



IBM Bluemix

Overview & Demo

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Companies of all sizes have ability to disrupt, or face the prospect of being disrupted.

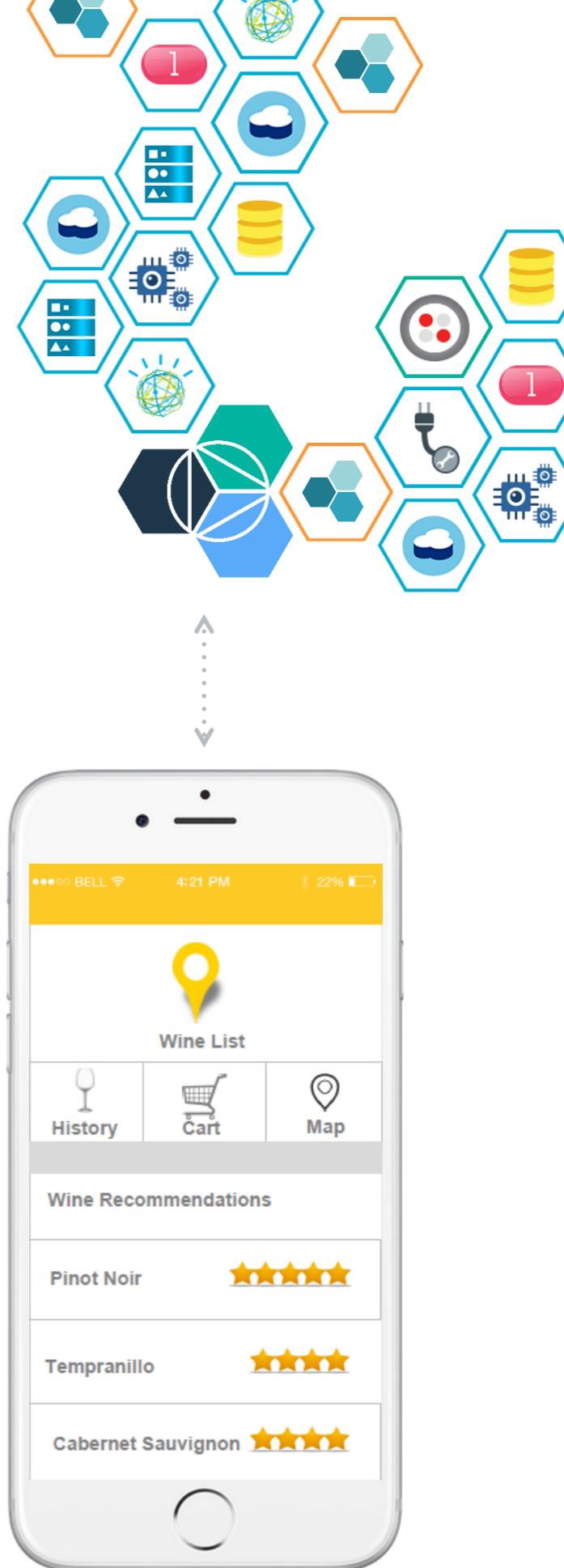
Successful business will be the ones that embrace change and innovation and transform at speed.



To really disrupt, a business should **focus on building differentiation** and rent the rest

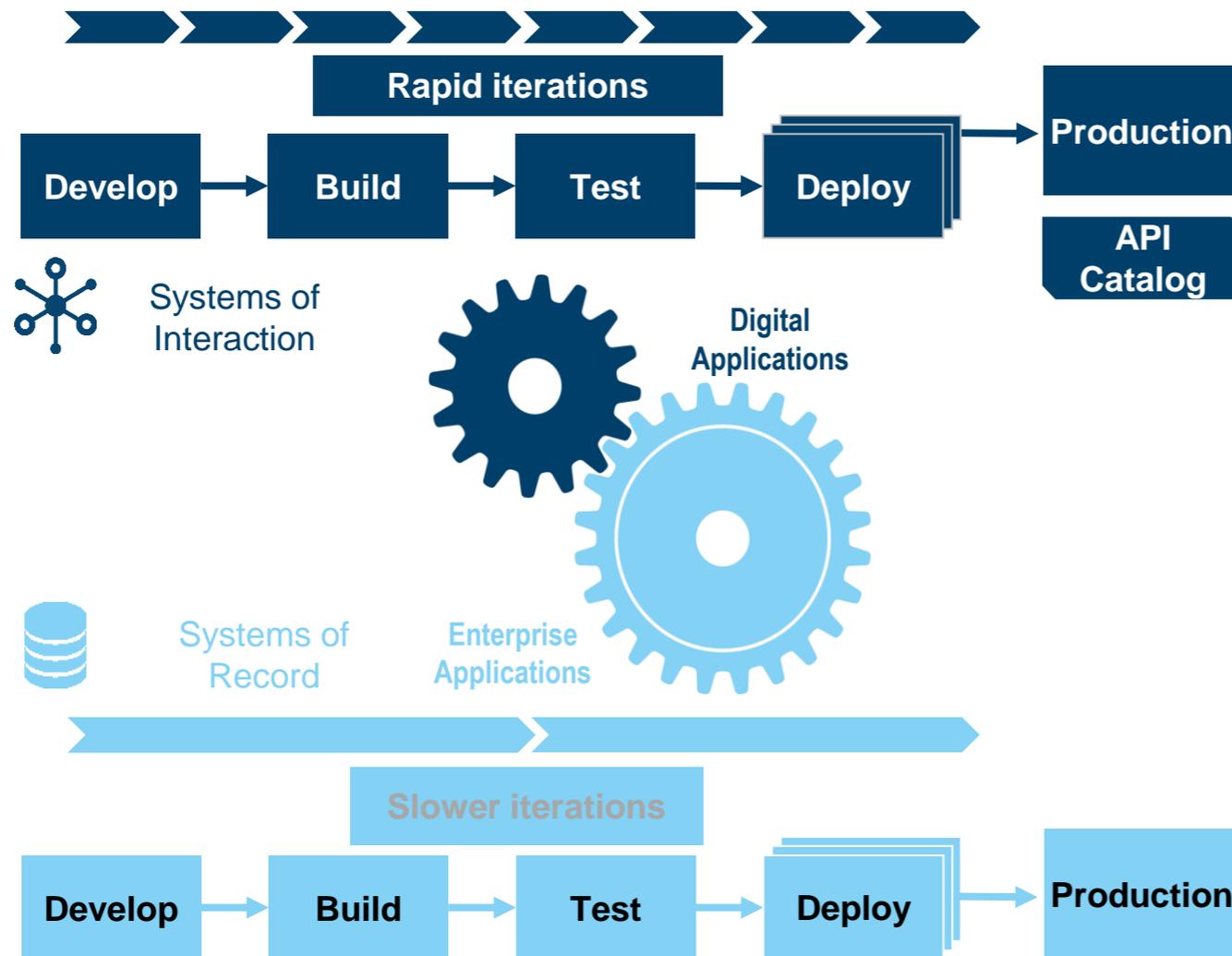
Devs can quickly compose apps with new APIs and digital services to add features and increase engagement in areas like:

- Analytics, cognition
- Mobile, location
- Internet of Things
- Social engagement
- Identity
- Reviews
- Travel
- Messaging
- ...
- His/her company's private APIs and services



Possess a unique capability by leveraging existing systems

Enterprises need instrumented, automated coordination for two-speed IT



Enterprises need to find a balance between IT & Innovation.

