

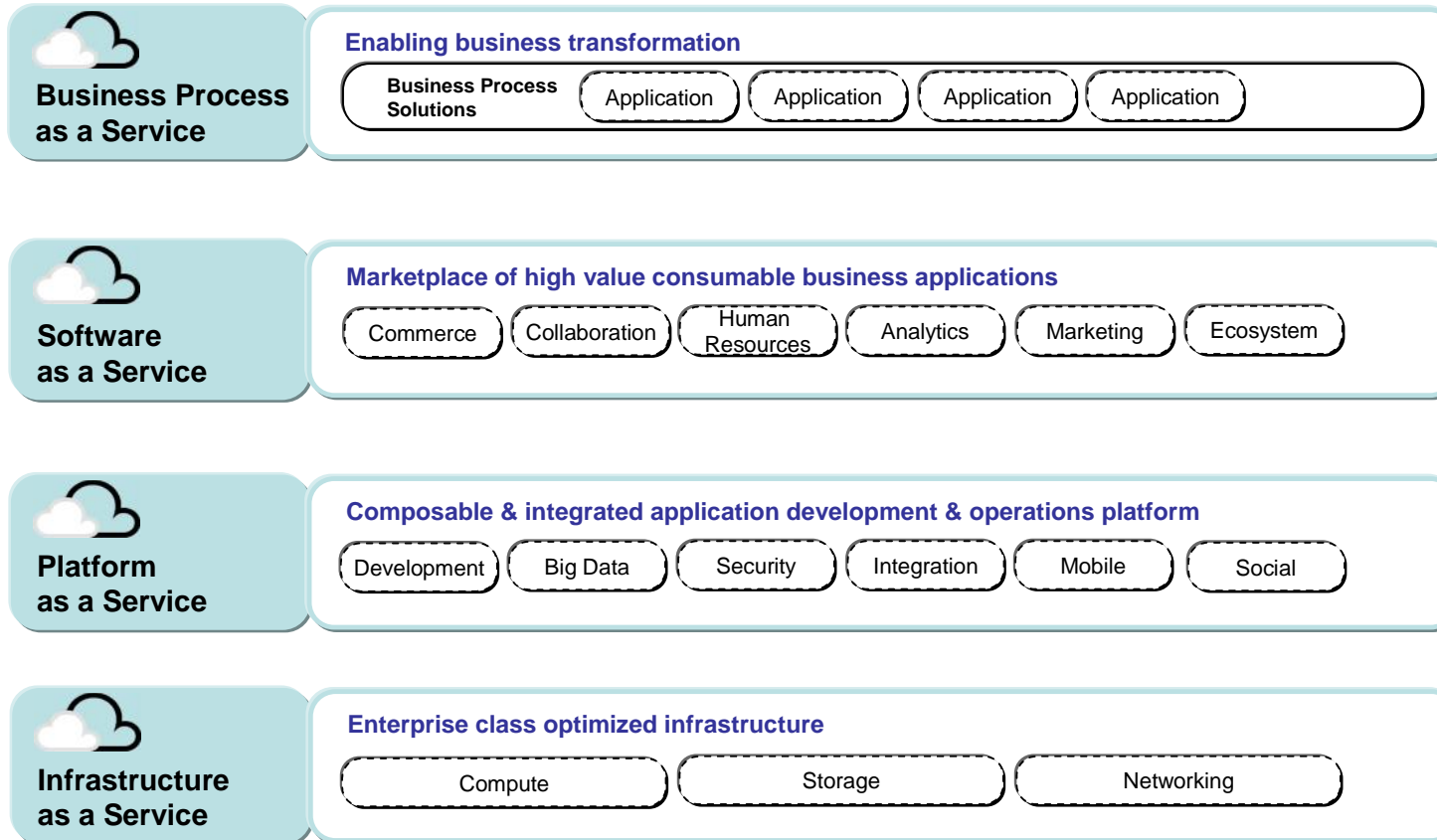
IBM Codename:BlueMix PaaS Building & Running Cloud Applications

