



Data Envelopment Analysis for Checking Sustainable Efficiency in Cloud Computing Engineering

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Abstract

The importance of cloud technologies in Information Technology Engineering has been growing world-wide which has brought significant changes and opportunities to various sectors across the Globe. The current study is related to calculating the relative efficiency of cloud companies using Data Envelopment Analysis (DEA) i.e., decision making units (DMUs) for IT Companies. This study provides dimension of Cloud Company's efficiency using DEA with data in 2017 among the 10 Cloud Companies. This study uses Number of Employees, Year of Establishment and no of companies using that particular cloud as input variables whereas Annual Revenue and Annual Income are the output variables for the DEA Analysis. Results indicate DEA is fairly methodology in relates to efficiency of DMUs.

Keywords: Data Envelopment Analysis, decision making units, Cloud, efficiency, Constant Returns to Scale and VRS, Variable returns to scale

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1 Introduction

Data Envelopment Analysis (DEA) is a accepted model created by Charnes et al. in the year 1978. This was wide studied everywhere across. This has been used to compute DMU's and in return find the relative efficiencies. It indicates DMU's productivity, means the division of total weighted outputs to the total weighted inputs, later collate each other to find the DMU efficient. DEA achieves the weights optimal for input and output of everything and no constraints have been applied on the weights. DEA is efficient and adaptable analysis for effectiveness in globe. Broad practical use for DEA is there in alternative fields manufacturing, logistics, telecommunication, healthcare, and even in sports. DEA arranges into two categories, effectiveness equals to 100% effective and ineffectiveness with minimal than 100% effectiveness.

The cloud is a technology that offers resources, backup facilities, development tools in the form of services accessible through the Internet. These cloud trends shift by a variety of organizations has resulted in the requisite of providers to invest in cloud infrastructure and data center related contributions like security and management services. According to an Article in zdnet top Cloud service providers available in the market are Microsoft, Amazon Web Services, Sales Force, Citrix, Google, IBM, SAP, Oracle, Workday & VM Ware. In this paper we will be measuring the efficiency of top ten Cloud Companies (DMUs) with DEA.

2 Related works

Charnes A et al. [1] used Data Envelopment Analysis model for developing measures of decision making efficiency with special reference to possible use in evaluating public programs.

Shammari [2] used Multi criteria Data Envelopment Analysis model for measuring the productive efficiency of hospitals.

Cook et al. [3] used DEA for application to service performance and sales in branches of the bank.

Giokas et al. [4] used Data Envelopment Analysis for Evaluating Productiveness in Telecommunications.

Tongzon [5] used Data Envelopment Analysis for Australia and various other ports to improve port efficiency.

Haas [6] used Data Envelopment Analysis for Productive Efficiency of English Football Teams.

Abbott [7] used Data Envelopment Analysis to find efficiency for Australian universities.

Raul Sanhueza et al. [8] used Data Envelopment Analysis for Efficiency Determination of the Electric Power Distribution.

Sun [9] used Data Envelopment Analysis in the Taiwanese Army for joint maintenance shops.

Ramanathan [10] used Data Envelopment Analysis for hospitals in Oman.

Eleren et al. [11] used DEA for private deposit banks in Turkey.

Cullinane et al. [12] used DEA for Improving Container Port Efficiency.

Tauer et al. [13] used DEA Analysis for measuring efficiencies for college in the academic departments.

Alirezaee et al. [14] used Data Envelopment Analysis in relates to Model Improvement for Computational Difficulties in the Present of Special DMU's.

Barros [15] used DEA Analysis for Technical efficiency of UK airports.

Wahab et al. [16] used DEA Analysis for assessing machine flexibility in the systems manufacturing.

Bhagavath [17] used DEA for Transportation Measurement.

Sozen et al. [18] used DEA for thermal power station in Istanbul.

Griffin et al. [19] used DEA for determining policy-efficient management strategies in fisheries.