Hybrid is a great opportunity to develop new business via digital channels.

Disruption can occur when enterprises are slow to adapt

Enterprise have different requirements

- ✧ Application monitoring and loggin ✧ Corporate Policies ✧ Regulations
- ✧ White Labelling ✧ LDAP Integration ✧ Security and Privacy

Bluemix enables

So what is Bluemix?

Bluemix is an **open-standards**, cloud-based **platform** for **building, running, and managing applications**.

Build your apps, your way

Use the most prominent compute technologies to power your app: Cloud Foundry, Docker, OpenStack.

Scale more than just instances

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

Extend apps with services

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

Deploy and manage hybrid apps seamlessly

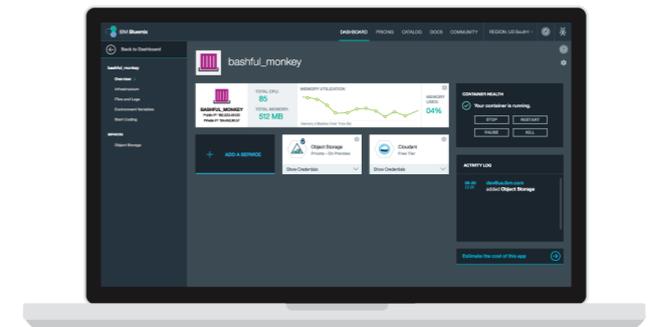
Get a seamless dev and management experience across a number of hybrid implementations options.

Layered Security

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

Flexible Pricing

Try compute options and services for free and, when you're ready, pay only for what you use. Pay as you go and subscription models offer choice and flexibility.



Why Bluemix?

Devs and businesses choose Bluemix to:



Rapidly bring new products and services to market at lower cost.

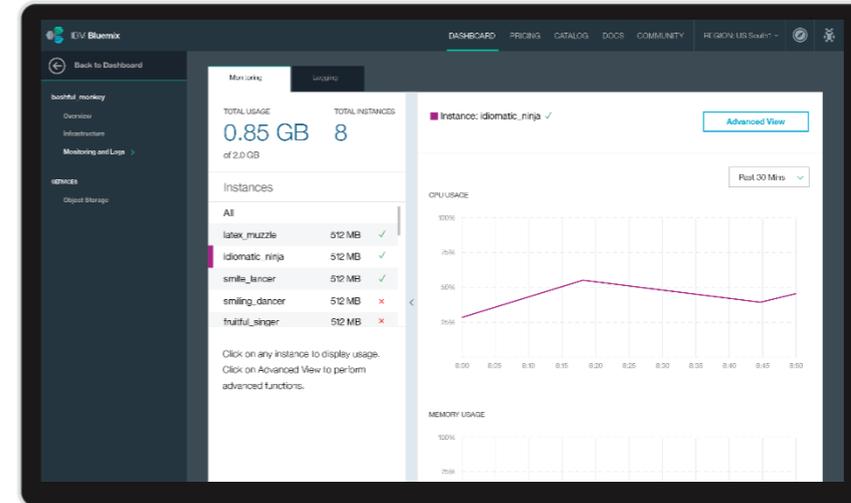


Balance agility with quality, security and governance.

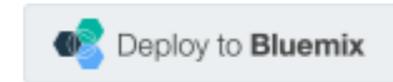
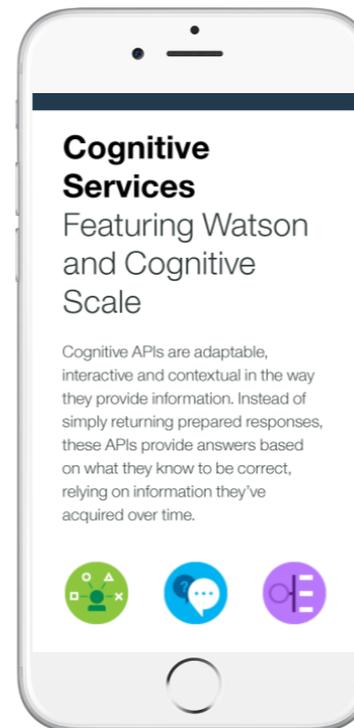


Extend existing IT investments into cloud business and delivery models.

