[0004] In one embodiment, the service image, when executed by virtual machine instance, provides a network accessible service (a.k.a. Web service) corresponding to the software applications/configurations included in the service image. A network accessible service provides specific functionality to other applications and computing resources via a network through application programming interfaces (APIs), which APIs can also be considered a network accessible service or Web service. For example, a service image, when executed, may provide a network accessible database or mass storage service. Once a service image is created, it can be provided to users interested in utilizing computing resources available from a data center for specific purposes.

SUMMARY

[0004a] In accordance with one aspect, there is provided a system comprising: at least one electronic catalog configured to store a plurality of service images and associated pricing information, each service image, when executed on a hosted computing environment comprising a plurality of host computing devices, implements one or more network accessible services, and wherein the electronic catalog is accessible to search for one or more service images for execution on the hosted computing environment; and a computing device in communication with the at least one electronic catalog, the computing device configured to: generate a user interface that presents to a customer computing device information regarding each of the plurality of service images stored in the electronic catalog, wherein for each of the plurality of services images said information comprises a price associated with the service image; receive from the customer computing device identification of a selected service image from the user interface, wherein the selected service image, when executed, implements the one or more network accessible services associated with the selected service image; monitor usage of the one or more network accessible services associated with the selected service image to determine a usage demand for the one or more network accessible services; determine that a virtual computing device instance is needed to meet the usage demand for the one or more network accessible services; and generate, on behalf of the customer, the virtual

computing device instance, wherein the virtual computing device instance is generated on a host computing device of the hosted computing environment.

[0004b] In accordance with another aspect, there is provided a computer-implemented method comprising: maintaining a searchable electronic catalog comprising a plurality of service images, each service image of the plurality of service images , when executed on a hosted computing environment comprising a plurality of host computing devices, implements one or more network accessible services; in response to a request from a customer computing device, transmitting to the customer computing device information regarding at least one service image stored in the searchable electronic catalog for presentation on the customer computing device; receiving from the customer computing device identification of a selected service image from the searchable electronic catalog, wherein the selected service image, when executed implements the one or more network accessible services associated with the selected service image; providing, to the customer computing device, access to the one or more network accessible services associated with the selected service image; monitoring usage of the one or more network accessible services associated with the selected service image to determine a usage demand for the one or more network accessible services; determining that a virtual computing device instance is needed to meet the usage demand for the one or more network accessible services; and generating, on behalf of the customer, the virtual computing device instance, wherein the virtual computing device instance is generated on a host computing device of the hosted computing environment.

BRIEF DESCRIPTION OF THE DRAWINGS

[0005] The foregoing aspects and many of the attendant advantages will become more readily appreciated as the same become better understood by reference to the following detailed description, when taken in conjunction with the accompanying drawings, wherein:

[0006] FIGURE 1 is a block diagram depicting an illustrative operating environment in which an electronic service image marketplace enables customers to browse and

acquire service images made available in the marketplace by third party providers and the operator of the electronic marketplace;

[0007] FIGURE 2 is a block diagram depicting a provider computing device submitting a service image for inclusion in the service image marketplace shown in FIGURE 1;

[0008] FIGURE 3 depicts an illustrative user interface displayed on a provider computing device that enables a provider to submit a service image for inclusion in the service image marketplace shown in FIGURE 1;

[0009] FIGURE 4 is a block diagram depicting a customer computing device querying the service image marketplace shown in FIGURE 1 for service images of interest;

[0010] FIGURES 5A, 5B, and 5C depict illustrative user interfaces displayed on a customer computing device that present information associated with a service image available via the service image marketplace shown in FIGURE 1:

WHAT IS CLAIMED IS:

1. A system for providing a marketplace for service images comprising:

at least one electronic catalog configured to store a plurality of service images and associated pricing information, each service image capable of being executed on a hosted computing environment, the electronic catalog accessible to search for one or more service images for execution on the hosted computing environment; and

a marketplace computing device in communication with the at least one electronic catalog, the computing device configured to:

generate a user interface that presents to a customer computing device information regarding each of the plurality of service images stored in the electronic catalog, wherein for each of the plurality of services images said information comprises a price associated with the service;

receive from the customer computing device a selection of a service image from the user interface; and

cause the selected service image to be executed by the hosted computing environment, such that the one or more services corresponding to the selected service image are implemented by the hosted computing environment.

2. The system of Claim 1, wherein the at least one electronic service image catalog is further configured to store, for each of the plurality of service images, usage conditions associated with the service image, and wherein the marketplace computing device is further configured to, prior to causing the selected service image to be executed by the hosted computing environment, verify that the customer has accepted the usage conditions associated with the selected service image.

3. The system of Claim 1 wherein the marketplace computing device is further configured to receive from the customer computing device a selection of additional entities which may access the implemented one or more services corresponding to the selected service image, and transmit to hosted computing environment information corresponding to the additional entities.

4. The system of Claim 1 further comprising:

a usage monitoring computing device configured to determine a usage of the implemented one or more services; and

a billing computing device in communication with the usage monitoring computing device, the billing computing device configured to:

determine a cost corresponding to the selected service image based at least in part on the determined usage of the implemented one or more services and on pricing information associated with the selected service image; and

bill the customer according to the determined cost.

5. The system of Claim 4, the billing computing device further configured to provide a payment to the provider associated with the selected service image, the payment determined based in part on the determined cost.

