



IBM Bluemix

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The app revolution

Fundamentally changing the way we interact with technology.

Apps are everywhere

The quantity and usefulness of web and mobile apps has led to an “**app revolution**” among consumers and businesses alike.

Experience matters

Customers and employees now expect a **delightful** and **seamless** experience across all interactions with a business.

Cloud makes it possible

Apps today can be stitched together quickly with pre-built assets. Cloud makes the **API economy** possible.



App development is about speed and choice

Developers' expectations have evolved.

Seconds to Deploy



Friction Free



Useful APIs



Continuous Integration



Failing Fast



Choice of Tools



Any Language



Mobile Ready



Focus on Code

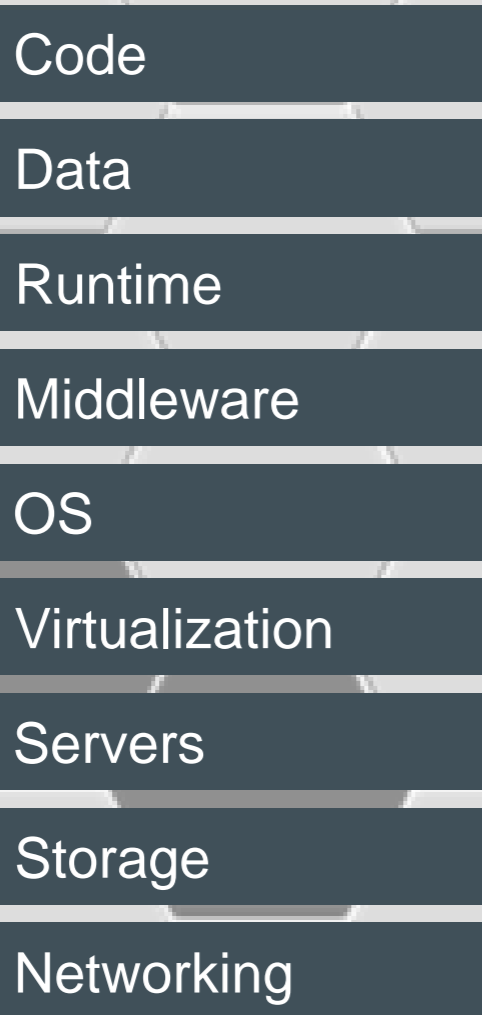


Timing is critical...

Today's apps must keep up with the speed of the app revolution.

● Customer Managed

Core
IT



Benefits

Fully customizable.
Few limitations.
Necessary for some solutions.
Existing Investments.

Time Commitment

Weeks to setup and deploy.
Maintenance/upgrades of
hardware and software.

Time to initial deployment

~ Weeks

~ Days

~ Minutes

Customization; higher costs; slower time to value

Standardization; lower costs; faster time to value



Timing is critical...

Today's apps must keep up with the speed of the app revolution.

- Customer Managed
- Service Provider Managed

Infrastructure as a Service

Code

Data

Runtime

Middleware

OS

Virtualization

Servers

Storage

Networking

Benefits

Most control in the cloud.
Necessary for some solutions.
Infrastructure managed by SP.

Time Commitment

Minutes to provision VM.
Time to configure software and apps varies.
Maintenance/upgrades of OS, middleware, runtime.



