

WHAT IS CLAIMED IS:

1. A system for accessing an application available from a data center of a program execution service, the system comprising:

a Program Execution Service (PES) comprising a number of data centers, each data center including one or more physical computing systems configurable to execute one or more virtual desktop instances, each virtual desktop instance associated with a computing environment that includes an operating system configurable to execute one or more applications, each virtual desktop instance accessible by a computing device of a user of the PES via a network, the PES including an application marketplace accessible to search for one or more of the virtual desktop instances or one or more applications, the PES further comprising:

a data center computer programmed to:

provide, to a user computing device associated with a user of the PES, access to the application marketplace for searching for an application to be executed by a virtual desktop instance;

receive, by the application marketplace, a request from the user to access the application on the virtual desktop instance from the user computing device;

determine an entity associated with the user;

access application access rules associated with the entity, the application access rules used to determine who is authorized to access the application on behalf of the entity and a maximum amount of users associated with the entity that can simultaneously access the application at a particular data center;

determine, based at least in part on the application access rules, whether the user is authorized to access the application;

in response to determining that the user is authorized to access the application:

select a data center to host the virtual desktop instance from the number of data centers, the data center selected based at least in part on the

access rules and an amount of users associated with the entity accessing the data center;

cause the application to be executed from the virtual desktop instance at the selected data center; and

provide, to the user computing device, access to at least a portion of the application from the virtual desktop instance.

2. The system of claim 1, wherein the data center computer is further programmed to:

access metadata associated with the user computing device, the metadata comprising information indicative of whether the user is authorized to access the application on the user computing device; and

wherein prior to providing access to the user computing device, the data center computer is further programmed to determine that the user is authorized to access the application on the user computing device based at least in part on the metadata.

3. The system of claim 1, wherein the portion of the application comprises a user interface of the application.

4. The system of claim 1, wherein the portion of the application comprises an entire copy of the application.

5. The system of claim 1, wherein the data center computer is further programmed to provide access to at least a portion of the application by streaming the virtual desktop instance to the user computing device.

6. The system of claim 2, wherein the metadata further comprises purchasing information indicative of whether the user has purchased, rented, or licensed the application from the application marketplace.

7. The system of claim 6, wherein the data center computer is further programmed to send a notification to the user at an expiration of an application rental period notifying the user of the expiration of the application rental period, the application rental period comprising a period of time during which the user is authorized to access the application.

8. The system of claim 1, wherein to provide access to the portion of the application, the data center computer is programmed to stream the portion of the application to the user computing device.

9. The system of claim 1, wherein the data center computer is further programmed to remove the portion of the application from the user computing device upon completion of a usage session for the application.

10. A method for accessing an application available from a data center of a program execution service, the method comprising:

under control of a Program Execution Service (PES) that includes a plurality of data centers, each data center including one or more physical computing systems configurable to execute one or more virtual desktop instances, each virtual desktop instance associated with a computing environment that includes an operating system configurable to execute one or more applications, each virtual desktop instance accessible by a computing device of a user of the PES via a network, the PES including an application marketplace accessible to search for one or more of the virtual desktop instances or one or more applications:

providing, to a user computing device associated with a user of the PES, access to the application marketplace for searching for an application to be executed by a virtual desktop instance;

receiving, by the application marketplace, a request from the user to access the application on the virtual desktop instance from the user computing device;

determining an entity associated with the user;

accessing access rules associated with the entity, the access rules used to determine who is authorized to access the application on behalf of the entity and a maximum amount of users associated with the entity that can simultaneously access the application at a particular data center;

determining, based at least in part on the access rules, whether the user is authorized to access the application;

in response to determining that the user is authorized to access the application:

selecting a data center to host the virtual desktop instance from the plurality of data centers, the data center selected based at least in part on the access rules and an amount of users associated with the entity accessing the data center; and

configuring the application to be executed from the virtual desktop instance at the selected data center;

in response to receiving a command to execute the application, causing the application to be executed from the virtual desktop instance; and

providing, to the user computing device, access to at least a portion of the application from the virtual desktop instance.

11. The method of claim 10, further comprising:

accessing metadata associated with the user computing device, the metadata comprising information indicative of whether the user is authorized to access the application on the user computing device; and

prior to providing access to the user computing device, determining that the user is authorized to access the application on the user computing device based at least in part on the metadata.

12. The method of claim 10, wherein the portion of the application comprises a user interface of the application.

13. The method of claim 10, wherein the portion of the application comprises an entire copy of the application.

14. The method of claim 10, wherein providing access to at least a portion of the application comprises streaming the virtual desktop instance to the user computing device.

15. The method of claim 10, further comprising sending a notification to the user at an expiration of an application rental period notifying the user of the expiration of the application rental period, the application rental period comprising a period of time during which the user is authorized to access the application.

16. Non-transitory physical computer storage comprising computer-executable instructions that direct a computing system to perform a method for

accessing an application available from a data center of a program execution service, the method comprising:

under control of a Program Execution Service (PES) that includes a number of data centers, each data center including one or more physical computing systems configurable to execute one or more virtual desktop instances, each virtual desktop instance associated with a computing environment that includes an operating system configurable to execute one or more applications, each virtual desktop instance accessible by a computing device of a user of the PES via a network, the PES including an application marketplace accessible to search for one or more of the virtual desktop instances or one or more applications:

providing, to a user computing device associated with a user of the PES, access to the application marketplace for searching for an application to be executed by a virtual desktop instance;

receiving, by the application marketplace, a request from the user to access the application on the virtual desktop instance from the user computing device;

determining an entity associated with the user;

accessing access rules associated with the entity, the access rules used to determine who is authorized to access the application on behalf of the entity and a maximum amount of users associated with the entity that can simultaneously access the application at a particular data center;

determining, based at least in part on the access rules, whether the user is authorized to access the application;

in response to determining that the user is authorized to access the application:

selecting a data center to host the virtual desktop instance from the number of data centers, the data center selected based at least in part on the access rules and an amount of users associated with the entity accessing the data center;

causing the application to be executed from the virtual desktop instance at the selected data center; and

providing, to the user computing device, access to at least a portion of the application from the virtual desktop instance.

17. The non-transitory physical computer storage of claim 16, wherein the method further comprises:

accessing metadata associated with the user computing device, the metadata comprising information indicative of whether the user is authorized to access the application on the user computing device; and

prior to providing access to the user computing device, determining that the user is authorized to access the application on the user computing device based at least in part on the metadata.

18. The non-transitory physical computer storage of claim 16, wherein the portion of the application comprises a user interface of the application.

19. The non-transitory physical computer storage of claim 16, wherein the portion of the application comprises an entire copy of the application.

20. The non-transitory physical computer storage of claim 16, wherein providing access to at least a portion of the application comprises streaming a portion of the application to the user computing device.

21. The non-transitory physical computer storage of claim 16, wherein providing access to at least a portion of the application comprises streaming the virtual desktop instance to the user computing device.

22. The non-transitory physical computer storage of claim 17, wherein the metadata further comprises purchasing information indicative of whether the user has purchased, rented, or licensed the application from the application marketplace.

23. The non-transitory physical computer storage of claim 22, wherein the method further comprising sending a notification to the user at an expiration of an application rental period notifying the user of the expiration of the application rental period, the application rental period comprising a period of time during which the user is authorized to access the application.