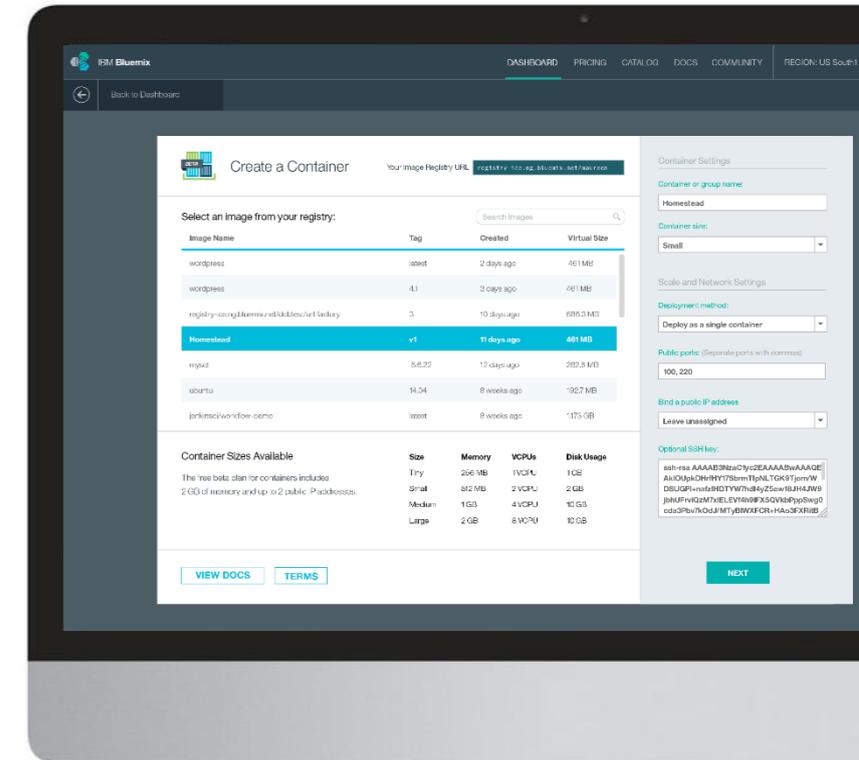
Integrated App Monitoring



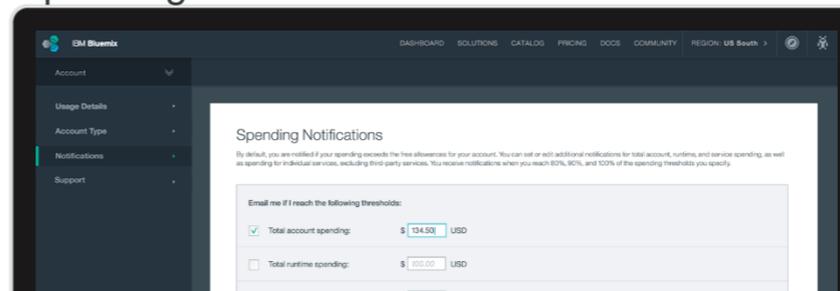
Interactive Solution Pages



Containers in Bluemix



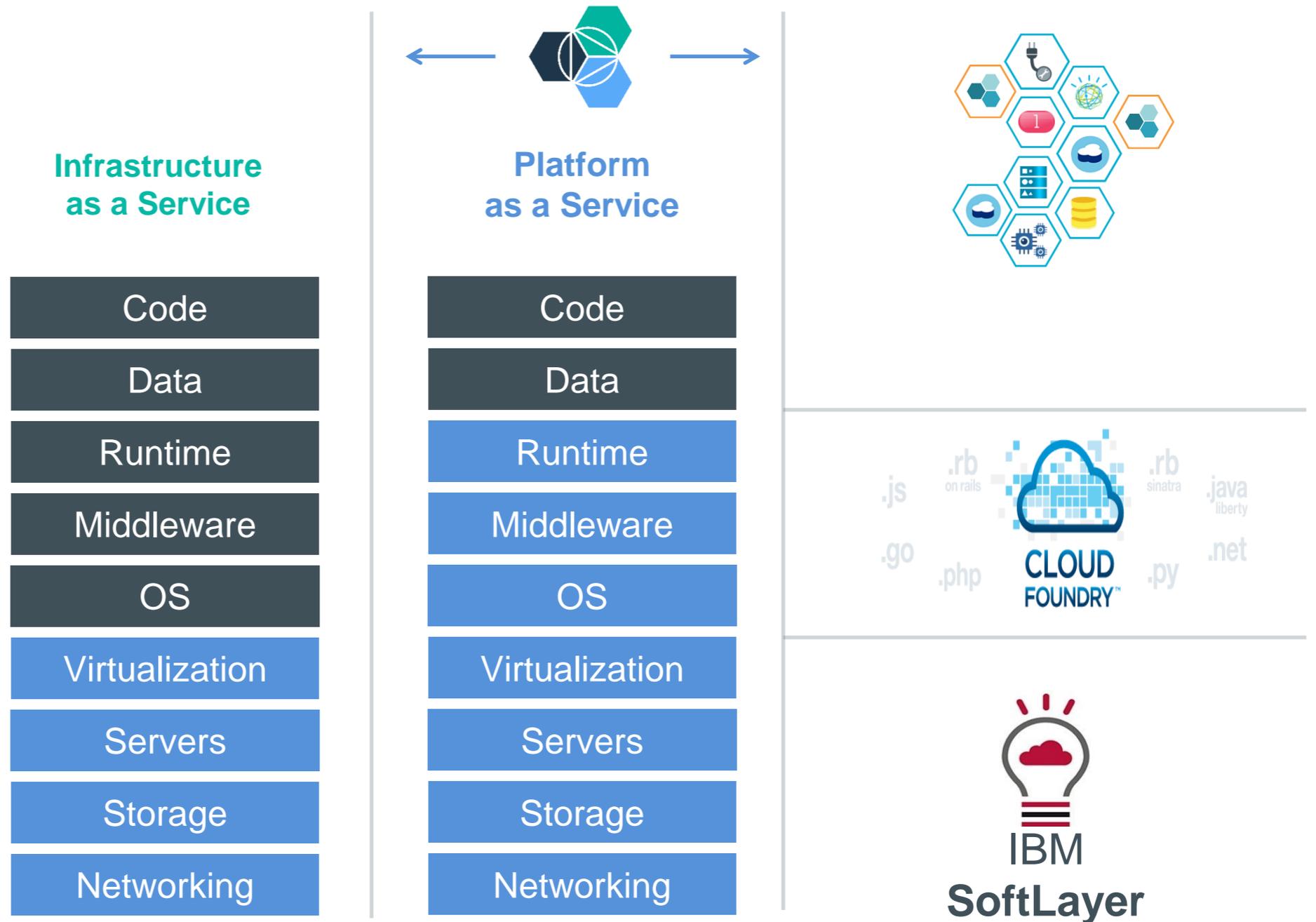
Spending Notifications



Bluemix started as a public PaaS

Bluemix started with a major focus on developer productivity in the public cloud.