IBM SoftLayer

Time to initial deployment

Core IT

~ Weeks

~ Days

~ Minutes

Customization; higher costs; slower time to value

Standardization; lower costs; faster time to value

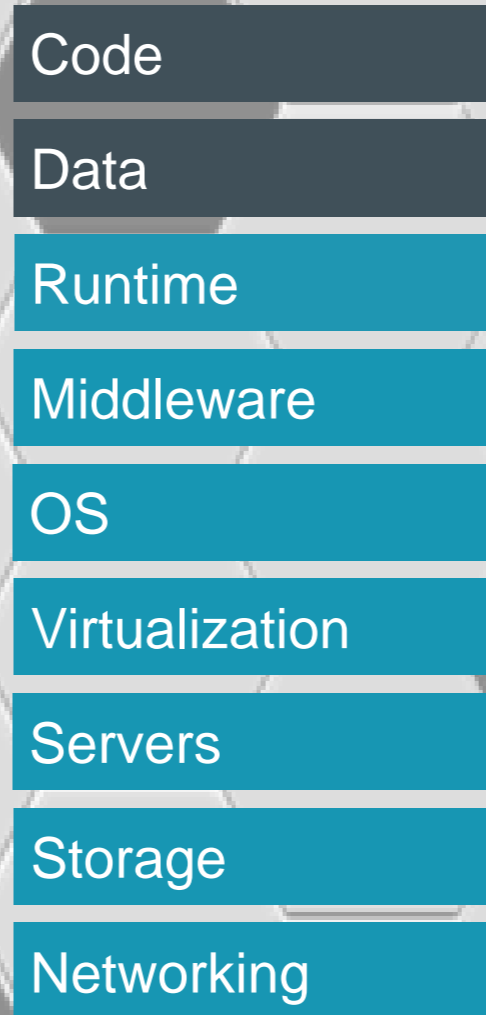


Timing is critical...

Today's apps must keep up with the speed of the app revolution.

- Customer Managed
- Service Provider Managed

Platform as a Service



Benefits

Setup environments and deploy apps very quickly. Infrastructure and platform managed by SP. Eliminates / simplifies various tasks:

- Health management
- Load-balancing
- Scaling
- Deployment
- OS patching
- OS security hardening

Time Commitment

Minutes to setup and deploy.

Focus on your apps and their data.



Core IT

~ Weeks

~ Days

~ Minutes

Time to initial deployment

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...so are all of your other investments

Leverage the power of Bluemix **without abandoning** what you already use.

Core IT



IaaS



PaaS



IBM Bluemix



What is Bluemix?

Bluemix is an **open-standard**, cloud-based **platform** for **building, managing, and running applications of all types** (web, mobile, big data, new smart devices, and so on).



Go Live in Seconds

The developer can choose any language runtime or bring their own. Zero to production in one command.

APIs and Services

A catalog of IBM, third party, and open source API services allow the developer to stitch an application together in minutes.

On-Prem Integration

Build hybrid environments. Connect to on-premise assets plus other public and private clouds.

DevOps

Development, monitoring, deployment, and logging tools allow the developer to run the entire application.

Layered Security

IBM secures the platform and infrastructure and provides you with the tools to secure your apps.