Salah et al. [20] used DEA for Assessment of academic department's efficiency.

Khezrimotlagh et al. [21] used Data Envelopment Analysis for assessing the Efficiency of Airports.

Scalco et al. [22] used DEA in the police military of Brazil.

Kamrul et al. [23] used DEA for Efficiency in the Production when the situation was worst.

David Meza and Ki Young Jeong [24] used data envelopment analysis for six sigma project during the implementation in NASA.

Amin et al. [25] used DEA Technique for Hospitals Productivity Measurement.

Mazyar et al. [26] used DEA for Construction Project Success ranking.

Georgios [27] used DEA in the organizations to find the efficiency.

Hiroto Narimatsu et al. [28] used DEA in creating a Risk Model for Obesity.

Edward et al. [29] used DEA Approach for Ranking Journals.

Saifulsyahira et al. [30] used DEA in the Primary Care centers.

Xiao et al. [31] used DEA for the decision-making.

Angeliki et al. [32] used DEA in public hospital sector when there was economic crisis in Greece.

Abbas Mardani et al. [33] used DEA for State of the Art and Recent Development Trends in Energy and Environmental Economics.

Eva Grmanová and Eva Ivanová [34] used DEA for calculating the banks efficiency in Slovakia.

Rajyalakshmi et al. [35] used Data Envelopment Analysis Algorithm for Cricket Team Selection.

Bhishma and Venkateswarlu [36] studied the efficiency and productivity of Indian public and private insurance non life organizations.

3 Data Envelopment Analysis

“When numerous inputs and numerous outputs are considered for Particular organization DEA model efficiency is defined as

$$\text{Efficiency} = (\text{weighted total of outputs}) / (\text{weighted total of inputs})$$

Here, the underlying assumption is that weights related to selected inputs and outputs have already been fixed as deemed acceptable for that specific firm in its operating background.

Data Envelopment Analysis (DEA) is a non-parametric approach for deriving the performance of a group of peer entities wherever various units are converted to multiple outputs. It uses linear programming method to conclude the efficiency limit. The points, which lie on the limit include the efficient companies and the inefficient companies lie below the limit.

DEA was initially come about by Charnes, Cooper and Rhodes (1978) (CCR model) to assess the relative efficiency of public sector not-for-profit organizations presuming constant return to scale. The effectiveness score of the companies varies between 0 and 1. The companies having an efficiency score of 1 are the relatively effective companies. The other companies having efficiency score less than 1 are relatively not effective. Our purpose to be noted here is that the term ‘relatively efficient’ means that the companies are effective in relation to alternative companies in the sample. The CCR model permits the individual companies to alter its own weights accordingly so that it becomes relatively effective. So, the efficiency score is the fraction of the weighted set of inputs to the weighted set of outputs”[1].

The CCR Model [1] is demonstrated below:

“Let there be i range of companies to be evaluated. Every company absorbs l different inputs to produce m different outputs. More precisely, company k consumes G_{lk} of l^{th} input and produces H_{lk} of the m^{th} output. (where $j = 1, 2, 3 \dots i$). We further assume that $G_{lk} \geq 0$ and $H_{mk} \geq 0$.

The model is as follows:

CCR Model in Fractional Form

$$\begin{array}{l} M \\ \text{Max EC} = (\sum_{m=1} U_{mC} \cdot H_{mC} / \sum_{l=1} V_{lC} \cdot G_{lC}) \end{array} \quad (1)$$

Subject to

$$\begin{array}{l} M \\ L \\ (\sum_{m=1} U_{mC} \cdot H_{mk} / \sum_{l=1} V_{lC} \cdot G_{lk}) \leq 1 \end{array} \quad (2)$$

