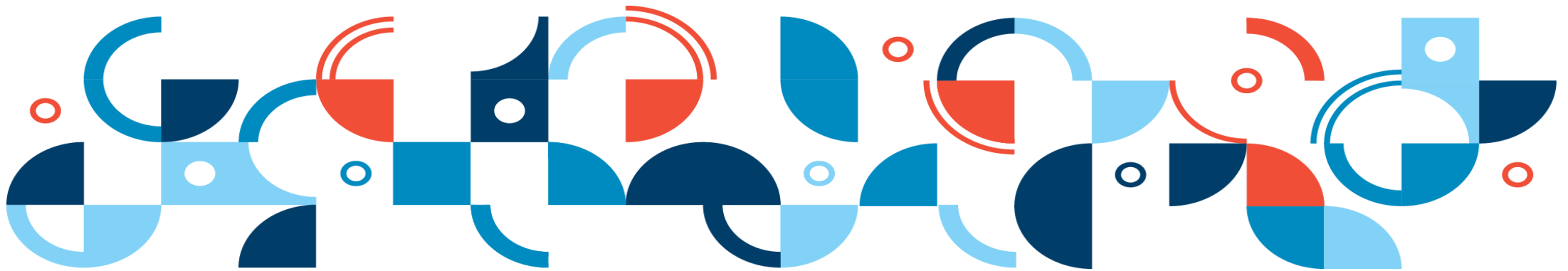


The Global Developer Community



7/27/2016 Lennart Frantzell alf@us.ibm.com

Lennart Frantzell



- Working with developers and startups in Silicon Valley
- Bluemix architect
- Love Hackathons

The global developer community



Sao Paulo



Berlin



San Francisco



Beijing

Common tools,
Common languages,
Common concepts,
Common values



Nairobi



Mumbai

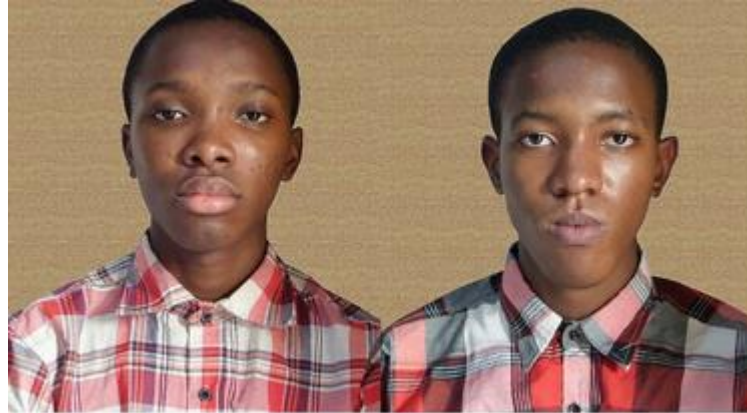


Ho Chi Minh City



Stockholm

The global developer community



- Anesi and Osine Ikhianosime
- **13 & 15 Yrs Old, Nigerian Brothers**

<http://bit.ly/2afe7PL>

<https://youtu.be/kuonjPPNSxs>

The global developer community



<http://www.bludoors.com/>

- Anesi and Osine Ikhianosime
- **13 & 15 Yrs Old, Nigerian Brothers**
- **Built Mobile Web Browser, an alternative To Google Chrome**

<http://bit.ly/2afe7PL>

<https://youtu.be/kuonjPPNSxs>

The global developer community



<http://www.bludoors.com/>

- Anesi and Osine Ikhianosime
- **13 & 15 Yrs Old, Nigerian Brothers**
- **Built Mobile Web Browser, an alternative To Google Chrome**
- A16z podcast from Andreessen Horowitz, Silicon Valley's leading VC firm

<http://bit.ly/2afe7PL>

<https://youtu.be/kuonjPPNSxs>



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



Launched 2006



iPhone
Launched 2007



Accelerator
<https://news.ycombinator.com>
Launched 2005



Code hosting site
Launched 2008



Crowdfunding
Launched 2005



Q/A site for programmers.
Launched 2008



Launched 2006



Launched 2007



Hackathons
Launched ~2000



Launched 2002



Launched 2004



Tech usergroups
Launched 2002



The secret of using GitHub to gain leverage



**Code hosting site
Launched 2008**

- You can put documents in HTML (Markdown) and PDF format on GitHub
- By showing that you use GitHub you suddenly establish street cred in talking to developers



Blogging with Jekyll


Using [Jekyll](#), you can blog using beautiful Markdown syntax, and without having to deal with any databases.