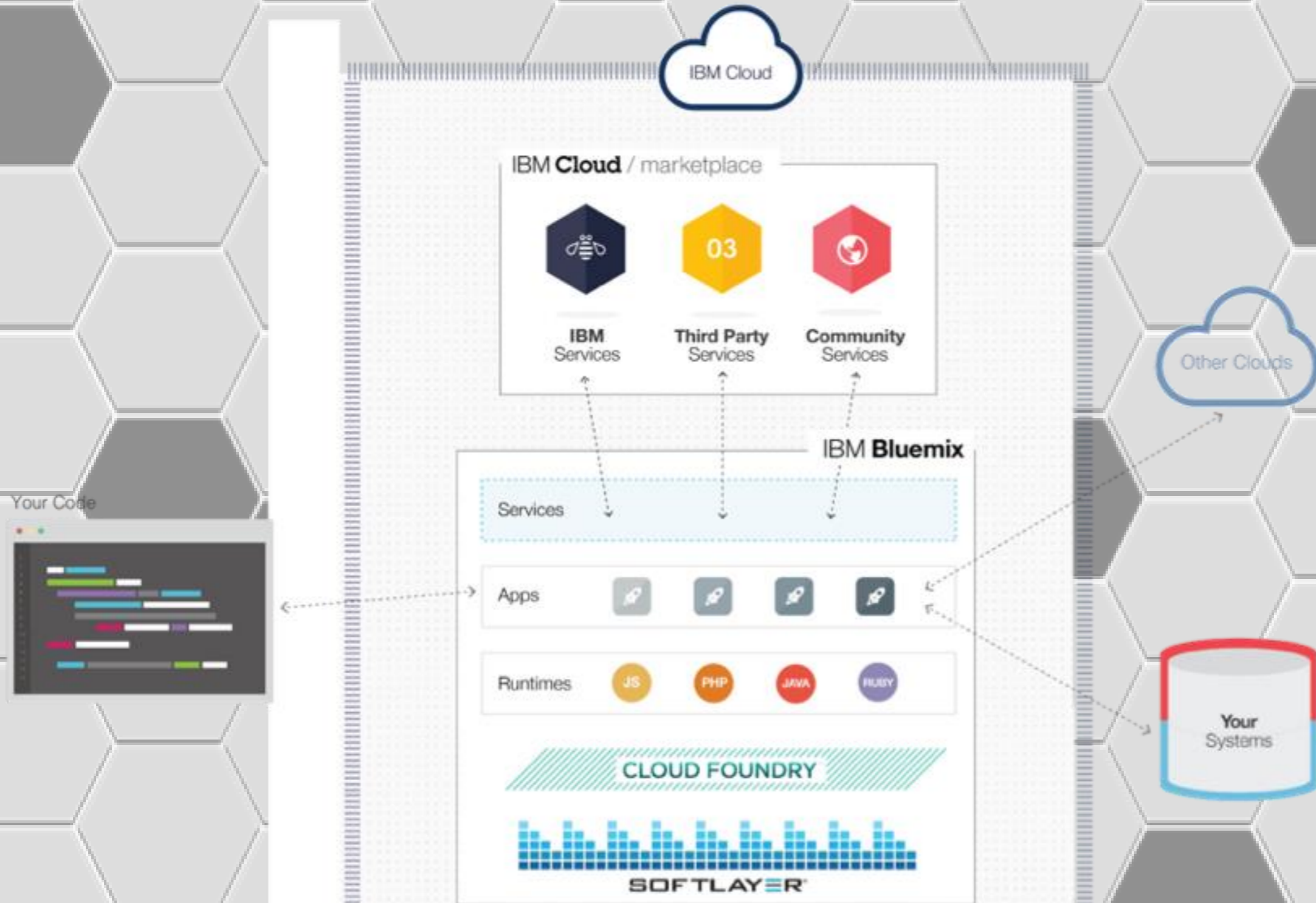
Flexible Pricing

Sign up in minutes. Pay as you go and subscription models offer choice and flexibility.