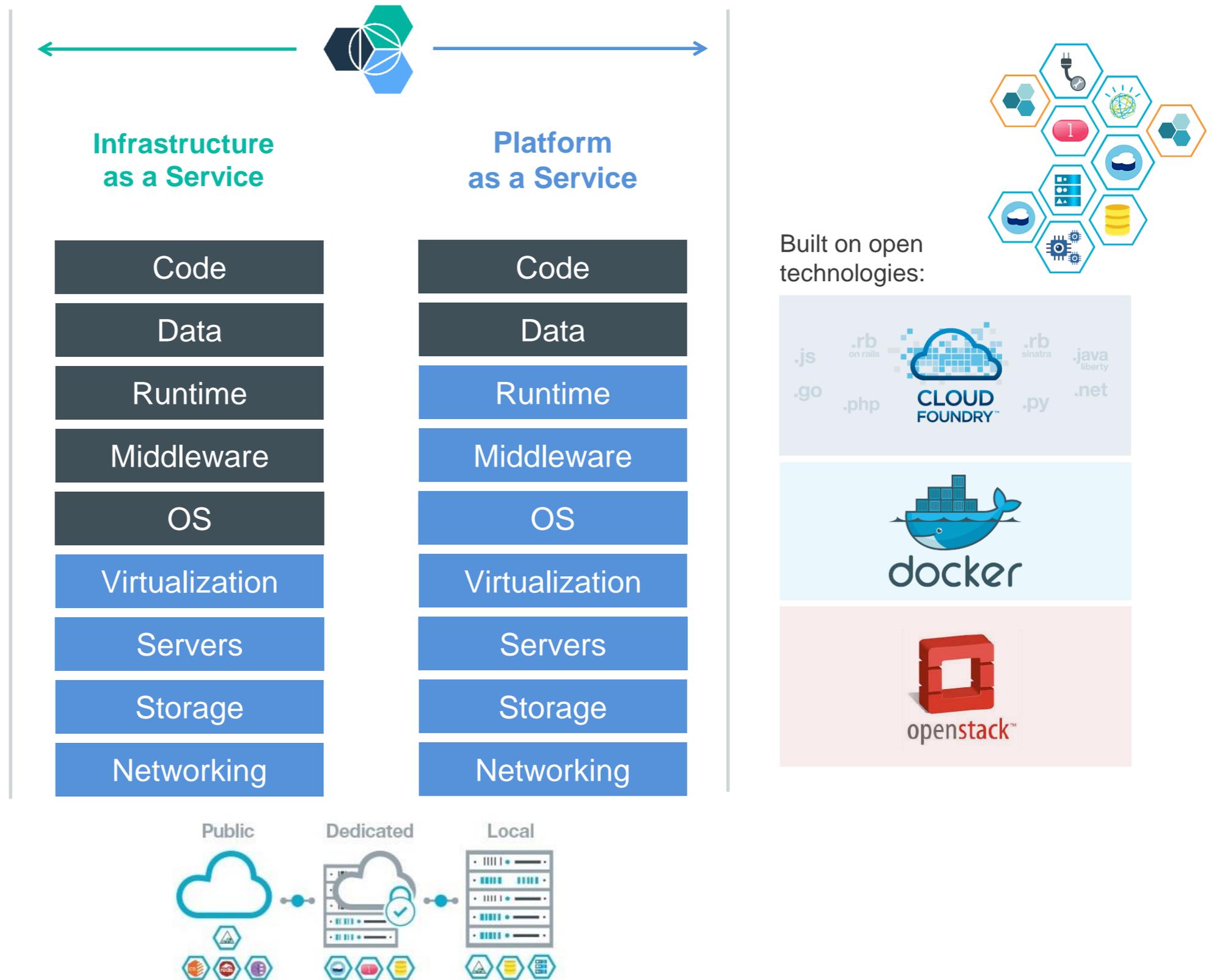
- Customer Managed
- Service Provider Managed



We listened. Now we're evolving to become even more flexible.

Capabilities in Bluemix now span **PaaS** and **IaaS** and can be delivered as a **public, dedicated, or on-premises** implementation.

- Customer Managed
- Service Provider Managed

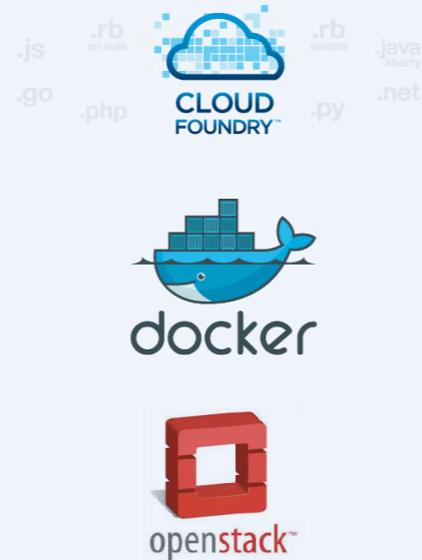


More openness and choice than ever before

Bluemix is anything but locked down. You choose how you build, deploy, and manage your apps. Bluemix takes care of the rest.

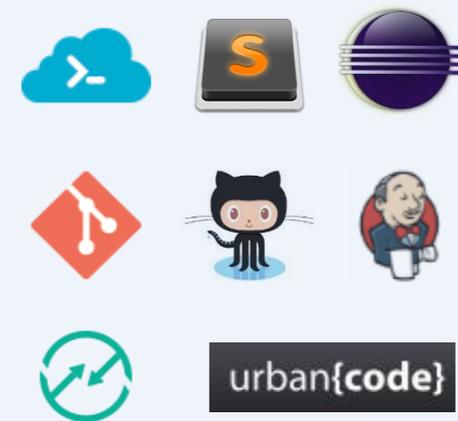
Compute

Choose the level of **infrastructure abstraction** based on your app's architectural needs.



Dev Tooling

From editors to source code management to continuous delivery, you can **use Bluemix' powerful tooling** or easily **bring your own**.



Location

Deploy apps to Bluemix **Public** (in a growing number of geos), your own **dedicated cloud** Bluemix, or one that runs **within your data center (Local*)**.



Services

Pick from a catalog of **IBM, third party, open source, or your own** services to extend your apps.



Bluemix delivers the Cloud Value Proposition

Enterprises are adopting cloud strategies at an aggressive rate. Unfortunately, The Cloud Value Proposition degrades with a typical “private cloud”

IBM managed platform

Bluemix operates as a vendor managed platform. Leverage our experience and expertise to provide a platform that is always current and always available.

- 24/7 Ops Team
- Monthly features and required maintenance
- Largest Cloud Foundry implementation in the world
- Over 1B API calls performed every day

Collaborative Relationship - IBM and You

IBM will be there every step of the way. IBM will provide regular updates and apply necessary maintenance to help avoid lag and migration. IBM monitors the solution to make sure that you have the capacity and responsiveness needed to run enterprise workloads.

Priced based on usage/provisioning

Take advantage of economies of scale in the public model and enjoy the flexibility to expand and contract in private models.

Where you need it

Bluemix provides a consistent experience across the public cloud and two private models (Dedicated and Local). Start quickly and adopt a model as your workload matures. Run application workloads where you need to with the flexibility to adapt to changing market conditions and regulations



Borderless Bluemix

1 Provide an Innovation Platform that is **open and non-proprietary**.

2 **IBM Managed Cloud** that allows developers to innovate quickly and addresses your **needs for security and compliance**.