[Learn how to set up Jekyll.](#)



The Meetup Movement is competing with the IT conferences

SILICON VALLEY NEWTECH


SVNewTech'rs	13,760
Group reviews	162
Upcoming Meetups	1
Past Meetups	128
Our calendar	



Silicon Valley Startup: Idea to IPO

Palo Alto, CA

Founded Feb 1, 2010

Silicon Valley Entrepreneurs	15,813
Group reviews	173
Upcoming Meetups	34
Past Meetups	1,587
Our calendar	



Becoming a trusted influencer at a Meetup, a healthcare example



SVHealth Monthly Meetup

- Participated in technical discussions
- Provided suggestions for upcoming talks
- Provided sponsorship
- Was identified as an IBM'er without behaving as an IBM advocate
- Could recommend IBM technologies where it made sense
- Perceived as an objective technical expert
- "We didn't know IBM did healthcare!"

Open source is inherently social and builds global social networks



<https://github.com/IBM-Swift/Kitura>

The developer world, new concepts, new terminology, new methods. Bottom Up rather than Top Down



APIs

The developer world, new concepts, new terminology, new methods. Bottom Up rather than Top Down



2011	April	Creation	by Evan Spiegel, Bobby Murphy and Reggie Brown
2011	July	Creation	Snapchat first launches from Spiegel's father living room under the name Pictaboo app.
2012			
2012	March/April		Funding
2012	May 12	Userbase	Snapchat is processing about 25 images a second

The developer world, new concepts, new terminology, new methods. Bottom Up rather than Top Down



2011	April	Creation	by Evan Spiegel, Bobby Murphy and Reggie Brown
2011	July	Creation	Snapchat first launches from Spiegel's father living room under the name Pictaboo app.
2012			
2012	March/April		Funding
2012	May 12	Userbase	Snapchat is processing about 25 images a second

2016: Snapchat is raising more money around \$20 billion valuation

The developer world, new concepts, new terminology, new methods. Bottom Up rather than Top Down



2011	April	Creation	by Evan Spiegel, Bobby Murphy and Reggie Brown
2011	July	Creation	Snapchat first launches from Spiegel's father living room under the name Pictaboo app.
2012			
2012	March/April		Funding
2012	May 12	Userbase	Snapchat is processing about 25 images a second

2016: Snapchat is raising more money around \$20 billion valuation



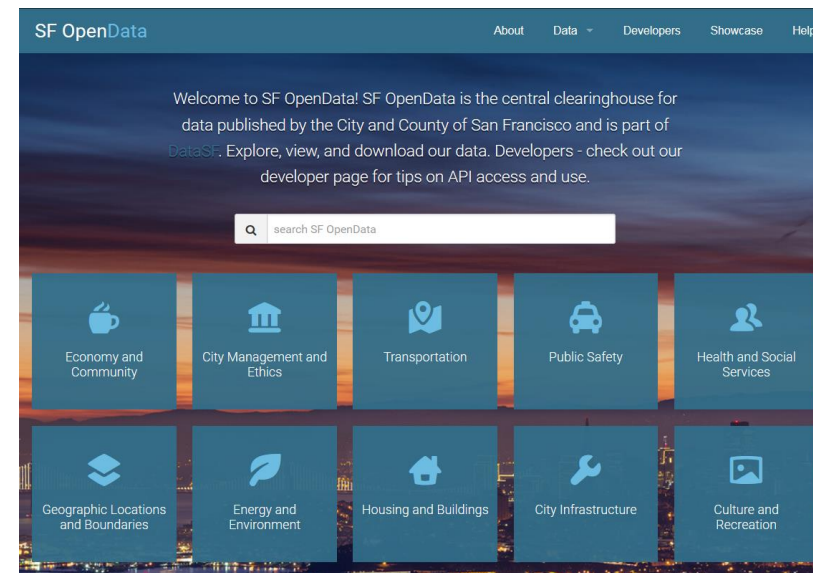
Developing apps with The API Economy



FlySFO.com API Documentation

The FlySFO.com API enables you to get detailed information about SFO's:

- Airlines
- Restaurants
- Shops
- Activities and things to do
- Additional passenger services such as ATMs, shoe shines, yoga rooms and more



MOST POPULAR CATEGORIES

1. Travel	Track this Category	6. eCommerce	Track this Category
2. Mapping	Track this Category	7. Financial	Track this Category
3. Social	Track this Category	8. Photos	Track this Category
4. Sports	Track this Category	9. Search	Track this Category
5. Music	Track this Category	10. Video	Track this Category

API NEWS

[VIEW ALL](#) 16

Developing apps with The API Economy

- Select a cloud vendor
- Select an open source stack
- Check out APIs with <https://www.getpostman.com/> or cURL
- 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
- Work at incubators who often recommend
Cloud services and APIs



1.5 UNDERSTANDING CURL

Make cURL more readable:

```
curl -i \  
  -H "Accept: application/json" \  
  -X POST \  
  -d "{status:MIA}" \  
  http://personsreport.com?status \  
  \
```