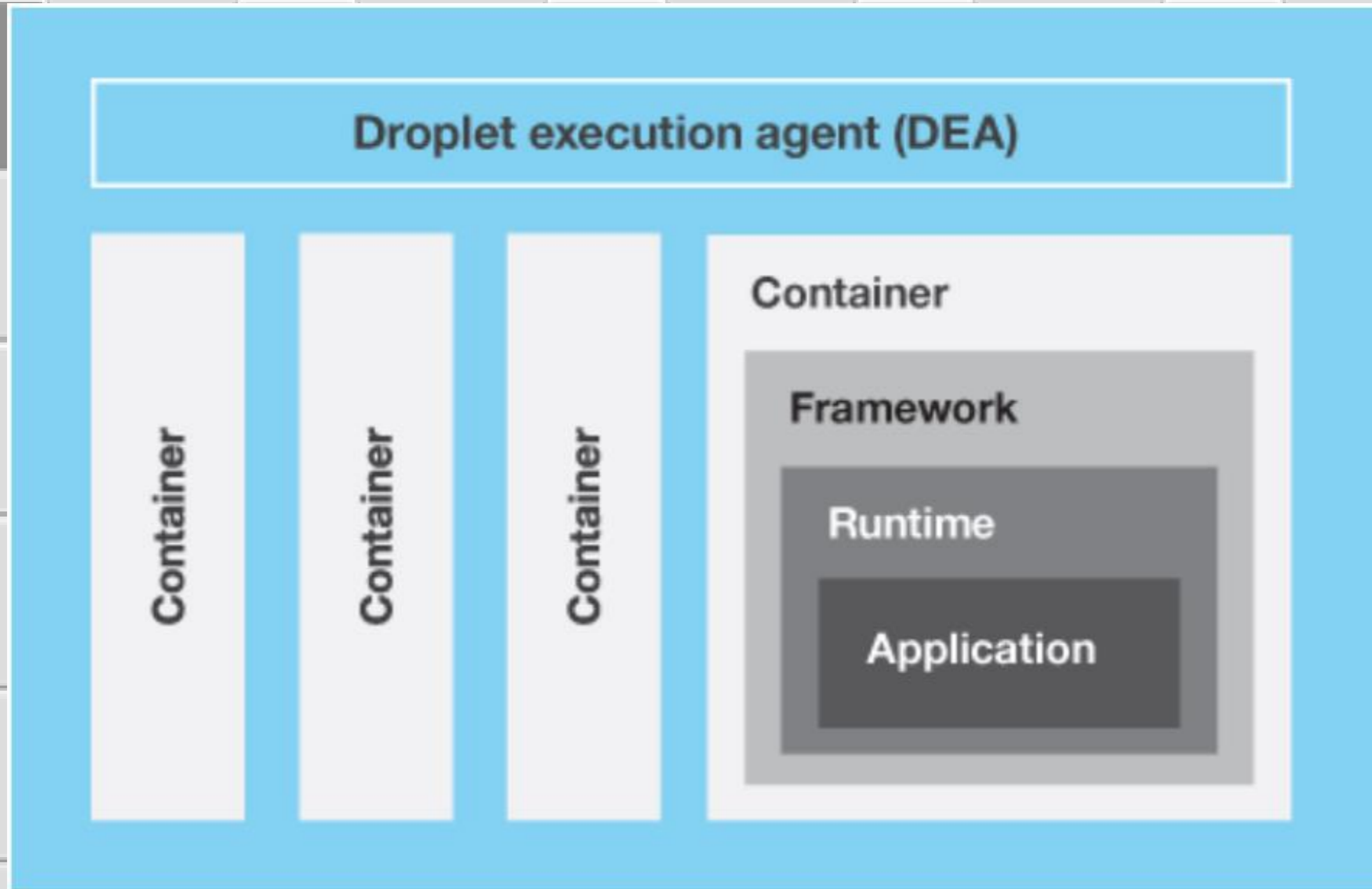


How does Bluemix work?

Bluemix **embraces** Cloud Foundry as an **open source Platform as a Service** and **extends** it with IBM, third party, and community built services.



Design of a VM



Bluemix offers different compute models to run your code

Instant Runtimes

App-centric runtime environments based on Cloud Foundry.



[Check out runtimes on Bluemix](#)

Containers

Portable and consistent delivery of your app without having to manage an OS.



[Check out containers on Bluemix](#)

Virtual Machines

Get the most flexibility and control over your environment with VMs.



[Check out VMs on Bluemix](#)

