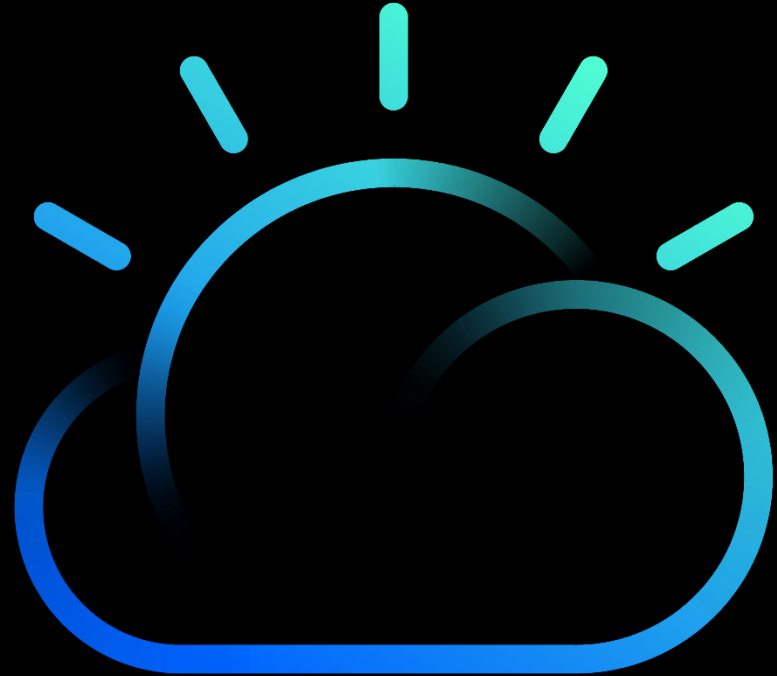


IBM Cloud

Platform for Innovation

IBM Cloud & Watson Day
January 2018

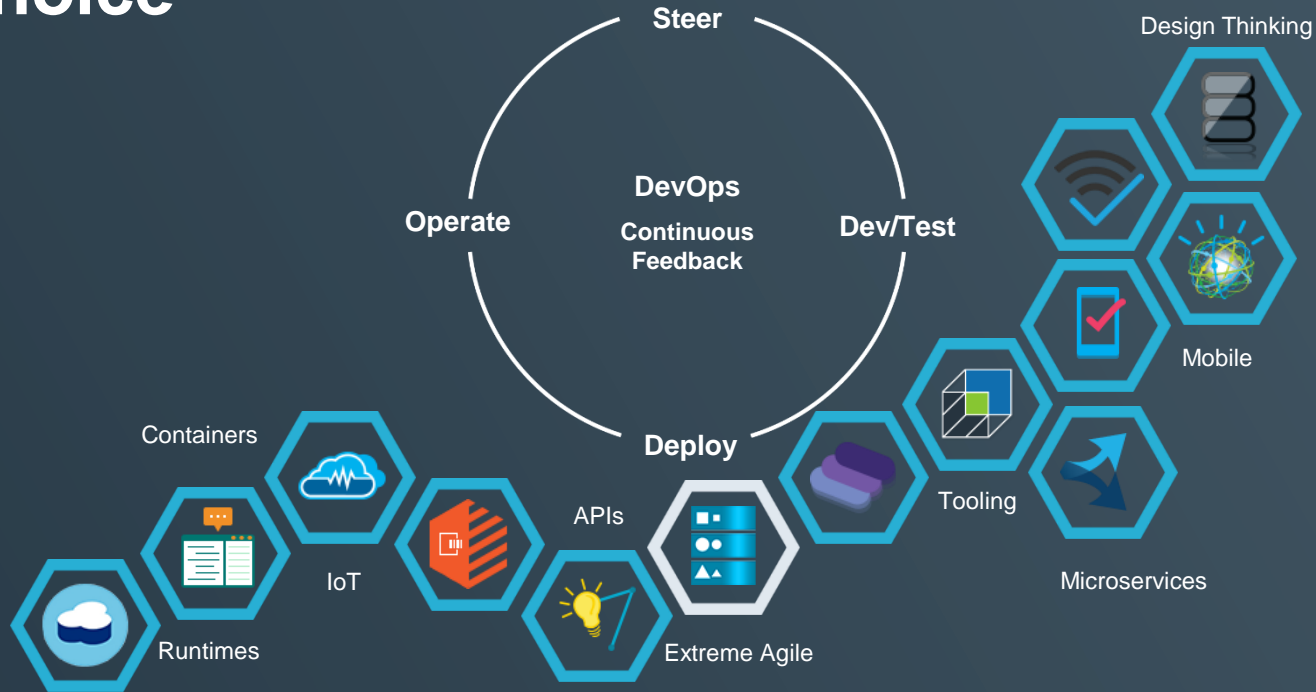
ibmcloud-watson-day.mybluemix.net



Benoit Marolleau
Architect – [IBM Montpellier Client Center](#)
IBM France
benoit.marolleau@fr.ibm.com



