

PRICING STRATEGY IN CLOUD COMPUTING

YEARLY TEAM MEETING-PCOG

CHAO LIU

2017.NOV.27

Who am I ?

Chao LIU

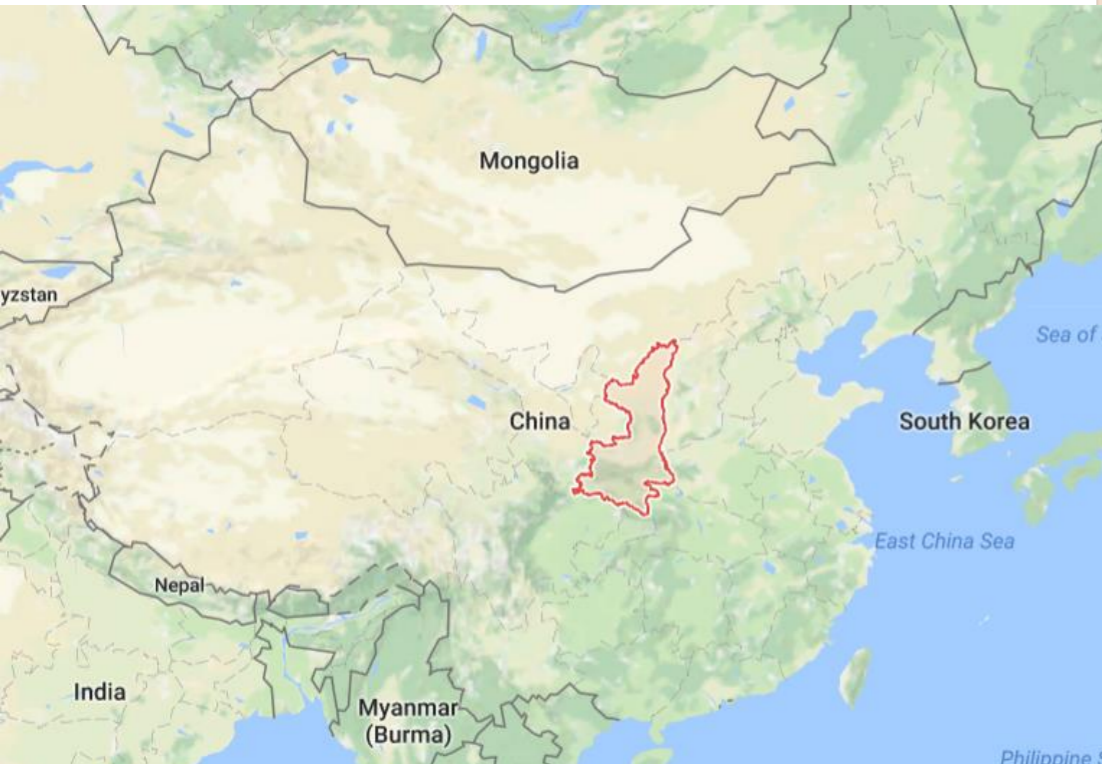
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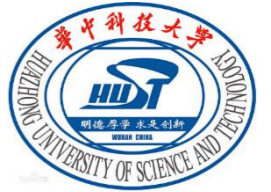
Office : MNO E04-45110



Born in Shaanxi, China
-Terra-Cotta Warriors



Background & Education



BSc.- 2012

- Bachelor of Optoelectronic Information Engineering from Huazhong University of Science and Technology (Wuhan, China)



MSc.- 2014

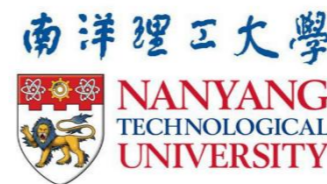
-Diplôme D'Ingénieur of Wireless Communications from Institut Supérieur d'Électronique de Paris (Paris, France)



Work Experience

2014-2015 : service engineer in Ericsson-Global Service center- Radio Access Network Department

2016-2017 : research & teaching assistant in Nanyang Technological University and Chinese University of HongKong, Shenzhen.