(for k = 1,2,3,...i)

$$U_{mC} \geq 0, V_{lC} \geq 0, \varepsilon \geq 0 \quad (3)$$

Where

EC = Efficiency of the a particular company (say C)
 H_{mC} = Amount of m^{th} output produced by the company C
 G_{lC} = Amount of l^{th} input consumed by the company C
 H_{mj} = Amount of m^{th} output produced by j^{th} company
 G_{lj} = Amount of l^{th} input consumed by the j^{th} company
 U_{mC} = Weight assigned to the m^{th} output of the company C
 V_{lC} = Weight assigned to the l^{th} input of base company C
 ε = A sufficiently small positive number

The above fractional form can be transformed to the following equivalent linear programming form

$$\text{Max EC} = (\sum U_{mC} \cdot H_{mC}) \quad (4)$$

Subject to

$$\begin{array}{l} L \\ \sum_{l=1} V_{lB} \cdot G_{lB} = 1 \end{array} \quad (5)$$

$$\begin{array}{l} Q \\ \sum_{m=1} U_{mC} \cdot H_{mj} - \sum_{l=1} V_{lC} \cdot G_{lC} \leq 0 \text{ for } (k = 1,2,3,\dots,i) \end{array} \quad (6)$$

$$U_{mC}, V_{mC} \geq \varepsilon \geq 0 \quad (7)$$

We are interested in the relative effectiveness of the company C with reference to all the other organizations in the sample. Relative efficiency means we are comparing the ratio of the weighted outputs (virtual output) to the weighted inputs (virtual input) relative to the company C. The objective

is to maximize EC (ratio of the virtual output to virtual input) by comparing the inputs and outputs of all the other companies such that none of them have efficiency greater than 1. It is noted that the unknown weights U_{mc} and V_{mc} are obtained through optimization"[1].

4 Research Methodology

We have used DEAP Version 2.1 to calculate the efficiencies of Top 10 Cloud Companies. CRS, Constant Returns to Scale and VRS, Variable returns to scale will be evaluated. We have calculated the results by using DEAP 2.1 software developed by the University of Queensland Australia from the below:

“<https://economics.uq.edu.au/cepa/software>”[37].

Attributes selection is vital in DEA in relates to aim for study.

4.1 Sample Selection

The paper relies on study of 10 Cloud companies with DEAP Analysis. The companies were therefore chosen that they were doing the best in Cloud Technologies with data in 2017.

4.2 Classification of Input and Output Attributes

In any software organization important factor is Number of Employees, Added to that Reputation also plays an important role which is Year of Establishment and No of companies using that particular cloud in the Service Industry are the Input Variables. Output variables chosen for the study are Annual Revenue and Annual Income.

Income, for example, shows how well the company utilizes its resources and reduces its expenditure and operational costs to effectively increase the company's income. On the other hand, revenue only shows us how many products the company has managed to sell and the prices at which they are sold but doesn't depict the utilization of resources in an efficient way.

Inputs

X1 = Number of Employees

X2 = Year of Establishment

X3 = No of companies using that particular cloud

Outputs

Y1 = Annual Revenue

Y2 = Annual Income

Table 1: Outline statistics for Attributes of inputs and outputs

S.No	DMU	Founded in Year	No of Years of Establishment	No of Employees in Units(1000)	Annual Revenue in Billion \$	Annual Net Income in Billion \$	No of Companies using Cloud Units (1000)
1	Microsoft	1975	44	125	90	20	1054.65
2	Amazon Web Services	2002	17	566	18	1.3	1198.04
3	Sales Force	1999	20	30	8	0.18	31.54
4	Citrix	1989	30	8	3.3	0.32	7.24
5	Google	1998	21	85	31	5.43	772.84
6	IBM	1911	108	380	79	5.8	2.59
7	SAP	1972	47	88	37	4.5	0.44
8	Oracle	1977	42	138	37	9	6.32
9	Workday	2005	14	8	2.4	0.32	0.05
10	VM Ware	1998	21	20	7	1.18	4.83

Annual Revenue and Annual Income are the output variables. Number of Employees, Year of Establishment and No of companies using that particular cloud are the inputs.