App development today is about **speed** and **choice**



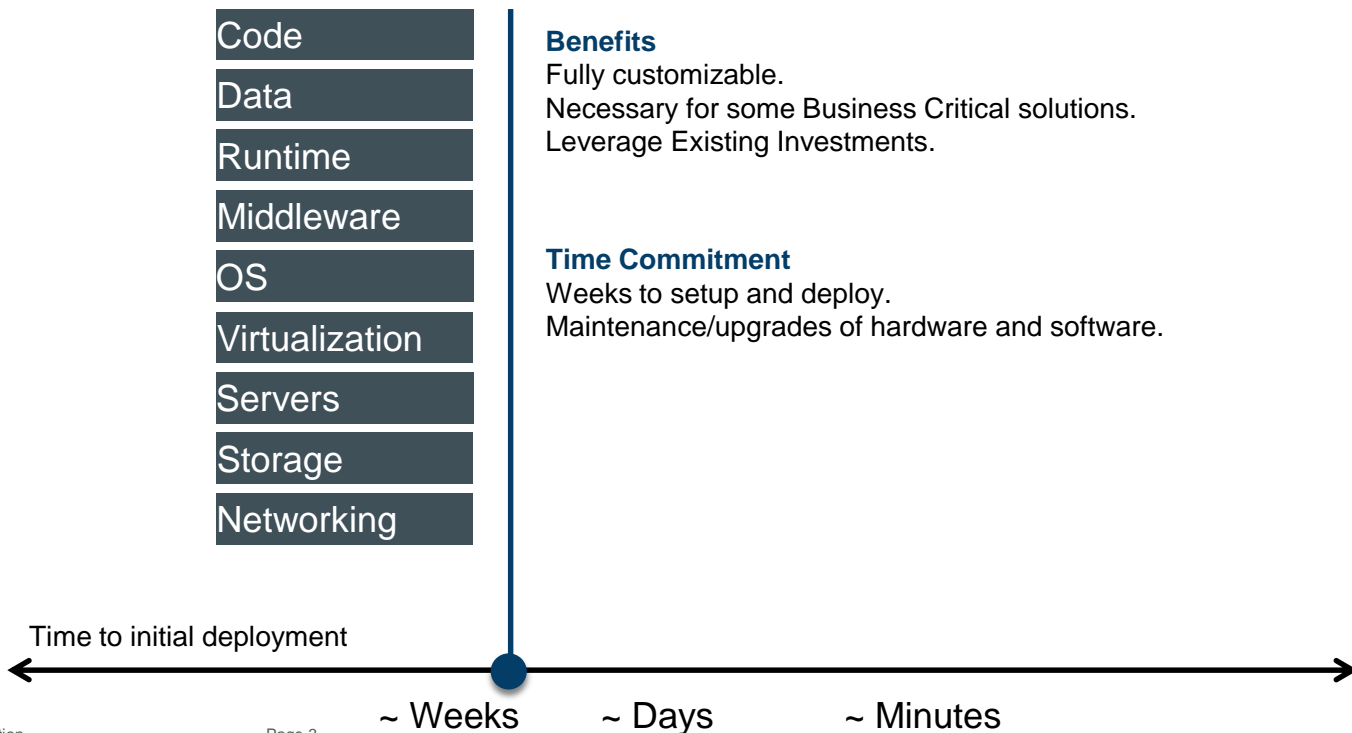
IBM Cloud provides developers with instant access to the APIs, services and infrastructure they need to launch their ideas into the present.

Timing is critical...

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

● Customer Managed

Core IT



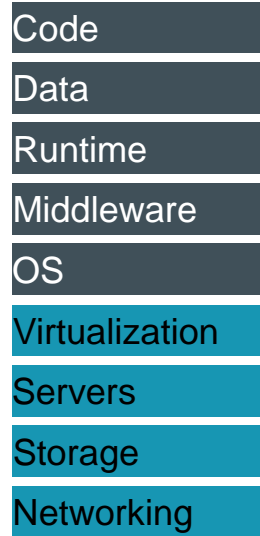
Timing is critical...

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

● Customer Managed

● Service Provider Managed

Infrastructure as a Service

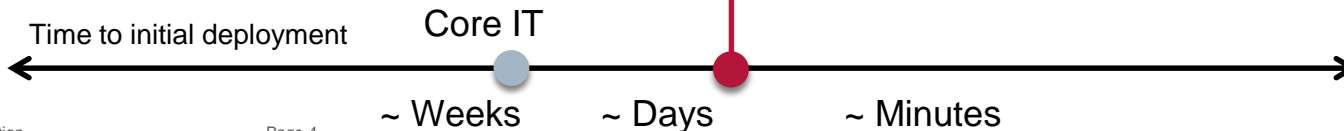


Benefits

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.