Mike Edwards
Emerging Technologies
Hursley Park

Outlook: Spectacular Cloud Services



IBM Cloud services

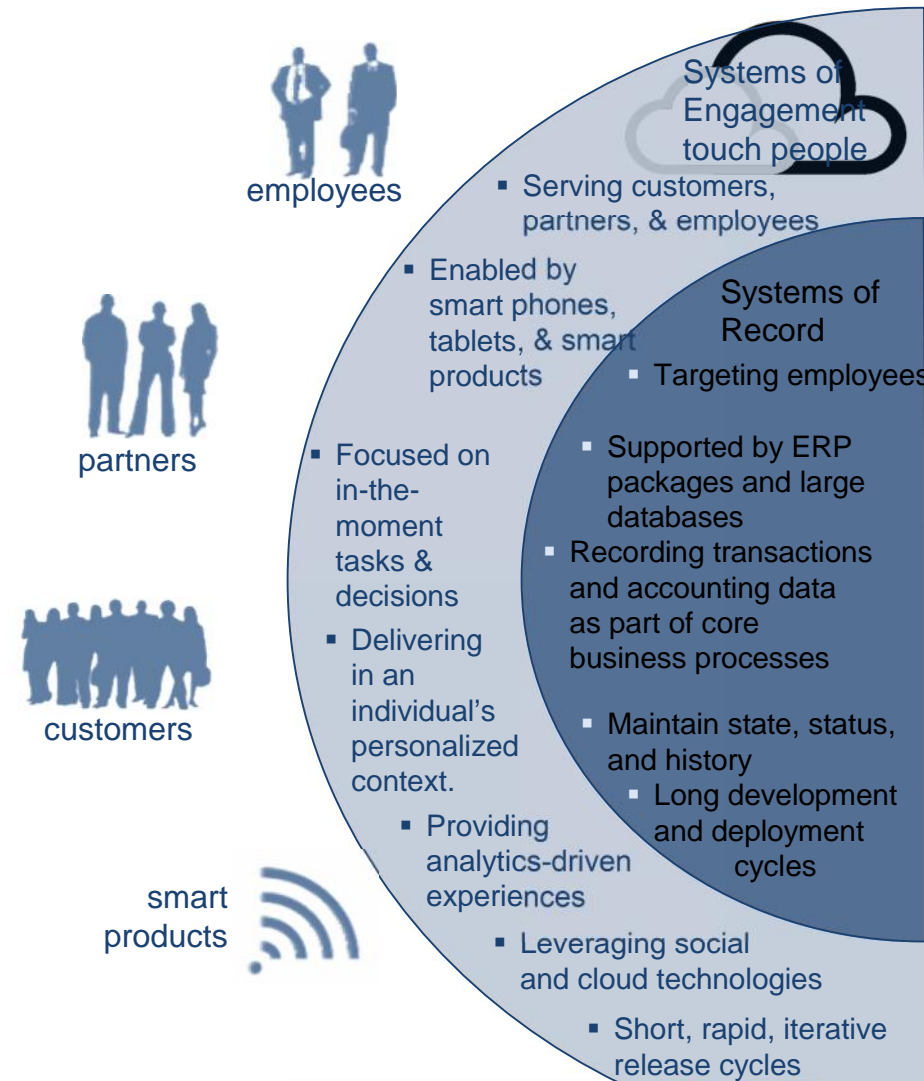


IBM Kenexa
Talent Management



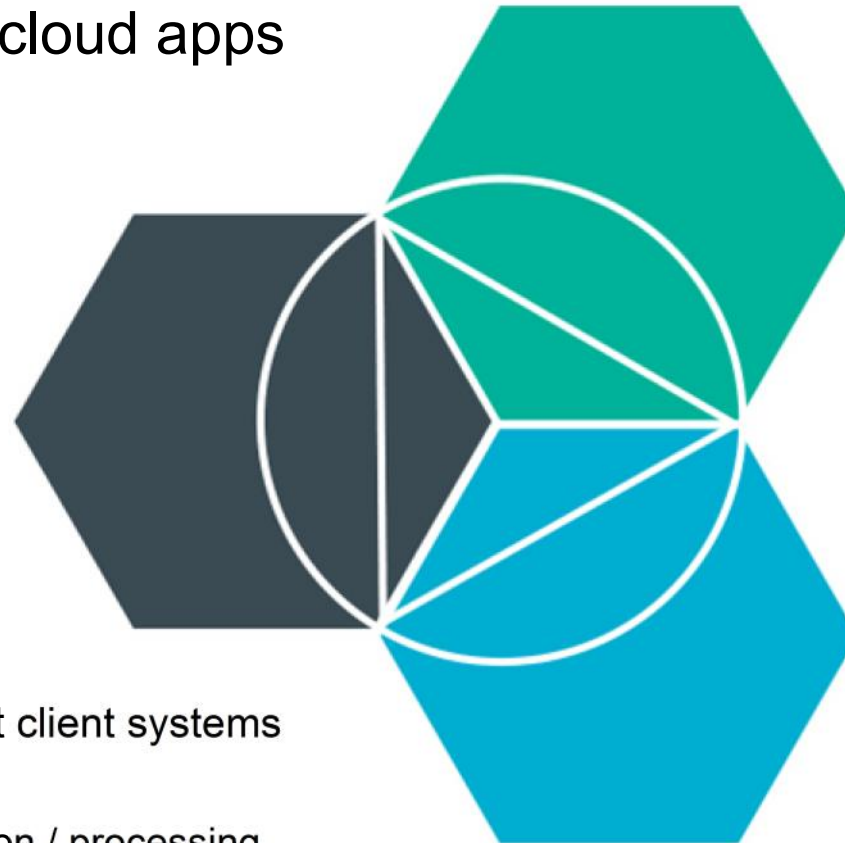
Systems Of Engagement

- Offer engaging user experience
- Complement & unite Systems of Record
- Add context to SoR via social & mobile components