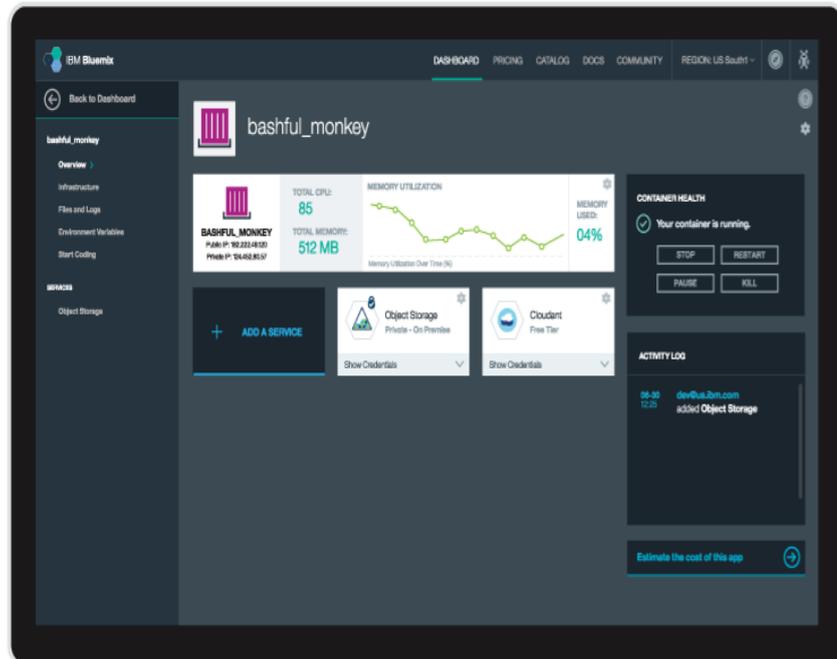
3 Provide **turn key delivery** that allows you to **get started immediately with Bluemix and grow as your needs mature**.

- Started in Bluemix **Public** to refine the delivery of platform as a service at scale.
- Refined processes for monitoring, availability, support and maintenance.
- Consistently provide **three deployment models** leveraging the same DevOps model
- Provide a **price point** reflective of the workload in a **true cloud experience**



The Bluemix Platform

Global // Hybrid // Open



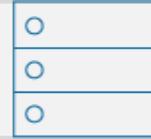
Core Platform

Global // Hybrid // Open



App Centric Compute

PaaS // Container // VM's



API's

IBM // 3rd Party // Yours



Data Driven App's

Watson // IoT // Big Data



Build modern apps that thrive on data

Easily & Securely leverage your existing API's & Data

Optimize and transform existing apps

Foster a culture of continuous innovation & delivery

Powered by Open

IaaS // PaaS // SaaS



Built for enterprise

Development // Integration // DevOps



How does Bluemix work?

Bluemix is underlined by three key open compute technologies: **Cloud Foundry**, **Docker**, and **OpenStack**. It extends each of these with a growing number of **services**, robust **DevOps tooling**, **integration** capabilities, and a seamless **developer experience**.

DevOps Tooling



Your Own Hosted Apps / Services



Catalog of Services that Extend Apps' Functionality



Flexible Compute Options to Run Apps / Services



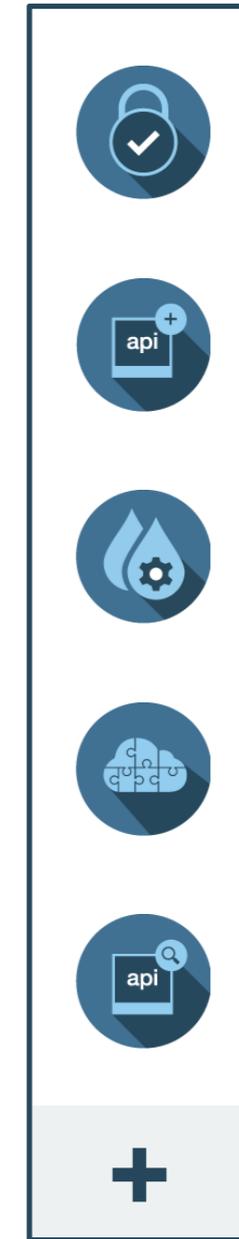
Platform Deployment Options that Meet Your Workload Requirements



Powered by IBM SoftLayer

In Your Data Center

Integration and API Mgmt



Bluemix is built on IBM SoftLayer

POWERED BY
SOFTLAYER[®]

The highest performing cloud infrastructure available.

