom)<br>Custom pricing. All usage (Edge Requests, Data Transfer, CPU, Storage, etc.), WAF rules, and build performance are custom configured to client needs. 99.99% SLA. | <b>PRICING</b><br><b>Hobby</b> (Free forever)<br>1M Edge Requests, 100GB Data Transfer, 4 CPU hours, 1M Function Invocations, 1M ISR Reads, 1GB Blob, 5K Image Transforms per month.<br><b>Pro</b> (\$20/mo + additional usage)<br>\$20 included usage credit. 10M Edge Requests, 1TB Data Transfer, 2000 Concurrent Sandboxes. Then pay-as-you-go for resources.<br><b>Enterprise</b> (Contact Sales)<br>Custom limits for all resources. Up to 1,000 WAF rules, 99.99% SLA, Multi-region compute, managed security rulesets. |

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