Table2: Efficiency Summary

Firm	CRS	VRS
Microsoft	1	1
Amazon Web Services	0.197	0.955
Sales Force	0.583	0.993
Citrix	0.912	1
Google	0.507	0.988
IBM	1	1
SAP	1	1
Oracle	1	1
Workday	0.776	1
VM Ware	0.977	1

5 Results

Ten Cloud Companies have been assessed for calculating their efficiency with data in 2017. Initially we have got resolved DEAP model while not considering any uncertainties in data. Table 2 shows the CRS and VRS models results. It is noticed that four cloud companies viz., Microsoft, IBM, SAP, Oracle are precisely competent and form the efficient leading edge. Annual Revenue of the companies depends upon the Reputation of the company and since when it is founded and not on size of the Employees. Other companies attain efficiency scores ranging from 0.197 to 0.977, and the average of efficiency value is 0.79.

VRS, Variable Returns to Scale for companies Microsoft, Citrix, IBM, SAP, Oracle, Workday & VM Ware is 1. So these companies are Technically Efficient. Below are the reasons for the other companies why these are not Technically Efficient and may focus on that.

1. Amazon Web Services was unable to achieve the Annual Revenue compared to Microsoft, IBM, SAP, Oracle though the No employees were less in size which is very larger compared to Microsoft, IBM, SAP, Oracle. Amazon Web Services is having all scale of clients from smaller to larger which is technically inefficient and need to focus on larger clients.

2. Sales Force was unable to achieve the Annual Revenue compared to Microsoft, IBM, SAP, Oracle because the No employees were less in size which is lesser compared to Microsoft, IBM, SAP, Oracle which means Sales Force should grow bigger in Size and need to focus on all various clients.

3. Citrix was unable to achieve the Annual Revenue compared to Microsoft, IBM, SAP, Oracle because the No employees were less in size which is very lesser compared to Microsoft, IBM, SAP, Oracle which means Citrix should grow bigger in Size and need to focus on all various clients.

4. Google was unable to achieve the Annual Revenue compared to Microsoft, IBM, SAP, Oracle because no of companies using cloud companies are less which means Google should focus on giant clients. Employee Number is Moderate.

5. Workday was unable to achieve the Annual Revenue compared to SAP, Oracle, Microsoft, IBM because the No employees were very lesser compared to Microsoft, IBM, SAP, Oracle which means Workday should grow bigger in Size and need to focus on all various clients.

6. VMWare was unable to achieve the Annual Revenue compared to SAP, Oracle, Microsoft, IBM because the No employees were very lesser compared to Microsoft, IBM, SAP, Oracle which means VMWare should grow bigger in Size and need to focus on larger clients.

6 Conclusion

By means of DEA organization can evaluate effectiveness of the Individual units, giving every unit an objective index of effectiveness, within a considerable set of units, even within the case of difference about the relative importance of the outputs. Profitability and productivity will be improved through a better shaping of the aims and processes of the performance analysis. This method permits identification of the efficiencies and potential ways to improve efficiency.

The analysis of each individual units is related in the current situation of competitiveness. This is why DEA models which are worked on identifying and taking improvement of diversity – taking under consideration every decision unit as a sole entity – permit versatile evaluations through personalized evaluations.

In CRS model 4 units Microsoft, IBM, SAP, Oracle are efficient where as in VRS model 7 units Microsoft, Citrix, IBM, SAP, Oracle, Workday & VM Ware are efficient. Three companies Citrix, Workday & VM Ware are ineffective companies in the CRS model but those became effective cloud companies in the VRS model.

From Table 2 effectiveness of all the companies as per the VRS model are better than the CRS model. Sales Force created 58.30% in CRS model compared to 99.30% in VRS model.

The overall VRS model shows additional performance of Cloud companies compared to CRS model. The mean efficiency scores are 0.7952

i.e 79.52% and 0.9936 i.e 99.36%. Efficiency scores clearly mentions ample of space is existing in relates to development of Cloud Companies.

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