- Adaptable to changing requirements
- Development process usually agile & iterative with quick time to value



IBM BlueMix PaaS platform

- Build & deploy cloud apps



- Applications:

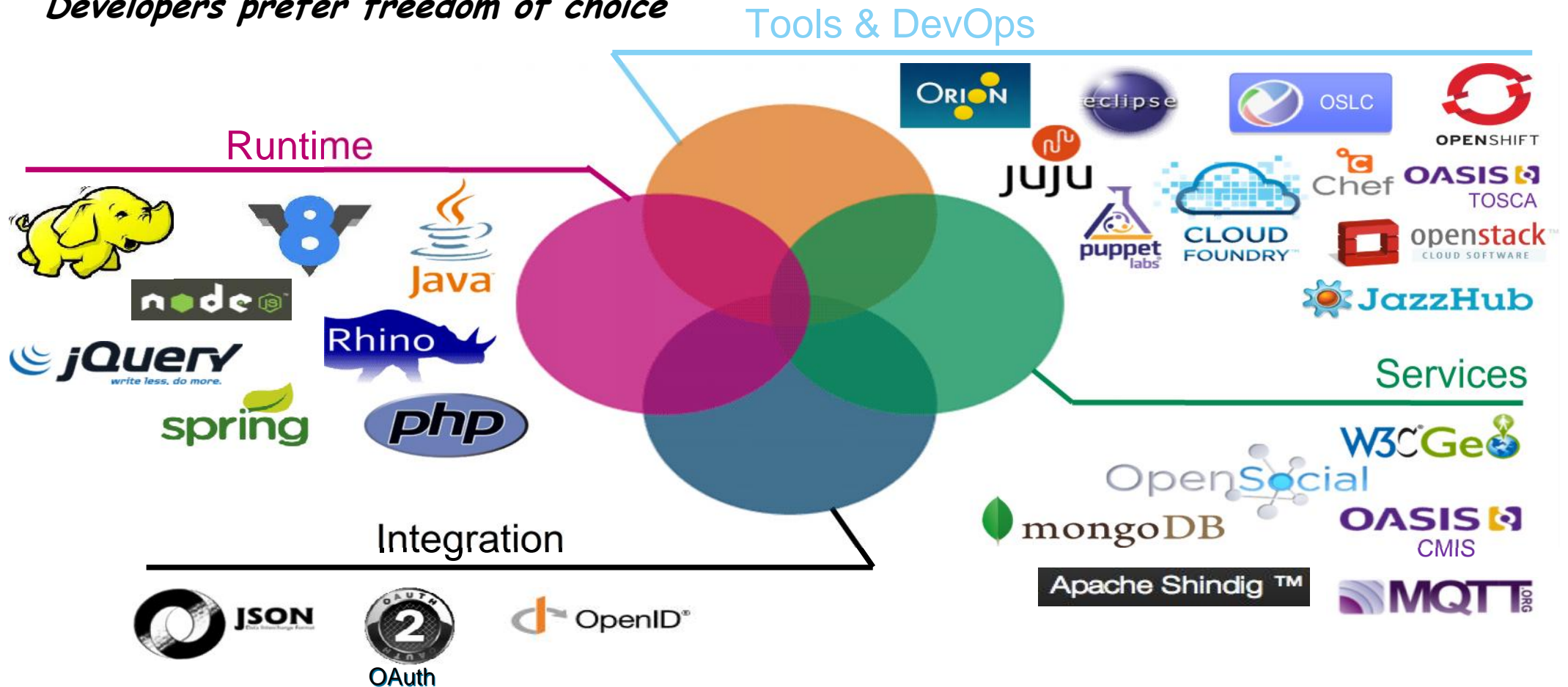
- stateless apps support client systems
- services catalog
 - data / communication / processing

