

Cloud storage pricing: a comparison of current practices

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Unveiling the complexity of pricing schemes

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- ▶ Cloud storage solutions are spreading...

Unveiling the complexity of pricing schemes

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- ▶ ...and so pricing schemes...

Unveiling the complexity of pricing schemes

- ▶ Cloud storage solutions are spreading...
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- ▶ ...but how can customers make sense of such variety?

Unveiling the complexity of pricing schemes

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How do we compare pricing schemes?

Unveiling the complexity of pricing schemes

- ▶ Cloud storage solutions are spreading...
- ▶ ...and so pricing schemes...
- ▶ ...but how can customers make sense of such variety?

How do we compare pricing schemes?

Can we focus on the cheapest ones?

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Bundling Pricing

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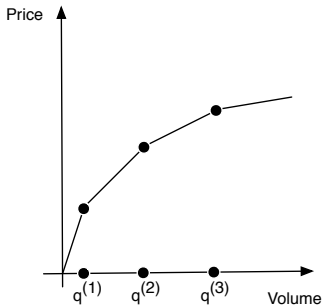
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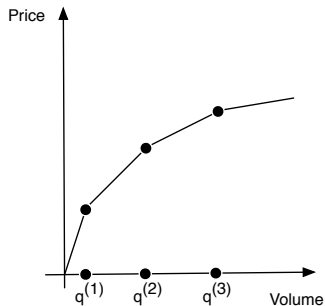
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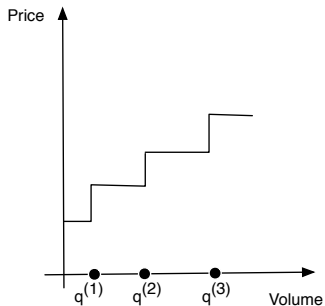
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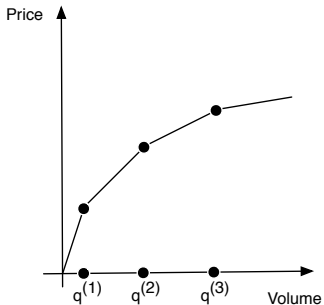


Bundling Pricing

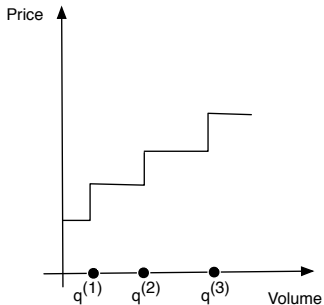


Pricing models

Block Rate Pricing



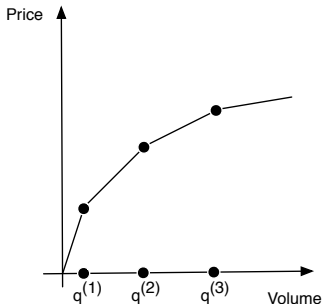
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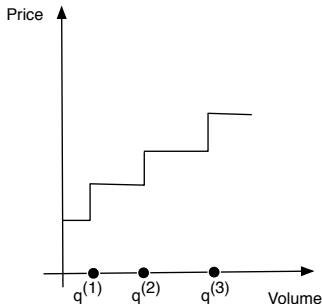
Amazon

Pricing models

Block Rate Pricing



Bundling Pricing



Amazon

Google Drive, iDrive,
SugarSync, Mozy, Dropbox,
Carbonite

Unit prices

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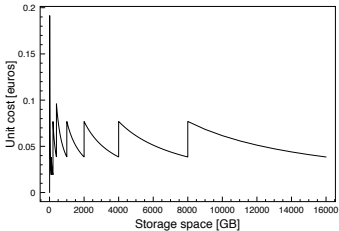
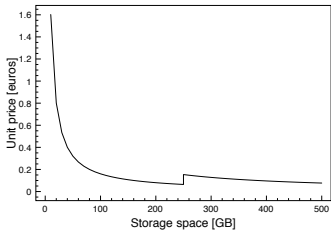
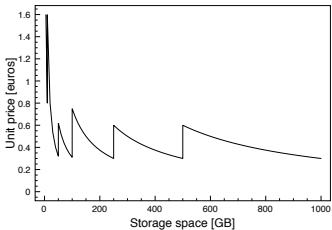
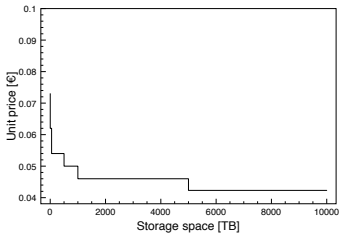
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The two-part approximation

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The two-part approximation

- ▶ Pointwise comparison is correct...