Uber and APIs

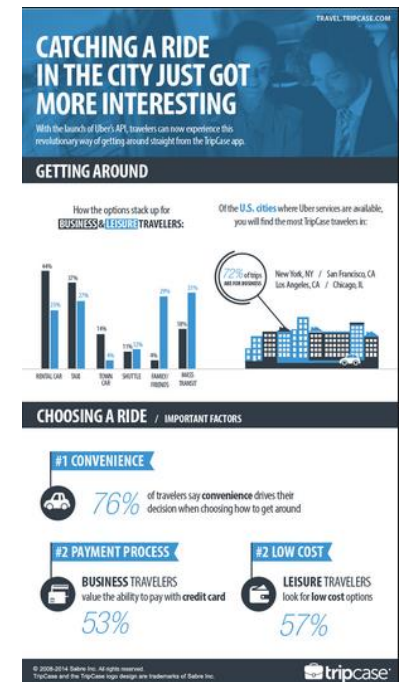


Uber is a perfect example. It didn't have to build its own mapping, payment, or communications services. Instead, Uber is a composite of what it considers the best of those programs and more —

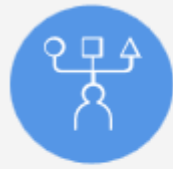
- Google Maps,
- Braintree (payment),
- Twilio (for mobile SMS),
- Oracle, etc.

Uber was able to quickly connect to these systems using little pieces of code called APIs.

<http://for.tn/29ZCUr1>




Cloud computing is all about APIs.



Personality Insights

Gain insight into how and why people think, act, and feel the way they do. This service applies linguistic analytics and personality theory to infer attributes from a person's unstructured text.

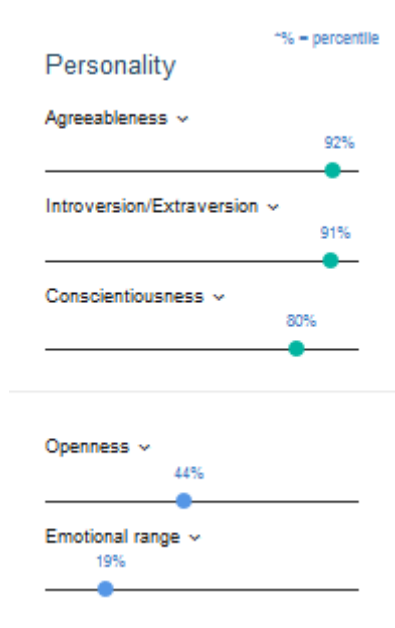
 Resources:

[API Reference](#)

[Documentation](#)

[Fork on Github](#)

[Fork and Deploy on Bluemix](#)



Replace {username} and {password} with your service credentials.


```
curl -u "{username}":"{password}"  
"https://gateway.watsonplatform.net/personality-insights/api/  
v2/{method}"
```

Cloud computing is all about APIs.



Personality Insights

Gain insight into how and why people think, act, and feel the way they do. This service applies linguistic analytics and personality theory to infer attributes from a person's unstructured text.

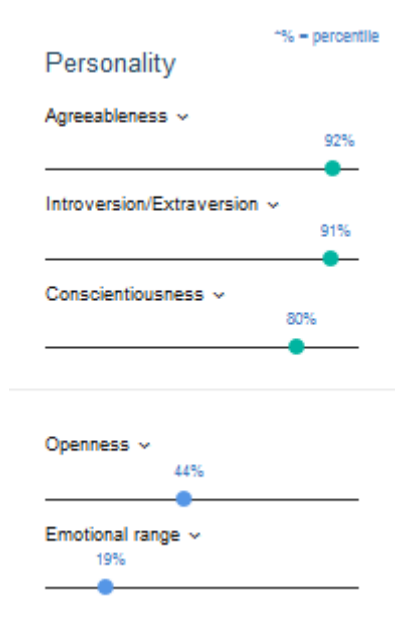
 Resources:

[API Reference](#)

[Documentation](#)

[Fork on Github](#)


[Fork and Deploy on Bluemix](#)



Replace {username} and {password} with your service credentials.


```
curl -u "{username}":"{password}"  
"https://gateway.watsonplatform.net/personality-insights/api/  
v2/{method}"
```


Cloud computing is all about APIs.

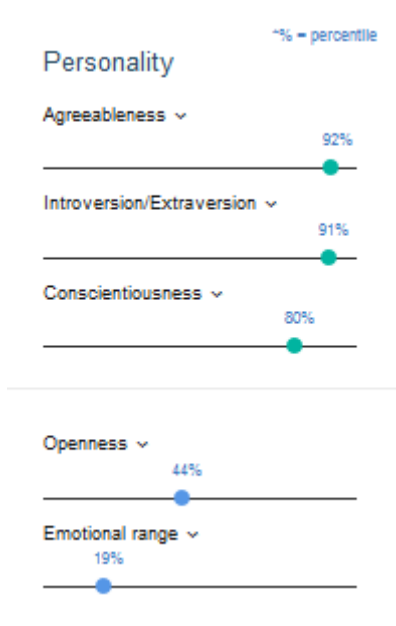


Personality Insights

Gain insight into how and why people think, act, and feel the way they do. This service applies linguistic analytics and personality theory to infer attributes from a person's unstructured text.