A different kind of data center

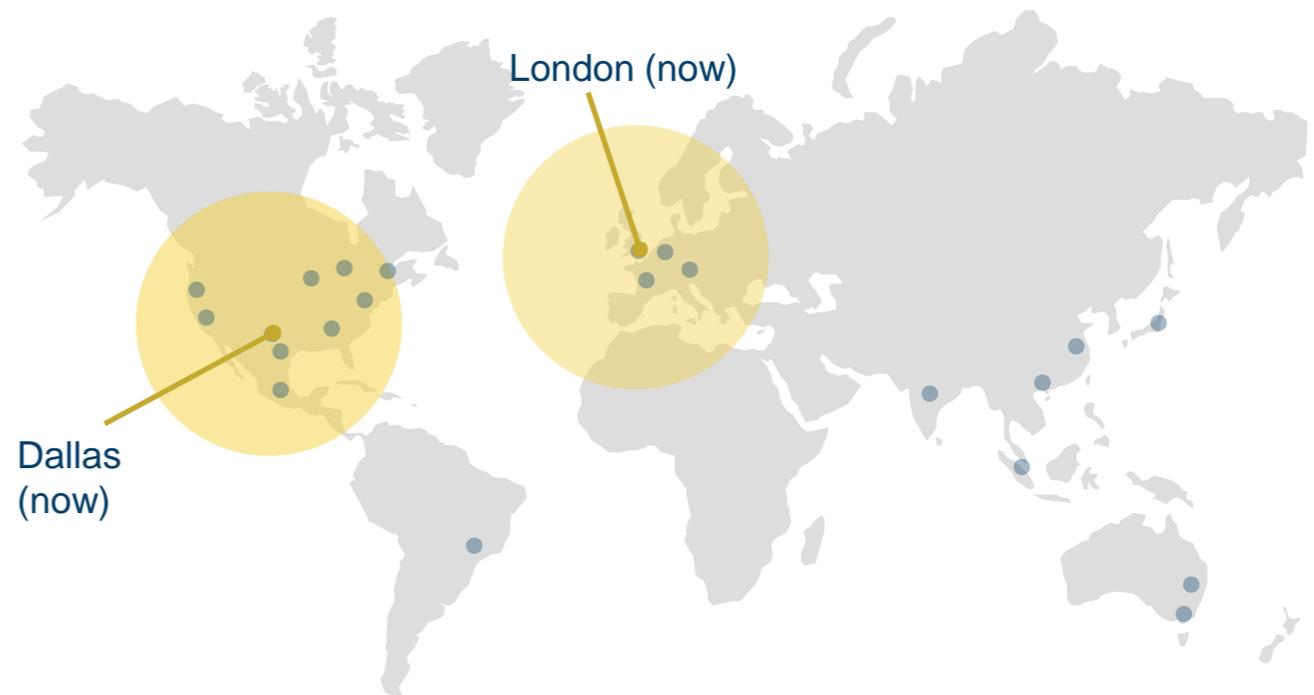
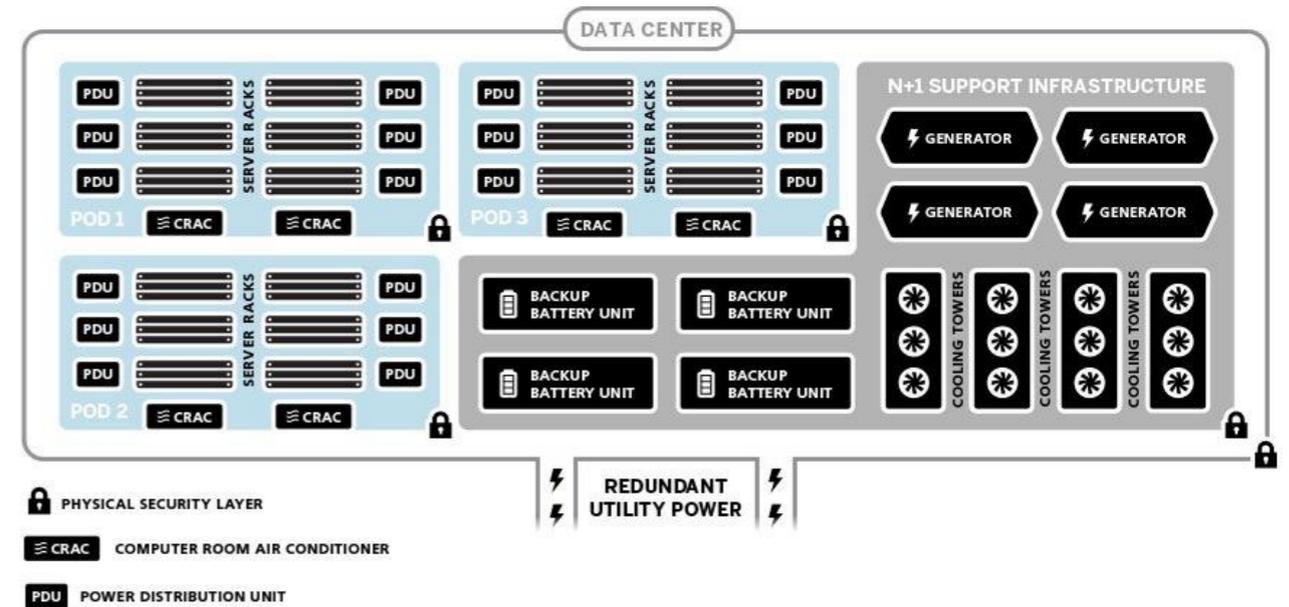
- Every location designed, built, and operated to the same standardized, “pod” based spec
- **24/7 on-site security** and rigorous controls
- Expanding to **40 data centers** worldwide

Global network of networks

- **Public, private, and management networks** all separate
- More than **2,000Gbps** between data centers and network points of presence (PoPs)
- **Unmetered inbound public bandwidth** and fully unmetered bandwidth between data centers

Entirely automated

- **SoftLayer API** controls everything - more than 3000 documented methods and 180 distinct services
- **Bare metal** and **virtualized servers** in the same platform



- Bluemix Public Location
- SoftLayer Data Center

Let's see it!

click



IBM Bluemix

The Digital Innovation Platform

[GET STARTED FREE](#)

BUILD

EXTEND

SCALE

INTEGRATE

FEATURED

Build your apps, your way.

Use a combination of the most prominent open-source compute technologies to power your apps. Then let Bluemix handle the rest.

Instant Runtimes

App-centric runtime environments based on Cloud Foundry.