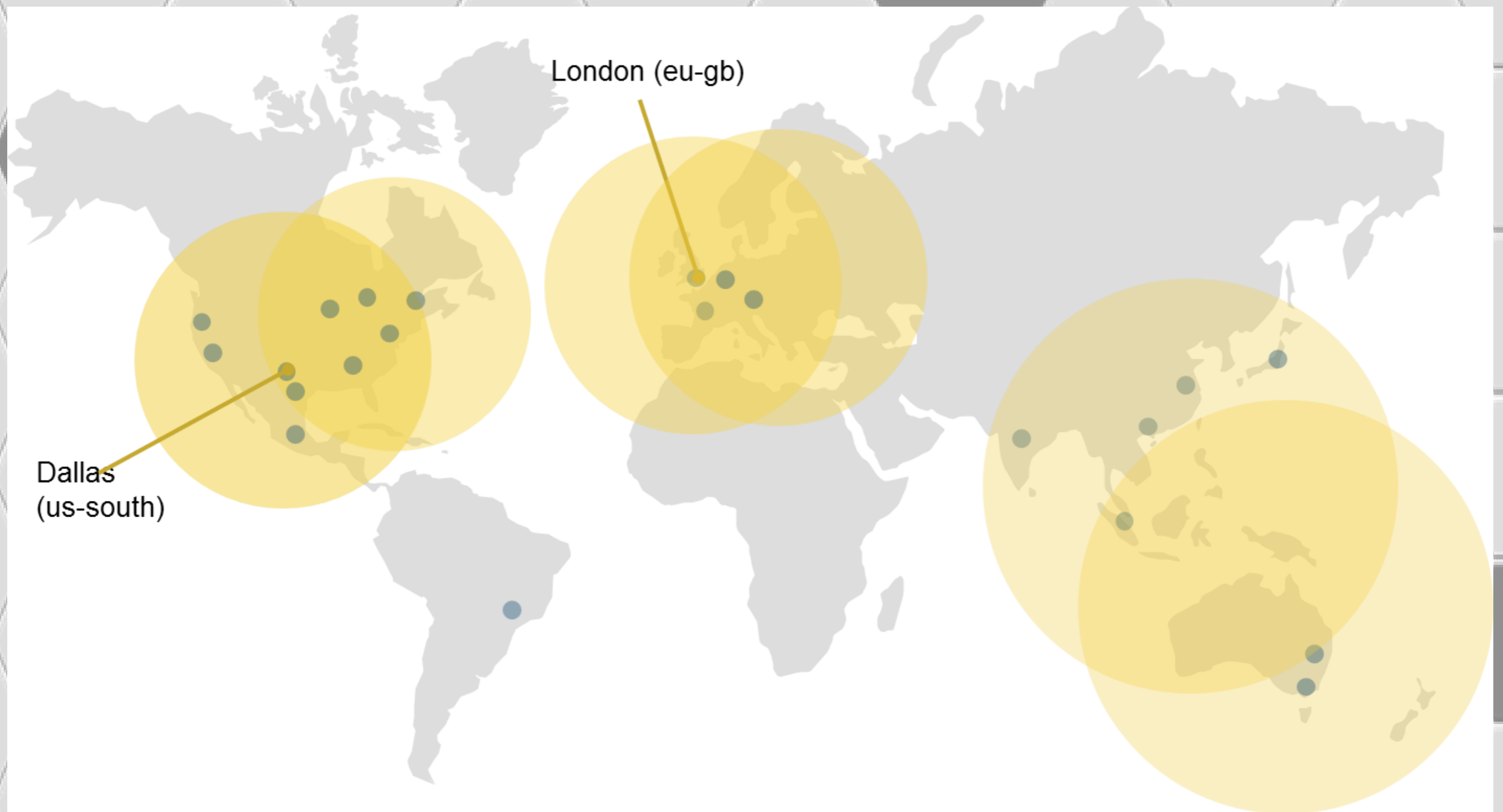
expanding

Flexibility

Level of abstraction



Global rollout of Bluemix



Leveraging IBM SoftLayer global presence. Bluemix dedicated is available in any location.



Three Deployment Environments

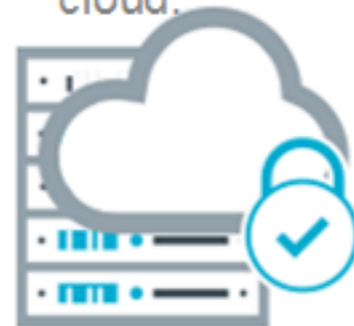
Public

Multi-tenant public cloud rolling out globally.



Dedicated

Bluemix in an isolated SoftLayer private cloud.