 Resources:

[API Reference](#) [Documentation](#) [Fork on Github](#) [Fork and Deploy on Bluemix](#)

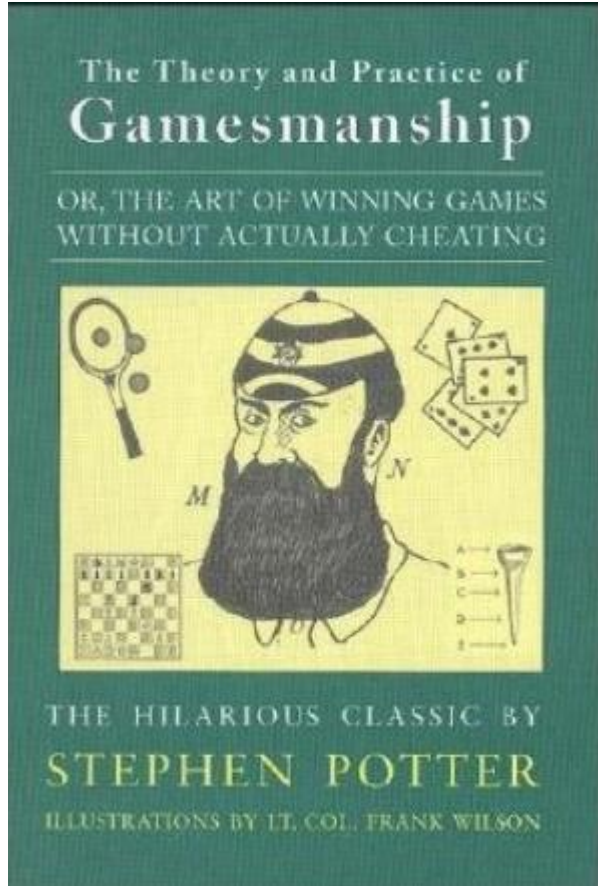


Replace {username} and {password} with your service credentials.

```
curl -u "{username}":"{password}"  
"https://gateway.watsonplatform.net/personality-insights/api/  
v2/{method}"
```

Takeaway: learn about APIs

Stephen Potter, the 12 Factor APP and Use Cases

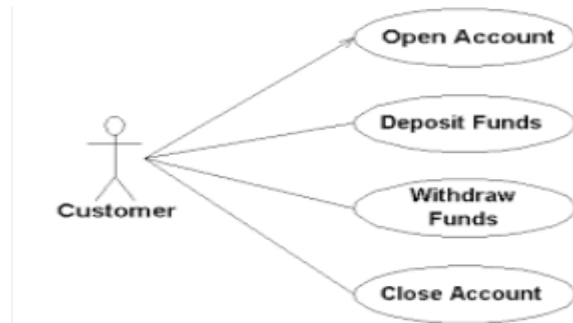


- Yes but is it true in the south?

Two key concepts to engage with today's developers



<http://bit.ly/2a5sN0c>



12 Factor App

- ▶ **Codebase** - One codebase tracked in revision control, many deploys
- ▶ **Dependencies** - Explicitly declare and isolate dependencies
- ▶ **Config** - Store config in the environment
- ▶ **Backing Services** - Treat backing services as attached resources
- ▶ **Build, release, run** - Strictly separate build and run stages
- ▶ **Processes** - Execute the app as one or more stateless processes
- ▶ **Port Binding** - Export services via port binding
- ▶ **Concurrency** - Scale out via the process model
- ▶ **Disposability** - Maximize robustness with fast startup and graceful shutdown
- ▶ **Dev/prod parity** - Keep development, staging, and production as similar as possible
- ▶ **Logs** - Treat logs as event streams
- ▶ **Admin processes** - Run admin/management tasks as one-off processes

Use Cases: https://en.wikipedia.org/wiki/Use_case

Today's developers will get their information from:

- Their social networks
- Stack Overflow
- LinkedIn
- Github
- Meetups
- YouTube
- A16Z
- Twitter



To do: key concepts and actions, a cheat sheet to the Developer World

1. Join a Meetup
2. Set up a GitHub repository
3. Attend a Hackathon
4. Learn about the 12 Factor Apps Manifesto from a high level
5. Check out Stack Overflow about the product(s) you support
6. Start using Twitter
7. Learn about APIs
8. Learn about Agile
9. Learn about Use Cases

Thank You!

Where can you find the presentation? On my GitHub repo: <http://bit.ly/2aaZavo>