Claims:

1. A method, comprising:

receiving service information for a computing service;

receiving, through a user interface, optimization criteria;

determining, based on the service information and the optimization criteria, a plurality of provider site candidates for the computing service, including at least a first provider site of a provider network;

deploying the computing service at the first provider site;

storing the optimization criteria;

automatically determining, based on the stored optimization criteria, a second provider site of the provider network;

detecting a change event; and

deploying the computing service at the second provider site.

2. The method of claim 1, wherein the change event comprises a service failure.

3. The method of claim 1 or 2, wherein detecting the change event comprises determining that an improvement metric for deploying the computing service at the second provider site exceeds a threshold for a predetermined amount of time.

4. The method of claim 3, wherein determining that an improvement metric for deploying the computing service at the second provider site exceeds the threshold for the predetermined amount of time comprises evaluating network performance information of the provider network and computing availability at the second provider site.

5. The method of claim 4, further comprising:

providing an application programming interface (API); and

receiving additional network performance information from a different provider through the API;

wherein evaluating the network performance information comprises evaluating the additional network performance information to determine whether to utilize the different provider in providing network connectivity to the second provider site.

6. The method of any one of claims 1 to 5, wherein determining a plurality of provider site candidates comprises determining optimization data corresponding to the optimization criteria, and wherein automatically determining the second provider site occurs after deploying the computing service at the first provider site, further comprising:

determining updated information comprising at least one of updated service information and updated optimization data for the computing service after deployment of the computing service at the first provider site, wherein the updated service information includes network performance information for the provider network;

wherein the automatically determining the second provider site is based on the updated information and the stored optimization criteria.

7. The method of claim 6, further comprising:

determining second updated information for a second computing service deployed on the first provider site;

automatically determining, based on the optimization criteria and the second updated information, a third provider site of the provider network;

deploying the second computing service to the third provider site.

8. The method of claim 6 or 7, wherein the determining the updated information and automatically determining the second provider site both occur periodically after deployment of the computing service at the first provider site.

9. The method of any one of claims 6 to 8, wherein determining updated information for a computing service comprises detecting the updated customer service information based on operating metrics of the computing service deployed at the first provider site.

10. The method of any one of claims 1 to 9, wherein automatically determining the second provider site is performed in response to detecting the change event.

11. The method of any one of claims 1 to 10, further comprising:

determining a type of application for the computing service;

retrieving a template corresponding to the type of application;

customizing the user interface based on the template, wherein the user interface prompts a user to input at least some of the service information and at least some of the optimization criteria.

12. A system, comprising:

at least one processor;

memory, operatively connected to the at least one processor and storing instructions that, when executed by the at least one processor, cause the system to perform a method, the method comprising:

receiving service information for a computing service;

receiving, through a user interface, optimization criteria;

determining, based on the service information and the optimization criteria, a plurality of provider site candidates for the computing service, including at least a first provider site of a provider network;

deploying the computing service at the first provider site;

storing the optimization criteria;

automatically determining, based on the stored optimization criteria, a second provider site of the provider network;

detecting a change event; and

deploying the computing service at the second provider site.

13. The system of claim 12, wherein the change event comprises a service failure.

14. The system of claim 12 or 13, wherein detecting the change event comprises determining that an improvement metric for deploying the computing service at the second provider site exceeds a threshold for a predetermined amount of time.

15. The system of any one of claims 12 to 14, wherein determining a plurality of provider site candidates comprises determining optimization data corresponding to the optimization criteria, and wherein automatically determining the second provider site occurs after deploying the computing service at the first provider site, the method further comprising:

determining updated information comprising at least one of updated service information and updated optimization data for the computing service after deployment of the computing service at the first provider site, wherein the updated service information includes network performance information for the provider network;

wherein the automatically determining the second provider site is based on the updated information and the stored optimization criteria.

16. The system of claim 15, wherein the method further comprises:

determining second updated information for a second computing service deployed on the first provider site;

automatically determining, based on the optimization criteria and the second updated information, a third provider site of the provider network;

deploying the second computing service to the third provider site.

17. A method, comprising:

receiving service information for a computing service;

receiving, through a user interface, optimization criteria;

determining optimization data corresponding to the optimization criteria;

determining, based on the service information, the optimization data, and the optimization criteria, a plurality of provider site candidates for the computing service, including at least a first provider site of a provider network;

deploying the computing service at the first provider site;

storing the service information, the optimization criteria, and the optimization data;

receiving updated information comprising at least one of updated service information, updated optimization criteria, and updated optimization data;

automatically determining, based on the updated information, an updated plurality of provider site candidates for the computing service;

determining that an improvement metric for deploying the computing service at a second provider site of the updated plurality of provider site candidates exceeds a threshold for a predetermined amount of time; and

deploying, in response to determining that the improvement metric exceeds the threshold for the predetermined amount of time, the computing service at the second provider site.

18. The method of claim 17, wherein determining the updated information and automatically determining the updated plurality of provider site candidates both occur periodically after deployment of the computing service at the first provider site.

19. The method of claim 17 or 18, wherein determining updated information comprises detecting the updated customer service information based on operating metrics of the computing service deployed at the first provider site.

20. The method of any one of claims 17 to 19, further comprising:

determining a type of application for the computing service;

retrieving a template corresponding to the type of application;

customizing the user interface based on the template, wherein the user interface prompts a user to input at least some of the service information and at least some of the optimization criteria.