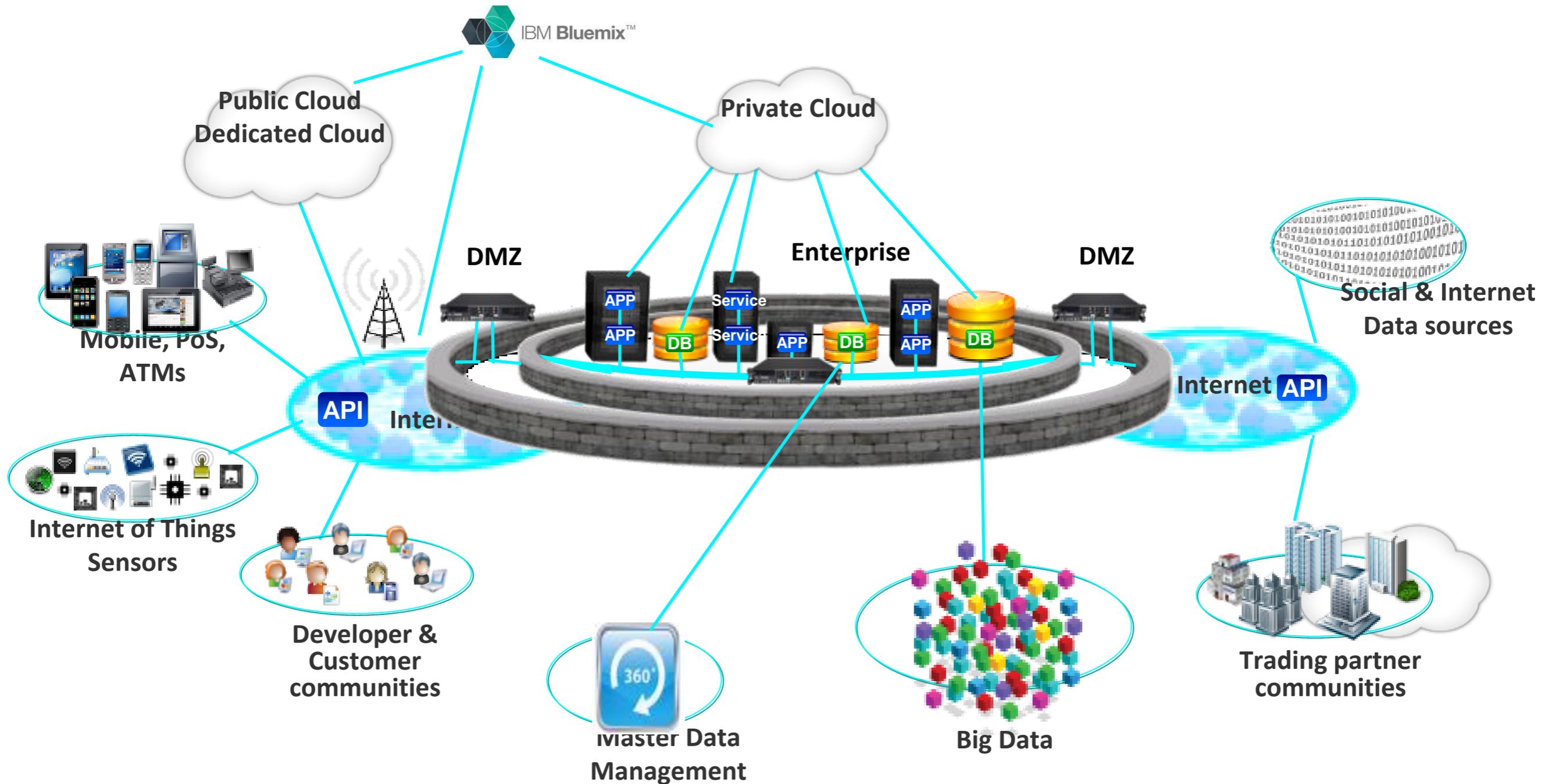
Containers

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

Virtual Machines

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

As a result, hybrid Cloud Applications are becoming the norm for the Integrated Digital Enterprise ...



Broad range of IBM & 3rd Party Services

- Starters
 - Boilerplates
- Compute
 - Runtimes
 - Containers
- Services
 - Watson
 - Mobile
 - DevOps
 - Web and Application
 - Integration
 - Data & Analytics
 - Security
 - Business Analytics
 - Internet of Things
- Provider
 - Beta
 - My Org

IBM Bluemix
DASHBOARD SOLUTIONS CATALOG PRICING DOCS COMMUNITY

ORG: --

- Starters
 - Boilerplates
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Web and Application
Deliver new web and mobile apps

- Application Server on Cloud **IBM BETA**
- Business Rules **IBM**
- Data Cache **IBM**
- Message Hub **IBM BETA**
- MQ Light **IBM**
- Session Cache **IBM**

- Workflow **IBM**
- Workload Scheduler **IBM**
- CloudAMQP **Third Party**
- bxrbr **Community**
- IBM SoftLayer Queue Service **Community**
- Uptime **Community**

Integration
Extend existing investments and infrastructure

- API Management **IBM**
- Cloud Integration **IBM**
- Secure Gateway **IBM**

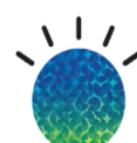
Data & Analytics
Essential data services; limitless possibilities

HELP ME PICK

- Apache Spark **IBM BETA**
- Cloudbant NoSQL DB **IBM**
- dashDB **IBM**
- DataWorks **IBM**
- DB2 on Cloud **IBM**
- Elasticsearch by Compose **IBM**

- Geospatial Analytics **IBM**
- IBM Insights for Twitter **IBM**
- MongoDB by Compose **IBM**
- Object Storage **IBM BETA**
- Object Storage (v2) **IBM BETA**
- PostgreSQL by Compose **IBM**

- Predictive Modeling **IBM BETA**
- Redis by Compose **IBM**
- SQL Database **IBM**
- Streaming Analytics **IBM BETA**
- Time Series Database **IBM**
- ClearDB MySQL Database **Third Party**


 Commerce


 Healthcare

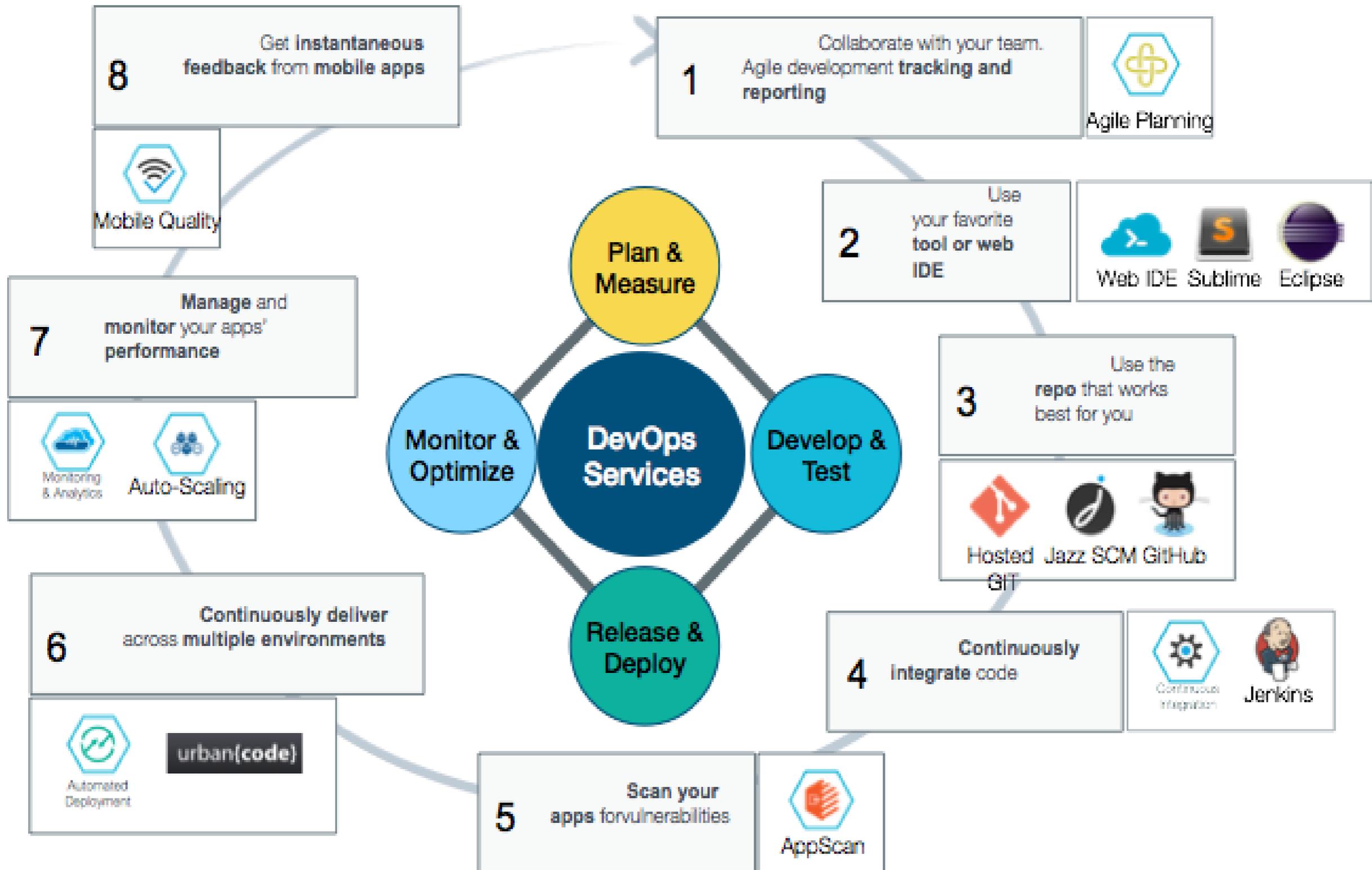

 Analytics


 Watson


 Security

Continuous Innovation & Delivery

Fit for an enterprise, the DevOps experience is unified and open across compute technologies, Bluemix delivery methods, and integrated systems.