6. The system of Claim 4 the billing computing device further operative to obtain a payment from the customer according to the determined cost, and provide a payment to the provider associated with the selected service image.

7. The system of Claim 1, the marketplace computing device further configured to receive from the customer a selection of an additional number of computing devices on which to execute the selected service image and to cause the selected service image to be executed by the additional number of computing devices within the hosted computing environment.

8. A computer-implemented method for providing a marketplace for service images comprising:

maintaining a searchable electronic catalog comprising a plurality of service images, each service image of the plurality of service images executable on a hosted computing environment to implement one or more network accessible services;

in response to a request from a customer computing device, transmitting to the customer computing device information regarding at least one service image stored in the electronic service image catalog for presentation on the customer computing device;

receiving from the customer computing device a selection of the at least one service image from the searchable electronic catalog;

causing the selected service image to be executed within the hosted computing environment, such that the one or more network accessible services corresponding to the selected service image are implemented; and

providing, to the customer computing device, access to the implemented one or more network accessible services corresponding to the selected service image.

9. The computer-implemented method of Claim 8, wherein the maintained searchable electronic catalog further comprises, for each of the plurality of service images, at least one of pricing information associated with the service image and usage conditions associated with the service image.

10. The computer-implemented method of Claim 8, wherein causing the selected service image to be executed within the hosted computing environment includes causing the selected service image to be executed by a virtual computing device.

11. The computer-implemented method of Claim 8, wherein the hosted computing environment is at least one of a hosted computing environment associated with a provider of a service image and a hosted computing environment associated with the electronic service image catalog.

WHAT IS CLAIMED IS:

1. A system comprising:

at least one electronic catalog configured to store a plurality of service images and associated pricing information, each service image, when executed on a hosted computing environment comprising a plurality of host computing devices, implements one or more network accessible services, and wherein the electronic catalog is accessible to search for one or more service images for execution on the hosted computing environment; and

a computing device in communication with the at least one electronic catalog, the computing device configured to:

generate a user interface that presents to a customer computing device information regarding each of the plurality of service images stored in the electronic catalog, wherein for each of the plurality of services images said information comprises a price associated with the service image;

receive from the customer computing device identification of a selected service image from the user interface, wherein the selected service image, when executed, implements the one or more network accessible services associated with the selected service image;

monitor usage of the one or more network accessible services associated with the selected service image to determine a usage demand for the one or more network accessible services;

determine that a virtual computing device instance is needed to meet the usage demand for the one or more network accessible services; and

generate, on behalf of the customer, the virtual computing device instance, wherein the virtual computing device instance is generated on a host computing device of the hosted computing environment.

2. The system of Claim 1, wherein the at least one electronic service image catalog is further configured to store, for each of the plurality of service images, usage conditions associated with the selected service image, and wherein the computing device is further configured to verify that the customer has accepted the usage conditions associated with the selected service image.

3. The system of Claim 1 wherein the computing device is further configured to receive from the customer computing device a selection of additional entities which may access the implemented one or more services corresponding to the selected service image, and transmit to hosted computing environment information corresponding to the additional entities.

4. The system of Claim 1 further comprising:

a usage monitoring computing device configured to determine the usage demand of the implemented one or more network accessible services; and

a billing computing device in communication with the usage monitoring computing device, the billing computing device configured to:

determine a cost corresponding to the selected service image based at least in part on the determined usage demand of the one or more network accessible services associated with the selected service image and on pricing information associated with the selected service image; and

bill the customer according to the determined cost.

5. The system of Claim 4, the billing computing device further configured to provide a payment to the provider associated with the selected service image, the payment determined based in part on the determined cost.

6. The system of Claim 4 the billing computing device further operative to obtain a payment from the customer according to the determined cost, and provide a payment to the provider associated with the selected service image.

7. The system of Claim 1, the computing device further configured to receive from the customer a selection of an additional number of computing devices on which to execute the selected service image and to cause the selected service image to be executed by the additional number of computing devices within the hosted computing environment.

8. A computer-implemented method comprising:

maintaining a searchable electronic catalog comprising a plurality of service images, each service image of the plurality of service images , when executed on a hosted computing environment comprising a plurality of host computing devices, implements one or more network accessible services;

in response to a request from a customer computing device, transmitting to the customer computing device information regarding at least one service image stored in the searchable electronic catalog for presentation on the customer computing device;

receiving from the customer computing device identification of a selected service image from the searchable electronic catalog, wherein the selected service image, when executed implements the one or more network accessible services associated with the selected service image;

providing, to the customer computing device, access to the one or more network accessible services associated with the selected service image;

monitoring usage of the one or more network accessible services associated with the selected service image to determine a usage demand for the one or more network accessible services;

determining that a virtual computing device instance is needed to meet the usage demand for the one or more network accessible services; and

generating, on behalf of the customer, the virtual computing device instance, wherein the virtual computing device instance is generated on a host computing device of the hosted computing environment.

9. The computer-implemented method of Claim 8, wherein the maintained searchable electronic catalog further comprises, for each of the plurality of service images, at least one of pricing information associated with the service image and usage conditions associated with the service image.

10. The computer-implemented method of Claim 8 further comprising:

causing the selected service image to be executed within the hosted computing environment by the virtual computing device instance.

11. The computer-implemented method of Claim 8, wherein the hosted computing environment is at least one of a hosted computing environment associated with a provider of a service image and a hosted computing environment associated with the searchable electronic catalog.