Maximization of Cloud Provider Profits in Equilibrium Price Auctions

- Cloud computing permits to lease infrastructure, rather than provide it in-house
- Market-based schemes, e.g., auctions, increasingly complement or substitute fixed pricing

- Auction-based, profit-maximizing allocation
  - ...of virtual machines to physical machines
  - ... subject to resource constraints
  → Equilibrium Price Auction Allocation Problem

- Formal problem specification and mathematical modeling
- Development, implementation, and evaluation of...
  - Exact allocation approach
  - Heuristic allocation approach