Customer Care Registry

Literature Surveys`s

Team Members:-

R.Prakash(TL)

C.Selva Yogiraam

J.Jetson Cyrus

P.Mari saravanan

Literature Survey-1

Paper:

Optimal multi server configuration for profit maximization in cloud computing

Author:

J. Cao, K. Hwang, K. Li, and A. Y. Zomaya

Information Gathered:

- As cloud computing becomes more and more popular, understanding the economics of cloud computing becomes critically important.

- To maximize the profit, a service provider should understand both service charges and business costs, and how they are determined by the characteristics of the applications and the configuration of a multi-server system

- Take some factors into considerations such as the amount of a service, the workload of an application environment, the configuration of a multi-server system, the service-level agreement, the satisfaction of a consumer, the quality of a service, the penalty of a low-quality service, the cost of renting, the cost of energy consumption, and a service provider's margin and profit

Advantages:-

The problem of optimal multi-server configuration for profit maximization in a cloud computing environment is studied

Literature Survey-2

Paper:-

"Models of consumer satisfaction formation: An extension

Authors:-

D. K. Tse and P. C. Wilton.

Information gathered:-

The authors extend consumer satisfaction literature by theoretically and empirically:-

1. Examining the effect of perceived performance using a model first proposed by Churchill and Surprenant
2. Investigating how alternative conceptualizations of comparison standards and disconfirmation capture the satisfaction formation process
3. Exploring possible multiple comparison processes in satisfaction formation.

Results of a laboratory experiment suggest that perceived performance exerts direct significant influence on satisfaction in addition to those influences from expected performance and subjective disconfirmation

Advantages:-

Expectation and subjective disconfirmation seem to be the best conceptualizations in capturing satisfaction formation. The results suggest multiple comparison processes in satisfaction formation

Literature Survey-3

Paper :-

Optimal power allocation and load distribution for multiple heterogeneous multicore server processors across clouds and data centres

Authors:-

J. Cao, K. Li, and I. Stojmenovic

Information Gathered:-

- For multiple heterogeneous multicore server processors across clouds and data centers, the aggregated performance of the cloud of clouds can be optimized by load distribution and balancing.
- Energy efficiency is one of the most important issues for large-scale server systems in current and future data centres. The multicore processor technology provides new levels of performance and energy efficiency.
- formulate optimal power allocation and load distribution for multiple servers in a cloud of clouds as optimization problems, i.e., power constrained performance optimization and performance constrained power optimization

Advantages:-

Results in this paper provide new theoretical insights into power management and performance optimization in data centres

Literature Survey-4

Paper:-

Customer Satisfaction- Aware Profit Optimization Model to Find the Numeric Optimal Cloud Configuration for Cloud Service Providers

Authors:-

Ponnuru Aruna , J.Raghunath

Information Gathered:-

- Customer satisfaction is taken into consideration to address the problem how to configure their cloud service platforms to obtain the maximum profit becomes increasingly the focus that they pay attention to.
- On one hand, the cloud configuration affects the quality of service which is an important factor affecting customer satisfaction. On the other hand, the customer satisfaction affects the request arrival rate of a cloud service provider.

Merits:-

- This paper adopts the thought in Business Administration, and firstly defines the customer satisfaction level of cloud computing.
- Based on the definition of customer satisfaction, we build a profit maximization model in which the effect of customer satisfaction on quality of service (QoS) and price of service (PoS) is considered.
- In this paper, customer satisfaction- aware profit optimization model and propose a discrete hill climbing algorithm to find the numeric optimal cloud configuration for cloud service providers.

Literature Survey-5

Paper:-

Maximizing cloud providers' revenues via energy aware allocation policies

Authors:-

Michele Mazzucco , Dmytro Dyachuk and Ralph Deters

Information Gathered:-

Cloud providers, like Amazon, offer their data centres computational and storage capacities for lease to paying customers.

High electricity consumption, associated with running a data centre, not only reflects on its carbon footprint, but also increases the costs of running the data centre itself

Merits:-

The results of numerical experiments and simulations are described, showing that the proposed scheme performs well under different traffic conditions.

Literature Survey-6

Paper:-

An intelligent cloud-based customer relationship management system to determine flexible pricing for customer retention

Authors:-

H.Y.Choy, W.Y.Stephen and K.L. Cheng

Information Gathered:-

This paper proposes that the customer are categorized based on purchase behaviours, historical ordering patterns and frequency of purchase customize customer care and promotions are given

Merits:

Customer care is given based upon purchase behaviours, features of the product purchased without any interaction