- Devops environment

- monitoring
- control
- scalability
- controlled update rollout

Innovation Fueled By Open Standards

Developers prefer freedom of choice



BlueMix essentials

- PaaS based on CloudFoundry open source codebase
 - run on Softlayer & OpenStack
- + Tailored UI/Dashboard for Devops
 - in addition to command line & API
- + IBM application types
 - e.g. WebSphere Liberty
- + IBM services & 3rd Party services
 - e.g. messaging, integration, elastic caching, Watson, analytics...
- + Development tool integration
- Distributed, resilient environment support

Develop: Apps & Services

Runtimes



Web and Application Services



Mobile Services



Data Management Services



Big Data



DevOps



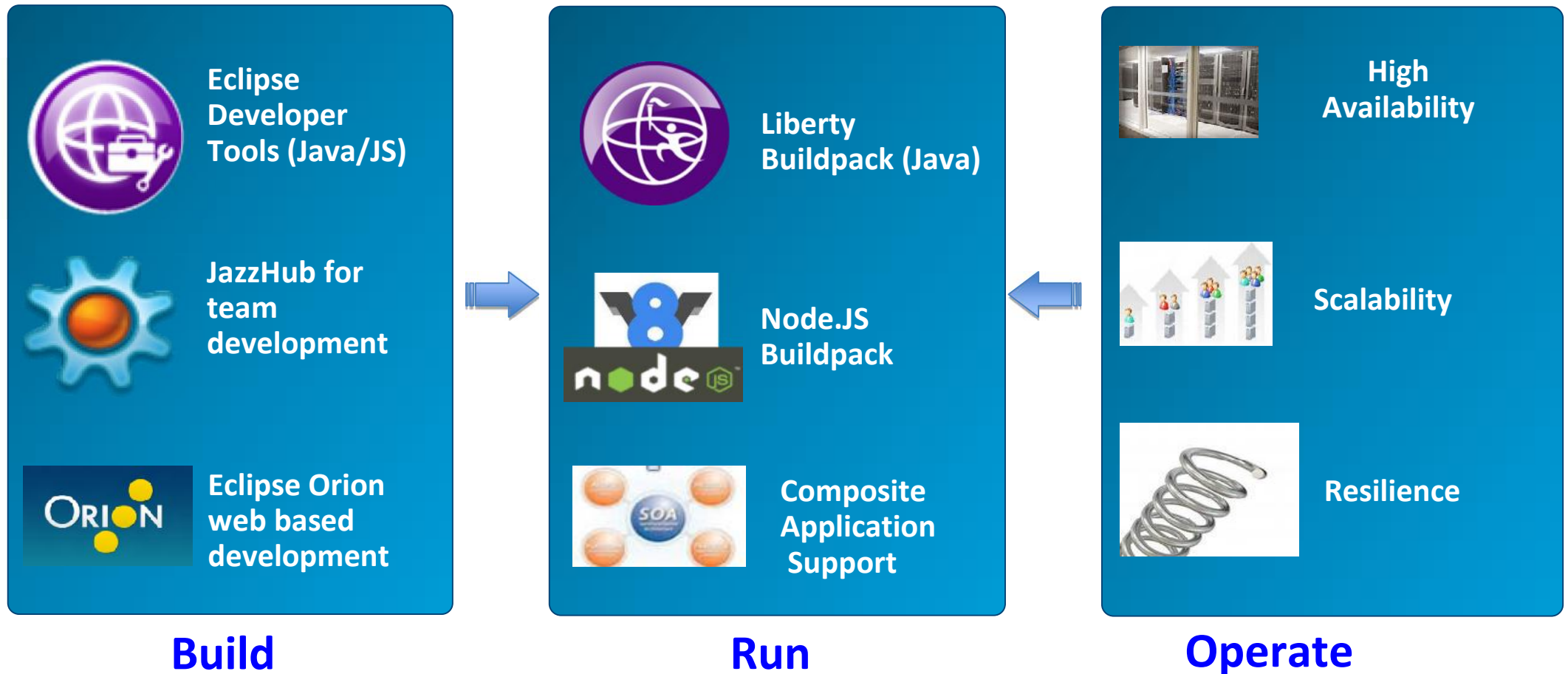
Integration



Extensibility & Integration

- BlueMix extensible through APIs
 - additional application frameworks
 - additional services
- Integration with BlueMix via APIs
 - existing tooling e.g. Jenkins
 - code repositories – e.g. git
 - development tooling – e.g. Eclipse, Eclipse Orion, Jazz...
- Integration services to connect with systems outside BlueMix
 - e.g. Elastic messaging service

