

IBM Bluemix

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Systems of Record

- Data & Transactions
- App Infrastructure
- Virtualized Resources

Next Generation Architectures

New Modes of Engagement

- Expanding Interface Modalities
- Big Data and Analytics
- Social Networking

Data & Transaction Integrity

Smarter Devices & Assets



Experimental in nature

- Require rapid iteration
- Faster time to market
- May be decommissioned quickly

Are written in multiple languages

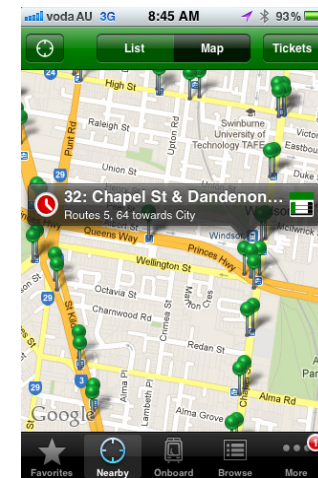
- Web: JavaScript, Ruby, Java, PHP
- Mobile: iOS, Android, SDK

Composed of Services

- Build using a composition model of stitching capabilities together
- Capabilities often require time to test in app beyond the scope of a free trial

Integrate with existing systems

- Data is often located in multiple places (public, private, traditional data center)
- Existing systems may not scale at



Codename: BlueMix



Run Your Apps

The developer can choose any language runtime or bring their own. Just upload your code and go.

DevOps

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

APIs and Services

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

Cloud Integration

Build hybrid environments. Connect to on-premises systems of record plus other public and private clouds. Expose your own APIs to your developers.

Extend SaaS Apps

Drop in SaaS App SDKs and extend to new use cases (e.g., Mobile, Analytics, Web)

Developer centric platform, marketplace & services in a Cloud Operating Environment

Value

Fast, automated composition of services
Repeatable patterns-of-expertise

Capability

OPEN ecosystem of composable services
Optimized workload deployment
Integration patterns with systems of record



Demo

Thank You