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(54) SCALABLE SERVICES DEPLOYMENT

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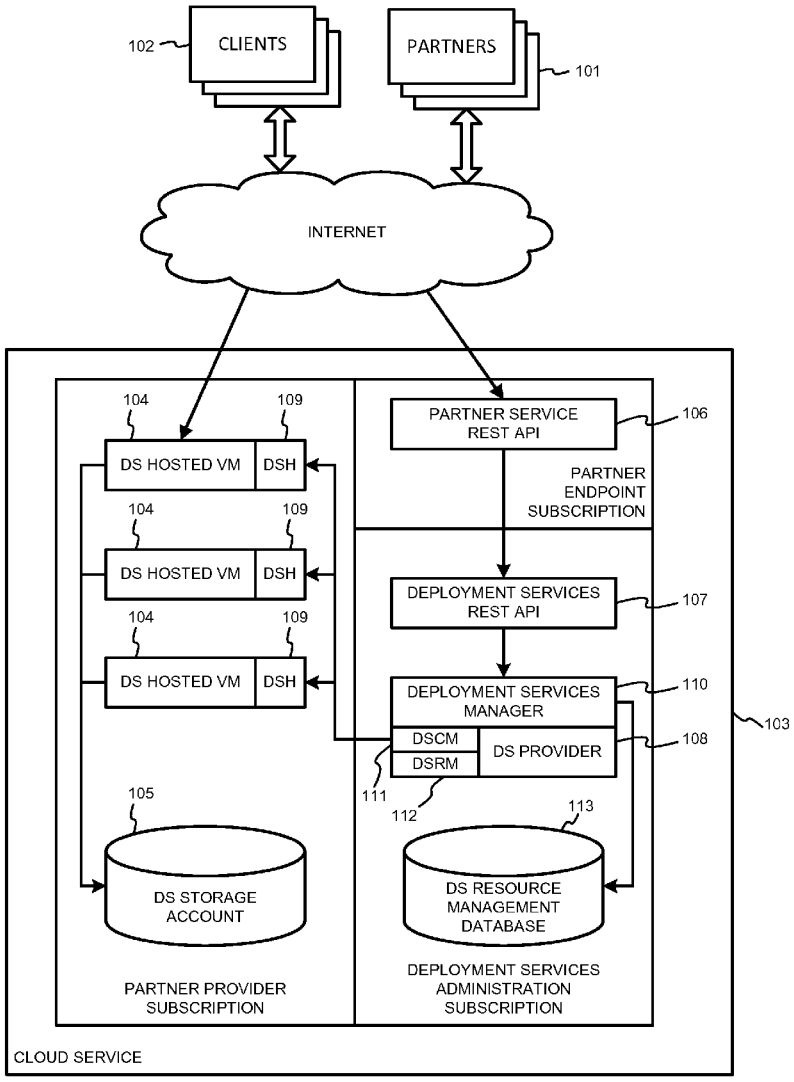
(57) **ABSTRACT**

Embodiments provide an abstraction on top of virtual machine allocation APIs to expose scalable services. The services are higher level components that expose a particular set of functionalities. A deployment manager handles matching and managing virtual machine allocations in order to meet the customer demands for the managed services. A deployment service exposes a "service" as a unit of resource allocation in a distributed computing environment or cloud computing service. Client components interact with the deployment service to request new service instances to meet customer demand.