WHAT IS CLAIMED IS:

1. A computer-implemented method for generating a control interface for a customer who has acquired one or more service images from an electronic marketplace, wherein each service image of the one or more service images, when executed on a hosted computing environment, implements one or more network accessible services, the computer-implemented method comprising:

as implemented by one or more computing devices configured with specific executable instructions,

receiving a first instruction set associated with a first service image, wherein the first instruction set relates to an action performed by a computing resource within the hosted computing environment that executes the first service image;

associating the first instruction set with a first uniform control object;

receiving a second instruction set associated with a second service image that is different from the first service image, wherein the second instruction set is related to an action performed by a computing resource within the hosted computing environment that executes the second ~~the~~ service image;

associating the second instruction set with the first uniform control object;

identifying a service image acquired by the customer from the electronic marketplace that is associated with the first uniform control object;

generating for presentation on a computing device associated with the customer, a user interface including the first uniform control object;

following an interaction between thea computing device associated with the customer and the first uniform control object,

requesting the computing resource within the hosted computing environment to execute the first instruction set associated with the first uniform control object when the service image acquired by the customer is the first service image; and

requesting the computing resource to execute the second instruction set associated with first uniform control object when the service image acquired by the customer is the second service image.

2. The computer-implemented method of Claim 1, wherein executing at least one of the first instruction set and the second instruction set comprises at least one of activating a service image, deactivating a service image, modifying the type of computing resource which is hosting the service image, modifying the computing resource which is hosting the service image, transmitting a message to the service image, pausing the service image, upgrading

the service image, downgrading the service image, and outputting the status of the operations being performed by the service image.

3. The computer-implemented method of Claim 1, further comprising:

receiving a third instruction set associated with a customized control object, wherein the third instruction set is further associated with the first service image; and

following an interaction between a computing device associated with the customer and the customized control object, executing the third instruction set.

4. The computer-implemented method of Claim 3, wherein the third instruction set is only associated with the first identified service image.

5. The computer-implemented method of Claim 1, wherein the plurality of instruction sets comprise communication information for communicating with the service image.

~~6. The computer-implemented method of Claim 1, further comprising generating for presentation on a computing device associated with the customer, a user interface including the first uniform control object.~~

~~7~~6. The computer-implemented method of Claim ~~6~~1, wherein the interaction between the computing device associated with the customer and the first uniform control object comprises a selection of the first uniform control object included in the user interface presented on the computing device associated with the customer.

7~~8~~. The computer-implemented method of Claim 1 , wherein the interaction between the computing device associated with the customer and the first uniform control object comprises receiving a command from the computing device via an application programming interface (API).

~~9~~8. A computer-implemented method for generating a control interface for a customer who has acquired one or more service images from an electronic marketplace, wherein each service image of the one or more service images, when executed on a hosted computing environment, implements one or more network accessible services, the computer-implemented method comprising:

as implemented by one or more computing devices configured with specific executable instructions,

associating one or more uniform control objects with a plurality of service images from the electronic marketplace;

receiving a plurality of instruction sets, wherein each instruction set is associated with a distinct service image and each instruction set relates to an action performed by a computing resource within the hosted computing environment that executes the distinct service image;

associating the plurality of instruction sets with a first uniform control object;

identifying a service image acquired by the customer from the electronic marketplace, wherein the service image acquired by the customer is associated with the first uniform control object;

generating for presentation on a second computing device associated with the customer, a user interface including the first uniform control object;

following an interaction between a second computing device associated with the customer and the first uniform control object, requesting the computing resource within the hosted computing environment to execute an instruction set associated with the identified service image acquired by the customer.

~~10~~9. The computer-implemented method of Claim ~~9~~8, wherein the action performed by the computing resource includes at least one of activating a service image, deactivating a service image, modifying the type of computing resource which is hosting the service image, modifying the computing resource which is hosting the service image, transmitting a message to the service image, pausing the service image, upgrading the service image, downgrading the service image, and outputting the status of the operations being performed by the service image.

10~~1~~. The computer-implemented method of Claim ~~8~~9, further comprising

receiving a first instruction set associated with a customized control object, wherein the first instruction set is further associated with the identified service image acquired by the customer; and following an interaction between the second computing device associated and the customized control object, executing the first instruction set.

11~~2~~. The computer-implemented method of Claim 10~~1~~, wherein the first instruction set is only associated with the identified service image acquired by the customer.

~~13. The computer-implemented method of Claim 9, further comprising generating for presentation on a second computing device associated with the customer, a user interface including the first uniform control object.~~

12~~4~~. The computer-implemented method of Claim 8~~13~~, wherein the interaction between the second computing device and the first uniform control object comprises a selection of the first uniform control object included in the user interface presented on the second computing device.

13~~5~~. The computer-implemented method of Claim 8~~9~~, wherein the interaction between the second computing device associated with the customer and the first uniform control object comprises receiving a command from the second computing device via an application programming interface (API).

14. A system for generating a control interface for a customer who has acquired one or more service images from an electronic marketplace, wherein each service image of the one or more service images, when executed on a hosted computing environment, implements one or more network accessible services, the system comprising:

an electronic catalog storing at least:

a plurality of service images, wherein each service image of the plurality of service images is capable of being executed in the hosted computing environment, and wherein each service image comprises at least one software application,

a first uniform control object, and

a first instruction set associated with the first uniform control object, wherein the first instruction set, when executed on the hosted computing environment, performs a first action designated by the first instruction set, and

a second instruction set associated with the first uniform control object, wherein the second instruction set, when executed on the hosted computing environment, performs a second action designated by the second instruction set; and

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

identify a service image acquired by the customer from the electronic catalog that is associated with the first uniform control object;

generate a user interface including the first uniform control object for presentation on a computing device associated with the customer; and

following an interaction with the first control object of the presented user interface, request a computing resource within the hosted computing

environment to execute an instruction set associated with the identified service image acquired by the customer.

15. The system of Claim 14, wherein the computing resource is a computing resource associated with the hosted computing environment.

16. The system of Claim 14, wherein the computing resource is a computing resource maintained by a provider of the identified service image acquired by the customer.

17. The system of Claim 14, wherein the action performed by the computing resource includes at least one of activating a service image, deactivating a service image, modifying the type of computing resource which is hosting the service image, modifying the computing resource which is hosting the service image, transmitting a message to the service image, pausing the service image, upgrading the service image, and outputting the status of the operations being performed by the service image.

18. The system of Claim 14, wherein the electronic catalog further stores a third instruction set associated with a customized control object and with the identified service image acquired by the customer;

the user interface further includes the customized control object; and following an interaction with the customized control object, the marketplace computing device is further configured to execute the first instruction set.

19. The system of Claim 18, wherein the third instruction set is only associated with the identified service image acquired by the customer.