The two-part approximation

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- ▶ ...but does not reveal overall properties...

The two-part approximation

- ▶ Pointwise comparison is correct...
- ▶ ...but does not reveal overall properties...
- ▶ ...which can be revealed by an approximation model

Which approximating model?

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Which approximating model?

The two-part tariffing scheme is the simplest of nonlinear pricing

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$$p = f + v \cdot x$$

Which approximating model?

The two-part tariffing scheme is the simplest of nonlinear pricing

$$p = f + v \cdot x$$

The parameters can be derived through a least squares approach

A comparison through the two-part approximation

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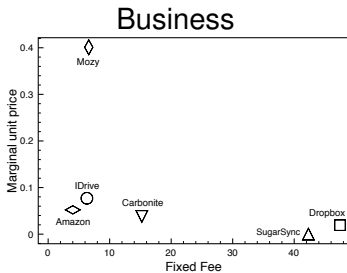
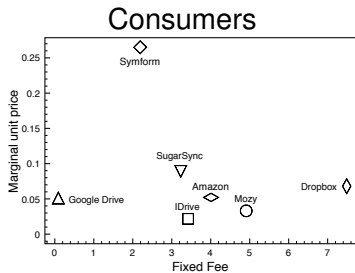
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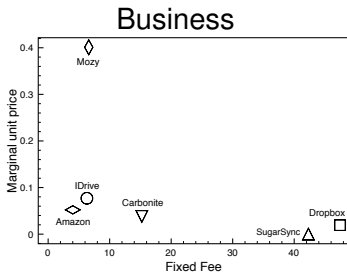
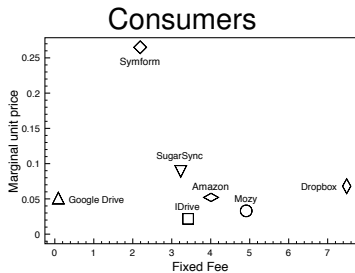
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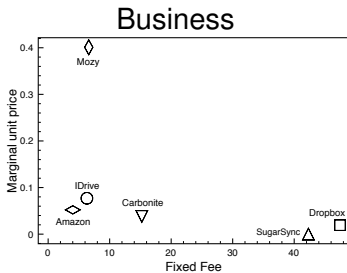
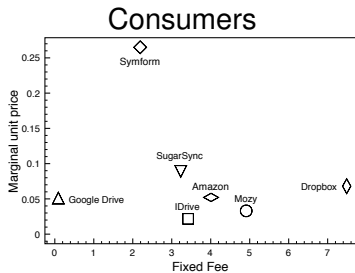


A comparison through the two-part approximation



We can adopt a Pareto dominance approach

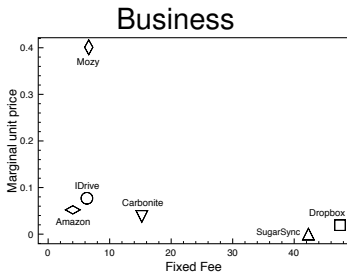
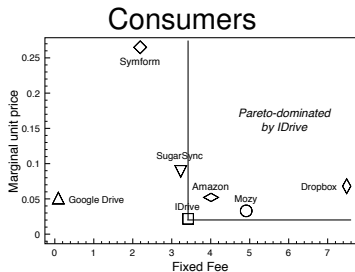
A comparison through the two-part approximation



We can adopt a Pareto dominance approach

Schemes with higher fee and higher marginal price are removed

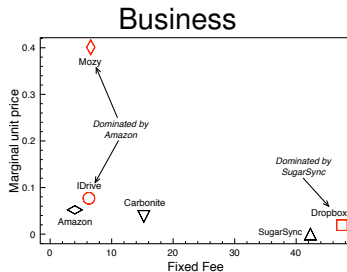
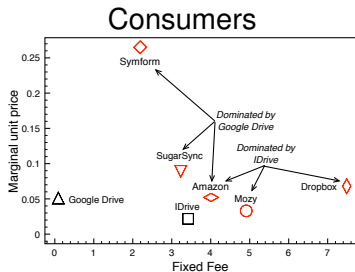
A comparison through the two-part approximation



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A comparison through the two-part approximation



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Prior avoidance of non competitive pricing schemes can be accomplished