BlueMix Runtime and Tools



Devops: Monitor & Control

- ❑ *Scalability*
- ❑ *Resources*
- ❑ *Updates*

IBM Codename: BlueMix Dashboard

DASHBOARD CATALOG DOCS mike_edwards@uk.ibm.com

First_nodejs

OVERVIEW

RUNTIME

Files and Logs

Runtime

Resources

Instances: 3

Memory Quota (Instance): 256MB

SAVE RESET

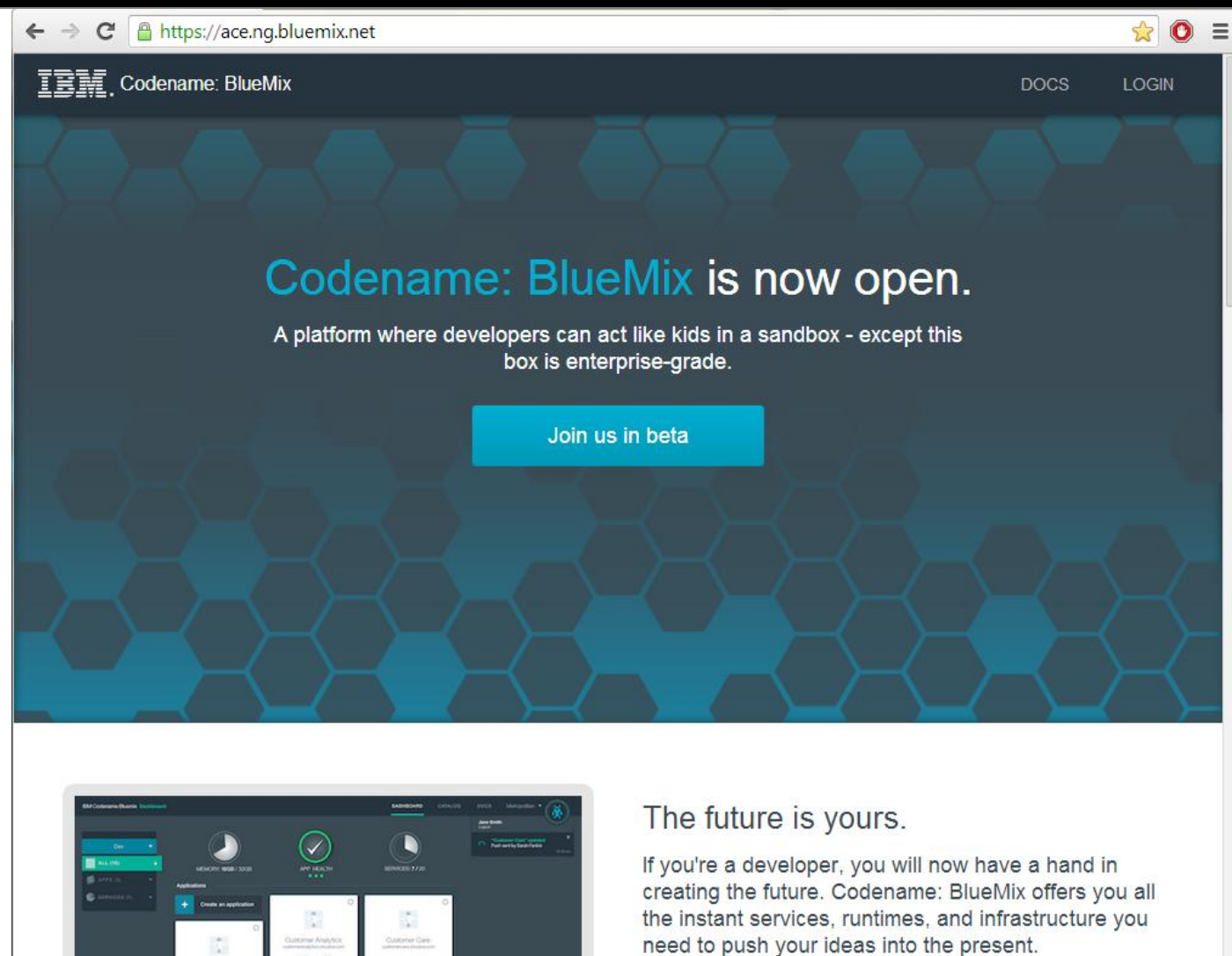
Memory Quota	Current	After
Total:	8.000GB	--
Other Apps:	0B	--
This App:	768.0MB	768.0MB
Per Instance:	256.0MB	256.0MB
Instances:	3	3
Available:	7.250GB	7.250GB

Instance Details

3 of 3 instances running

Instance	State	CPU	Memory Usage	Disk Usage	Start Time
0	Running	0.0%	12.7MB / 256MB	21.5MB / 1GB	Mar 7, 2014, 1:05:25 PM
1	Running	0.0%	12.7MB / 256MB	21.5MB / 1GB	Mar 7, 2014, 1:05:34 PM
2	Running	0.0%	11.7MB / 256MB	21.5MB / 1GB	Mar 11, 2014, 1:54:49 PM

Demo



The screenshot shows a web browser window with the URL <https://ace.ng.bluemix.net>. The page header includes the IBM logo, the text "Codename: BlueMix", and links for "DOCS" and "LOGIN". The main content area features a dark blue background with a hexagonal pattern. The headline reads "Codename: BlueMix is now open." followed by the subtext "A platform where developers can act like kids in a sandbox - except this box is enterprise-grade." and a prominent blue button labeled "Join us in beta". Below this, there is a preview of the BlueMix dashboard, which displays various application metrics and a "Create an application" button.

IBM Codename: BlueMix DOCS LOGIN

Codename: BlueMix is now open.

A platform where developers can act like kids in a sandbox - except this box is enterprise-grade.