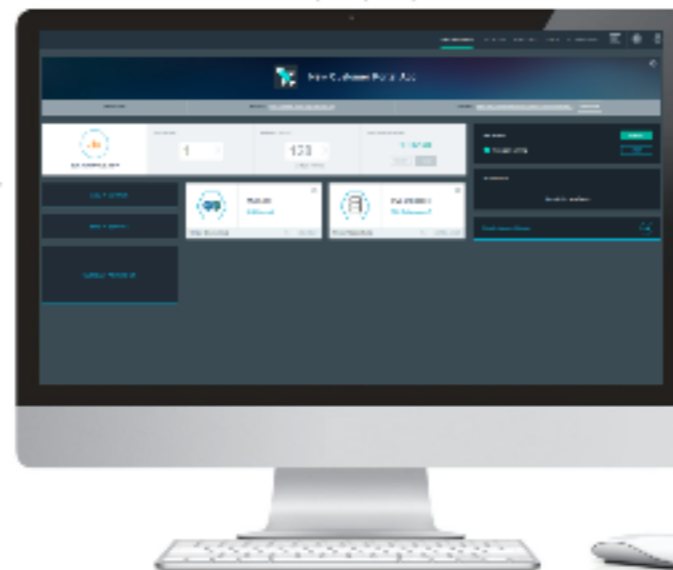
Local

Bluemix delivered as a managed service in your data center.



Syndicated Catalog

The catalog of IBM, 3rd party and private services is syndicated across Bluemix.



Ops Console

A single view of the health and status across apps and infrastructure.



Why are developers using Bluemix?

To **rapidly** bring products and services to market at **lower cost**



Go from zero to running code in a matter of minutes.

To **continuously deliver** new functionality to their applications



Automate the development and delivery of many applications.

To extend **existing investments** in IT infrastructure



Extend existing investments by connecting securely to on-premise infrastructure.





IBM Bluemix

Tour of IBM Bluemix
and Demo

Resources

- IBM Bluemix:
 - <http://bluemix.net>
- IBM Bluemix News:
 - <http://bluemix.info>
- IBM Bluemix Developers:
 - <http://developer.ibm.com/bluemix>
- Free “200 IBM Bluemix Days” workshops:
 - <http://www-304.ibm.com/events/idr/idrevents/detail.action?meid=16628>



Summary

- Try Bluemix.net today
 - <https://ibm.biz/UKIBluemix> (sign-up here)
- Bluemix allows developers to be innovative, deliver rapidly and have fun
- Choose between 100 runtimes and services, three deployment options and three hosting types





Bluemix works
with the new IT.

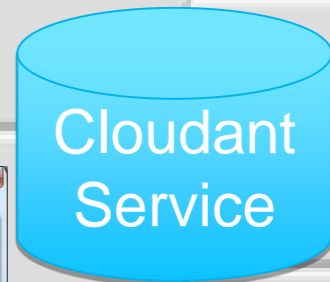
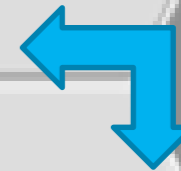
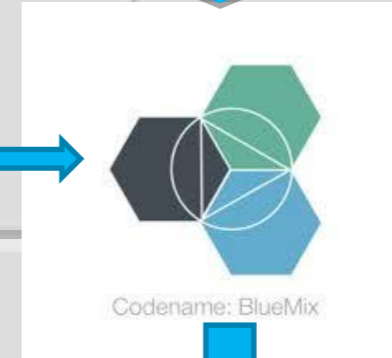
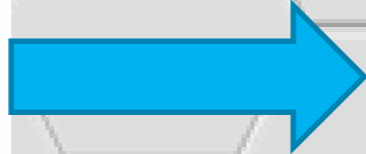


