AppThing – Pricing Overview

1. Pricing Model Overview

AppThing uses a flexible, usage-based pricing model designed to align costs with actual platform usage and client requirements. Pricing is tailored for each client and agreed as part of the commercial contract.

The pricing structure is intended to support a wide range of deployment sizes and use cases, from small-scale pilots to large, mission-critical government and enterprise implementations.

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2. Pricing Factors

Pricing is determined based on a combination of factors, including but not limited to:

- **Number of connected devices**
- **Frequency and volume of device communications**
- **Number of platform users and roles**
- **Data ingestion, storage, and retention requirements**
- **Reporting, dashboards, and analytics usage**
- **Hosting model** (AppThing-managed AWS account or customer-owned AWS account)
- **Security, compliance, and data residency requirements**
- **Support model and service level requirements**

Additional factors may be considered depending on the specific operational, regulatory, and technical needs of each client.

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3. Commercial Agreement

Final pricing is defined through a mutually agreed commercial agreement following technical and operational scoping. This ensures that the pricing accurately reflects the client’s intended usage, service criticality, and support expectations.

Pricing terms, billing structure, and any applicable adjustments are documented contractually and reviewed periodically as usage and requirements evolve.

This document provides a high-level overview of the AppThing pricing approach. Detailed pricing and commercial terms are established on a per-client basis.