Join us in beta

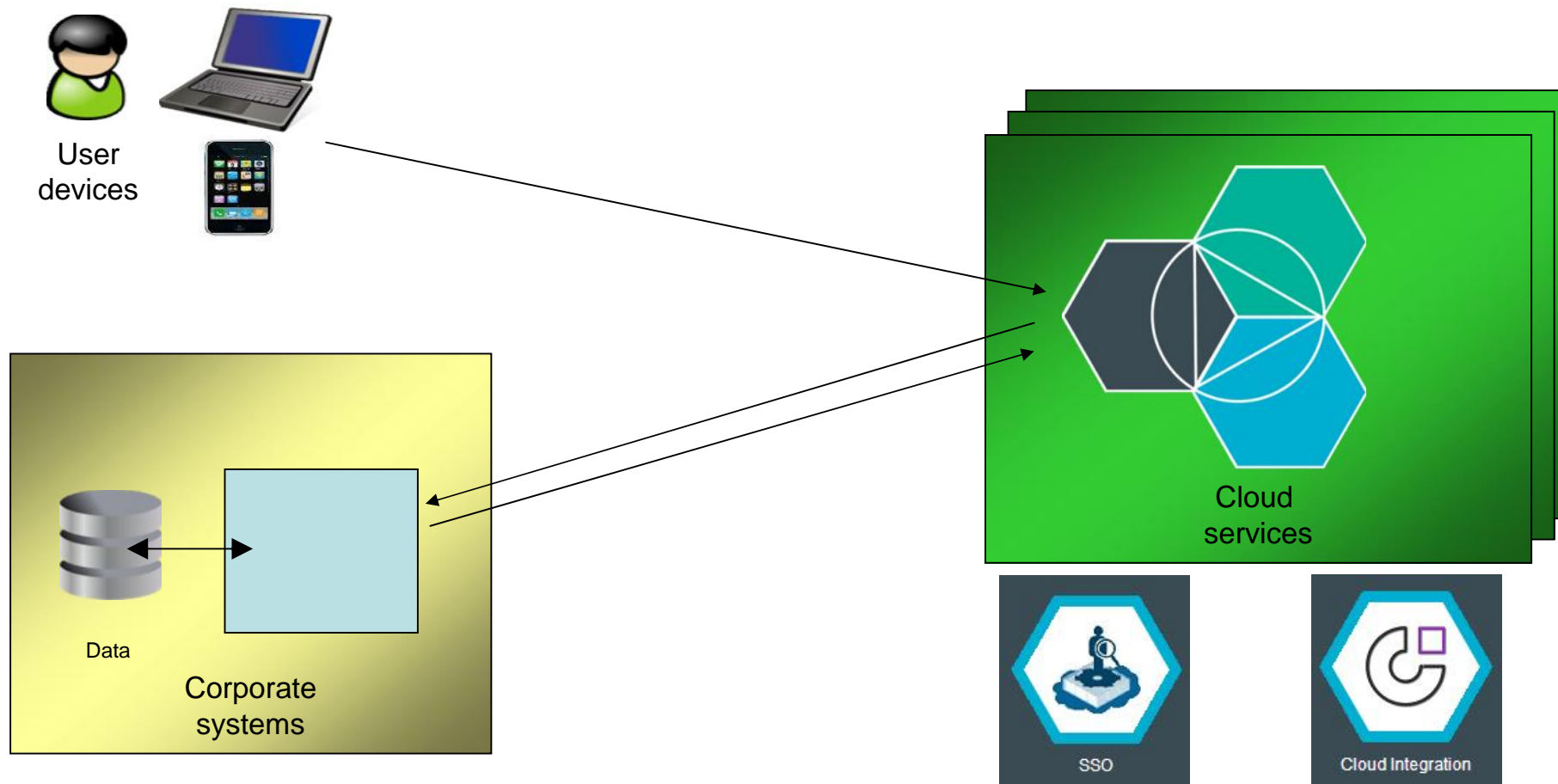
IBM Codename: BlueMix Dashboard

The dashboard shows a sidebar with "All Apps" and "Applications" sections. The main area displays a "Create an application" button and two application cards: "Customer Analytics" and "Customer Care".

The future is yours.

If you're a developer, you will now have a hand in creating the future. Codename: BlueMix offers you all the instant services, runtimes, and infrastructure you need to push your ideas into the present.

Integration with corporate systems



Join the Beta Program

- Codename:BlueMix is in public Beta
- Customers can sign up and try out BlueMix at:

<https://ace.ng.bluemix.net>

Summary

- **BlueMix enables you to rapidly compose and deploy applications**
- **Infrastructure and management facilities are embedded**
 - **focus on application delivery**
- **Multiple application languages & environments**
 - **developers select the most appropriate tool**
- **Ready made services shorten development lifecycle**
- **Continuous delivery features accelerate ability to provide application updates while maximizing code quality**

BlueMix enables you to quickly & easily deliver valuable services to customers



Questions?



Contact

- mike_edwards@uk.ibm.com