Backup Slides

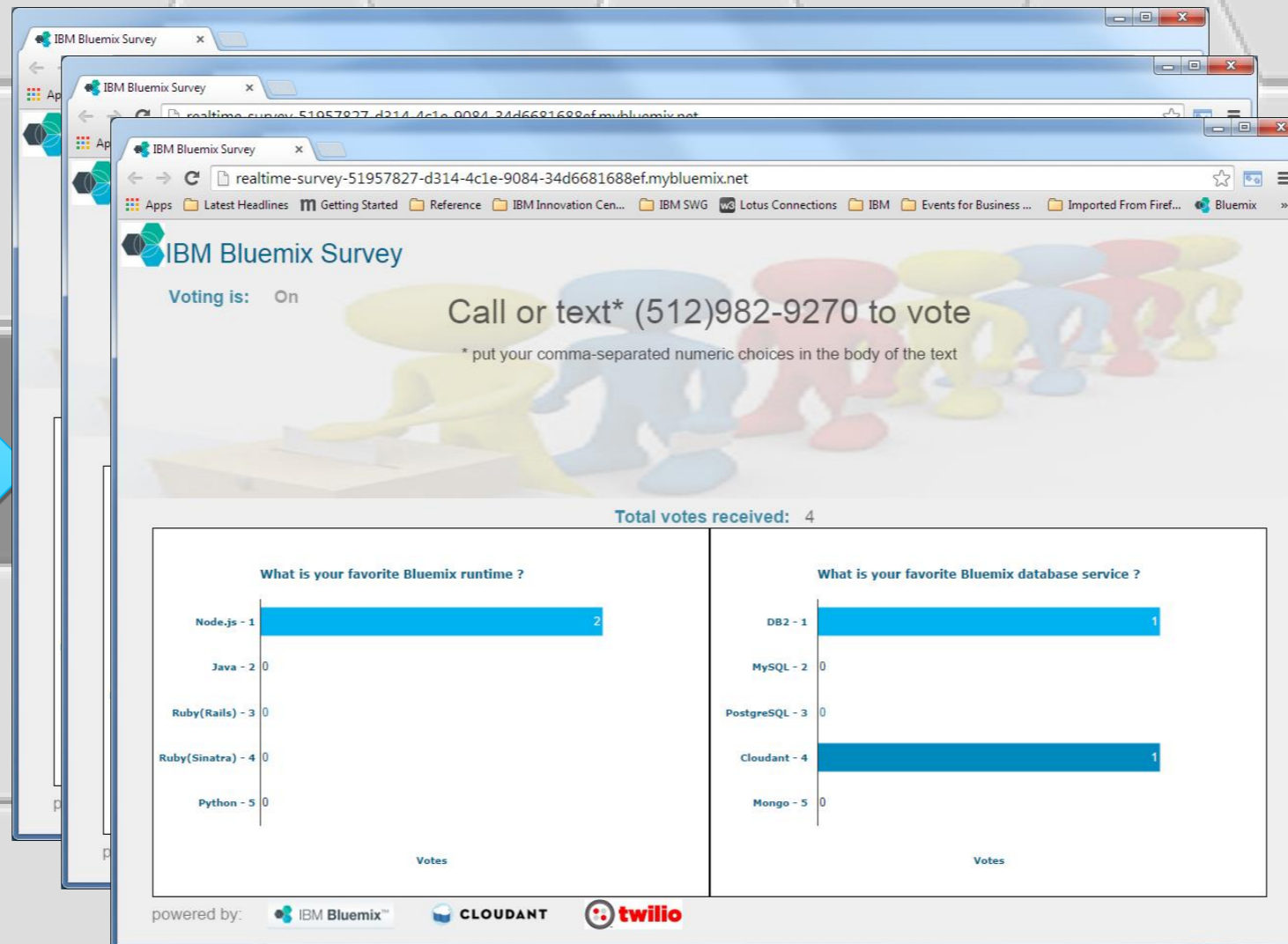
Demo: SMS Voting

Twilio SMS interface

Bluemix Node.js app

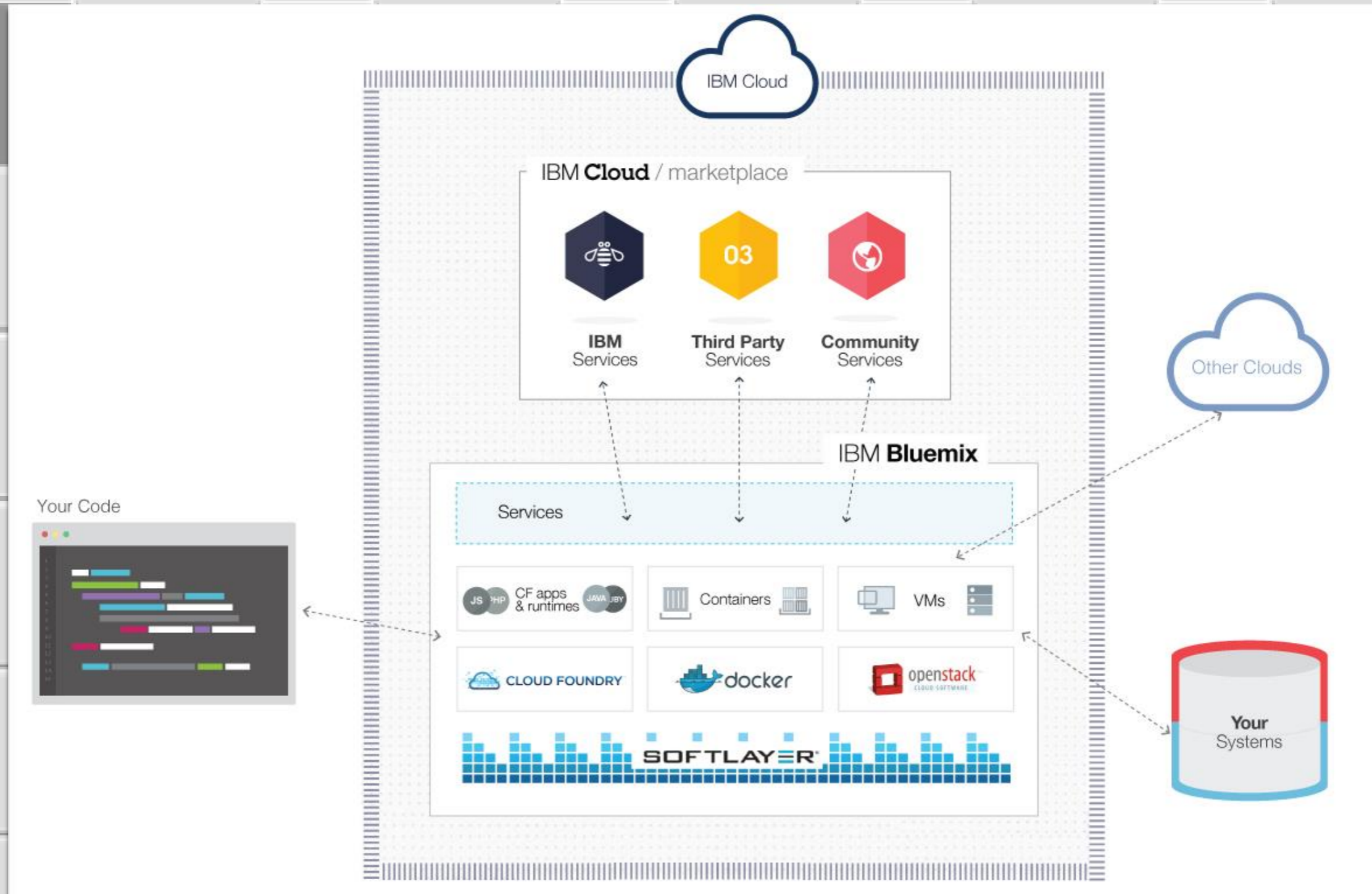


JavaScript Charting Engine



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Core use cases

What 30,000 beta applications have told us.

Web Applications

- Enabling **online experiences in the physical store** for retail
- Leverages BlueMix for data collection APIs and dashboards
- Reduction of **infrastructure setup from days to minutes** by moving off of a pure IaaS

APIs and On-Prem Integration

- Providing APIs that are **integrated into the Bluemix experience**
- Leveraging **existing on premise databases and technologies**
- Building mobile applications that connect to on-prem data via Bluemix

Mobile Back Ends

- **Back end services replacing custom code** hosted on IaaS (e.g. Push Notification)
- Cloud Code for **offloading business logic** from the mobile client
- Integrated into iOS and Android native applications using **Bluemix SDK**

Analytics and Reporting

- Embed **IBM Cognos business intelligence** content into apps
- Use **IBM Analytics Warehouse** to store and analyze business data
- Gain immediate **visibility and control** over app **performance** and availability