New Patterns of Integration

Hybrid Integration

The Need

The Service

IT



Connect

Securely connecting Bluemix to your local cloud

Secure Gateway & Connectors

Data Analyst



Refine

Shaping your data for use by mobile and analytics

DataWorks

Data Analyst



Deliver

Delivering your data closer to your users

DataWorks

App Developer



Compose

Rapidly compose and mix APIs into new apps

Connect & Compose



Expose

Exposing APIs and Data sets into the API Economy

API Management



Bluemix in numbers

1B+

API calls per day

2,000+

New users per day

Largest

Cloud Foundry
deployment

112,000+

Application starts per
month



PostgreSQL



An IBM Company

- <https://cdetestapp.mybluemix.net/>

DEMO

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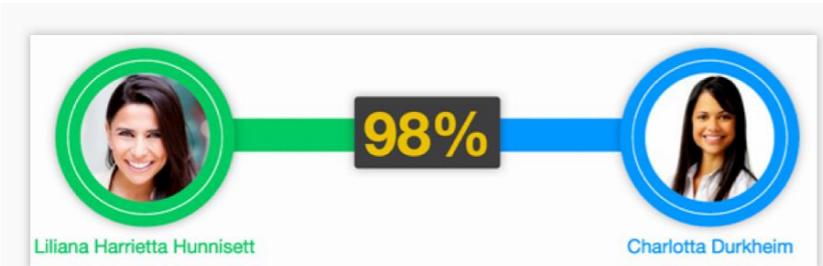
DEMO

- <https://watson-pi-demo.mybluemix.net/>

- <http://tradeoff-analytics-nodejs.stage1.mybluemix.net/>

DEMO

Other Demo



Investment Advisor

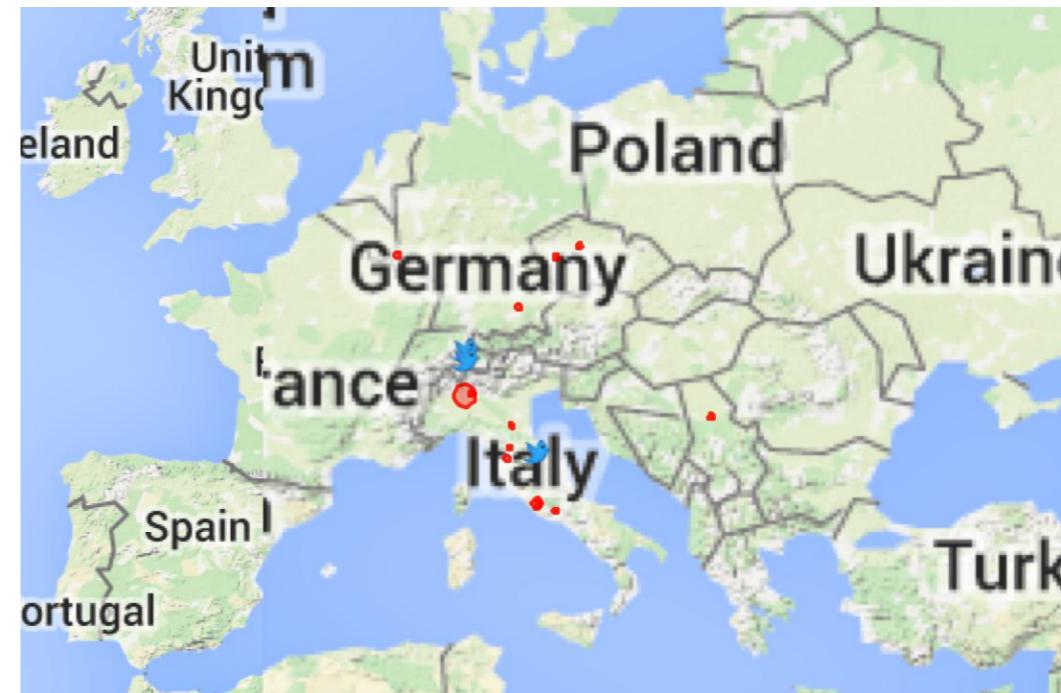
Combines IBM Watson Personality Insights and IBM Watson Tradeoff Analytics services to recommend suitable funds and agents for clients.

Services used

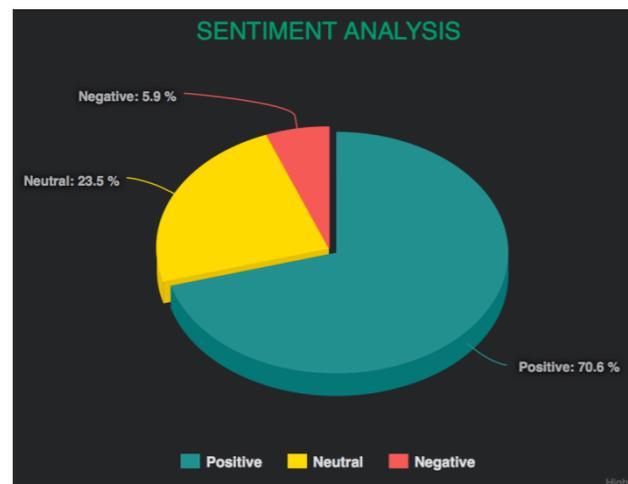


The interface shows two circular profile pictures connected by a horizontal bar. The left side is green and labeled 'Lilianna Harrietta Hunnisett'. The right side is blue and labeled 'Charlotta Durkheim'. A central black box with yellow text displays '98%'. Below the profiles, the text 'Investment Advisor' is followed by a description of the service. At the bottom, 'Services used' is accompanied by two circular icons: one with a person and a gear, and another with a balance scale.

Investment Advisor



Twitter on the map



Twitter & Alchemy



IBM Bluemix



THANK YOU

QUESTIONS?





IBM Bluemix