Current Work

Joint Research program between SnT-UL and ILNAS: Technical standardization in smart ICT with digital trust



Main research objectives

1. "Smart ICT for business innovation" certificate.
2. Smart ICT and Standardization
3. Big Data & Analytics
4. Internet-of-Things (IoT)
5. Cloud Computing

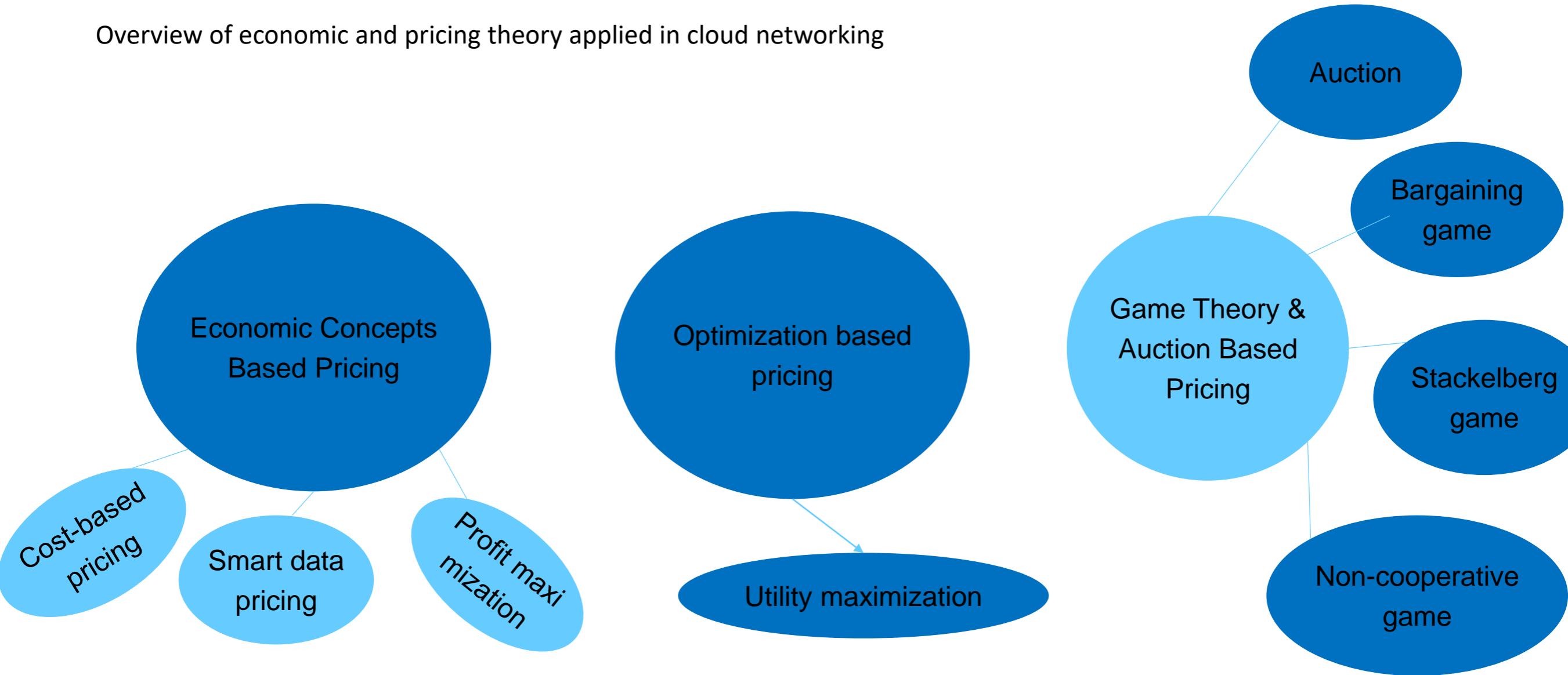
Current Work

Start from 16th October 2017

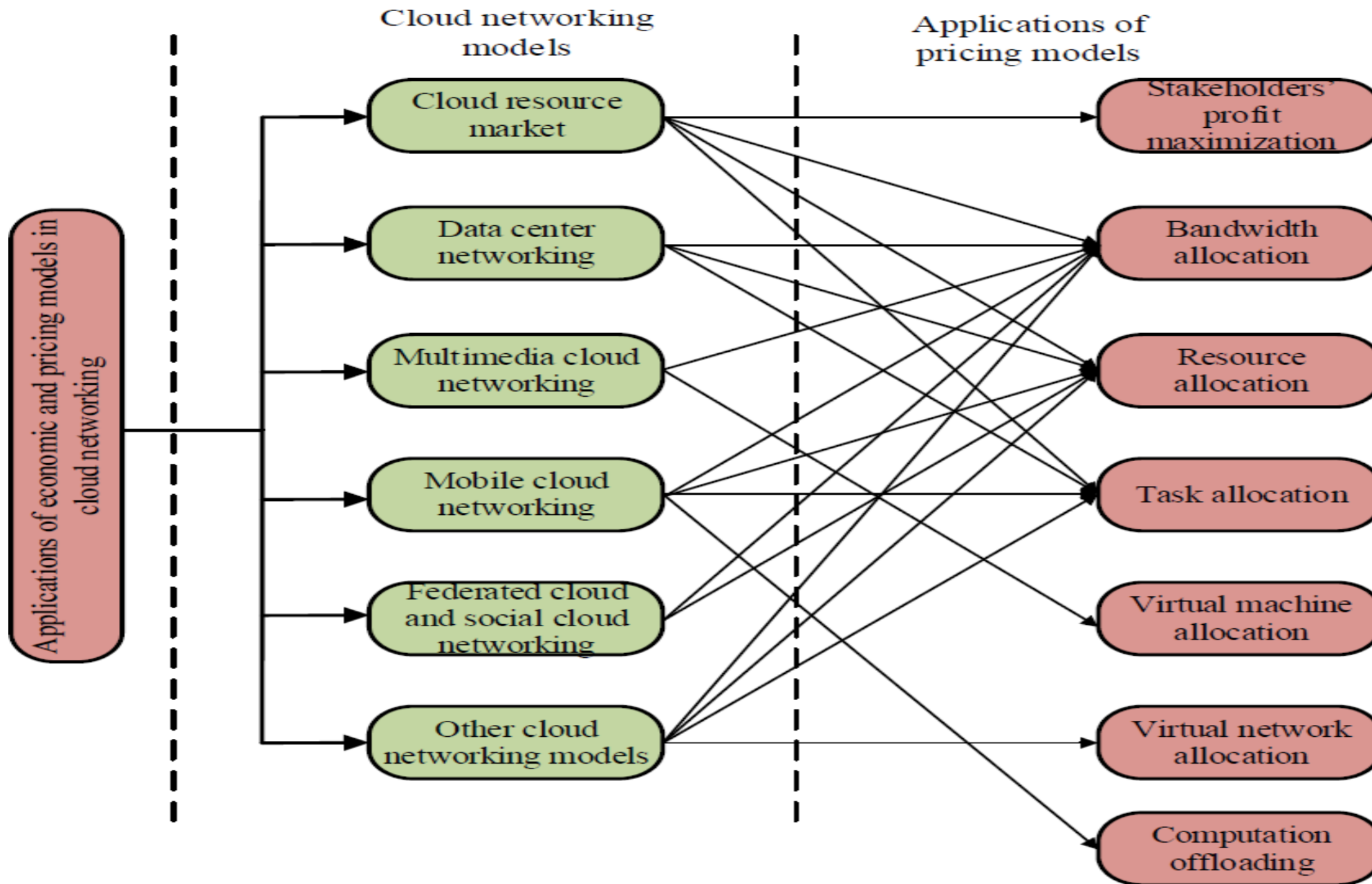
working on the framework:

1. Collect papers for existing pricing-strategy of cloud networking.
2. Join ISO/IEC/JTC 1/SC/ 38 committee
3. Literature review-applications of economic and pricing models for cloud networking (data center networking)
4. Studying on game theory and related analysis method.
5. Analysis and summarize the pricing model. Market structure, mechanism . objective and solution, analysis the advantage and disadvantage of pricing strategies.

Overview of economic and pricing theory applied in cloud networking



Applications of pricing models for resource management in cloud networking



Future work

1. Studying on the Bi-level optimization
2. Provide tools for analyzing and comparing prices offered by different Cloud providers
3. Develop cloud service pricing models to enable brokers to automatically be determining the best service selection strategy(s) according to customer criteria



THANKS