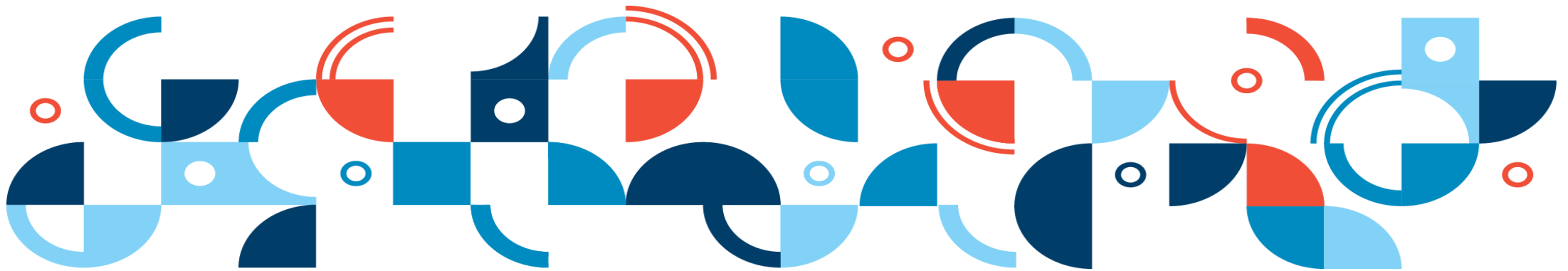


Engaging with developers @ IBM

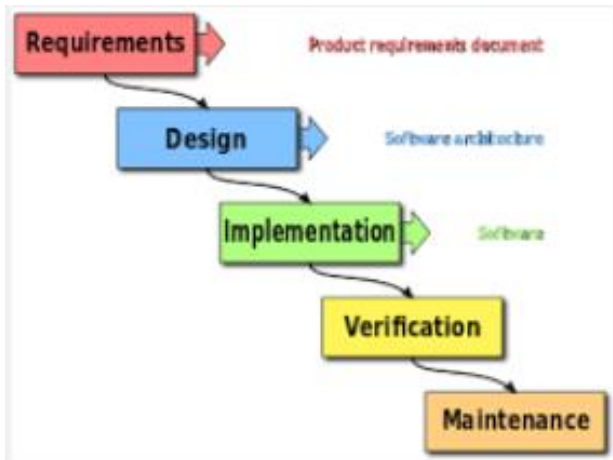
IBM Digital Sales



7/20/2016 alf@us.ibm.com

The traditional IT world, before the 1990s

- Products were monolithic and expensive
- Product teams were large
- Product cycles were long, often spanning several years
- The top-down waterfall process reigned
- Closed source ruled the world



The mainframe ruled the world

Programmers did not usually socialize outside of their companies

The IT revolution around the Year 2K, Cloud, open source, mobile, social networks



Launched 2006



iPhone Launched 2007



Launched 2007



API Economy



Launched 2002

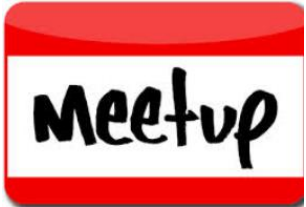


Launched 2004

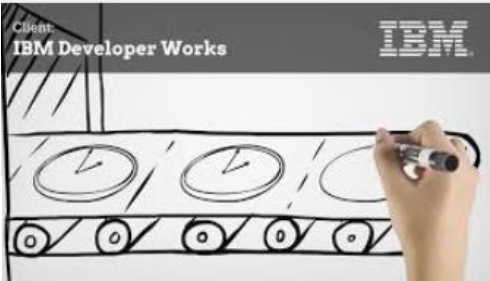
The developer world, intensely social, mobile, open source . Bottom Up rather than Top Down



MVP



Hackathons



The Montreal startup that developed a mobile app...



But

The Montreal startup that developed a mobile app...



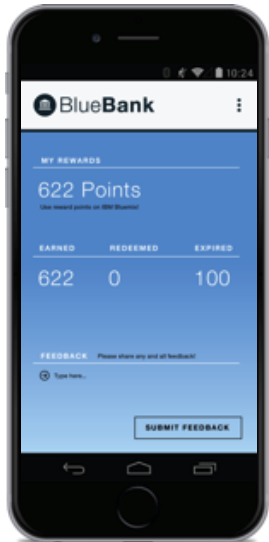
Who was also on AWS...



Developing apps with The API Economy



Let's build an app in Bluemix!



Public Bluemix
Systems of Engagement

Firew
all



Private Bluemix
Systems of Record

Case Study: Tangerine Bank, integrating APIs

https://youtu.be/Q3Umh-F5_6w



Mobile Quality
Assurance

IBM

PUBLISH DATE
03/07/2016

TYPE
Service

Mobile Quality Assurance enables mobile app testing, user validation, and streamlined quality feedback with sentiment analysis, over-the-air build distribution, automated crash reporting, in-app bug reporting and user feedback.

- **Over the Air Build Distribution**

Get the latest in the hands of the testers as soon as it is available.

- **In-app Bug Reporting**

Submit defects in seconds while using the application from your mobile device.

- **Automated Crash Reporting**

Get aggregated crash logs from pre-production and production environments automatically.

- **User Feedback and Sentiment Analysis**

Get feedback about your app straight from your customers, and mine app ratings and reviews to extract actionable insights.

You can view the overall health of the app within the Mobile Quality Assurance service instance:



<http://www.ibm.com/cloud-computing/bluemix/case-study/>

Developing apps with The API Economy

- Select a cloud vendor
- Select an open source stack
- Add services from APIs
(who can be hosted on other clouds)
- Only pay for what you can't get in open source
Such as Watson cognitive services
- Often work at incubators who often recommend
Cloud services and APIs

Today's developers will get their information from:

- Their social networks
- Stack Overflow
- LinkedIn
- Github
- Meetups
- YouTube



To market to today's developers we have to reach their social networks and favorite social websites

- Their social networks
- Stack Overflow
- LinkedIn
- Github
- Meetups
- YouTube



Background on the IBM digital sales team

- IBM Digital Sales team. Engages with developers who visit IBM websites and request information
- Deals with “small” opportunity accounts around \$100 K
- Have in-line chat that allows them to engage with web visitors
- Are not overly technical
- **Question:** how can the IBM digital sales team provide technical information to developers who visit IBM websites



IBM
**Digital
Sales**

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Chat With an Engineer Now!

IBM Support Assistant Web Collector