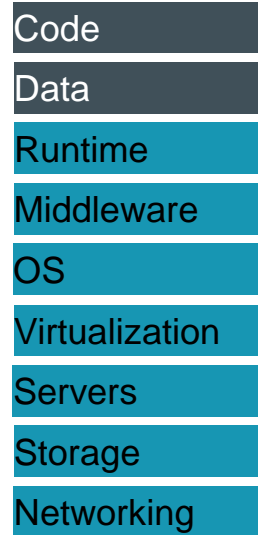


Timing is critical...

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

- Customer Managed
- Service Provider Managed

Platform
as a Service



Benefits

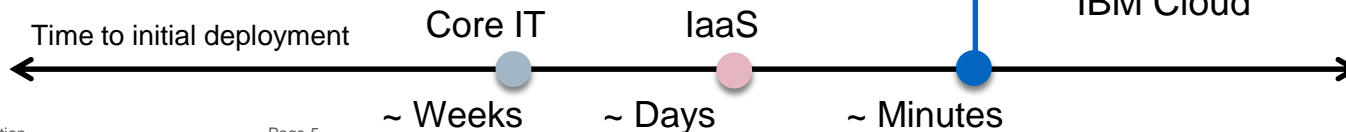
Setup environments and deploy apps *very* quickly. Infrastructure and platform managed by Service Provider.

Time Commitment

Minutes to setup and deploy.
Focus on your apps and their data.

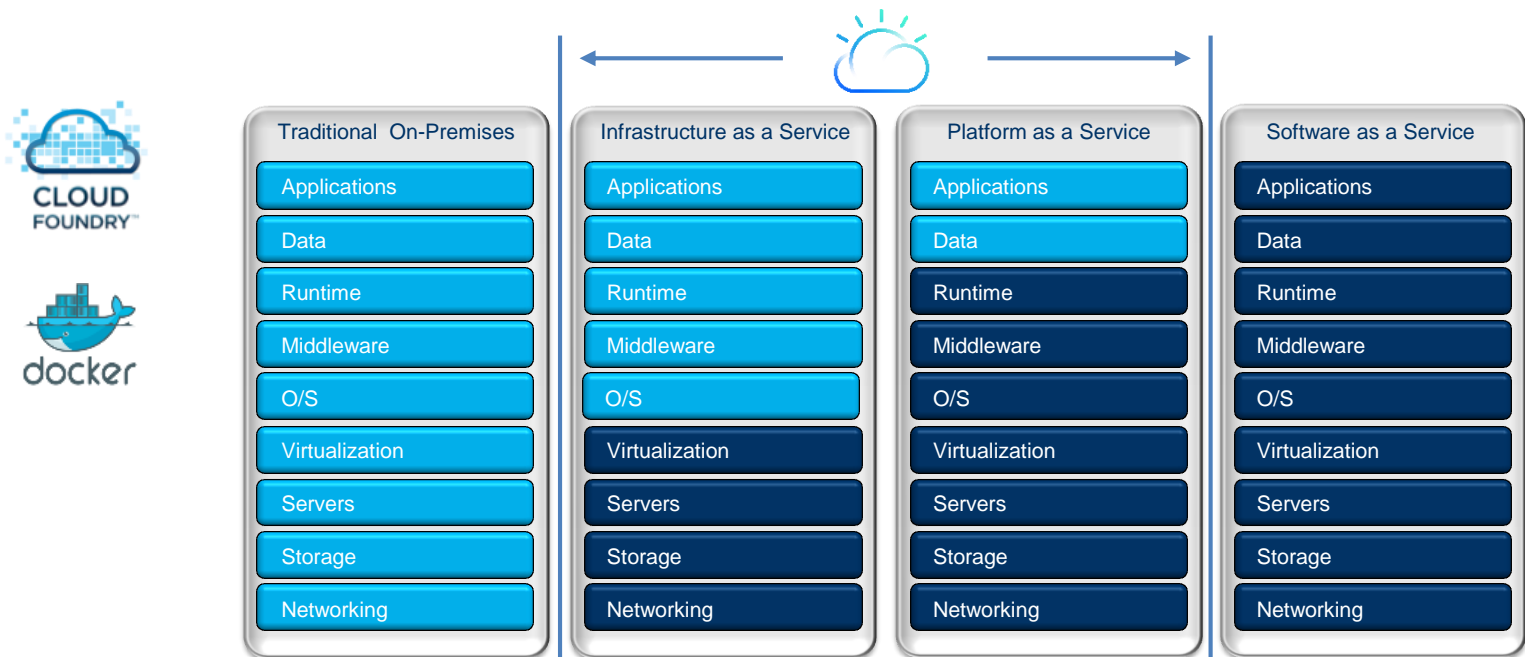


IBM Cloud

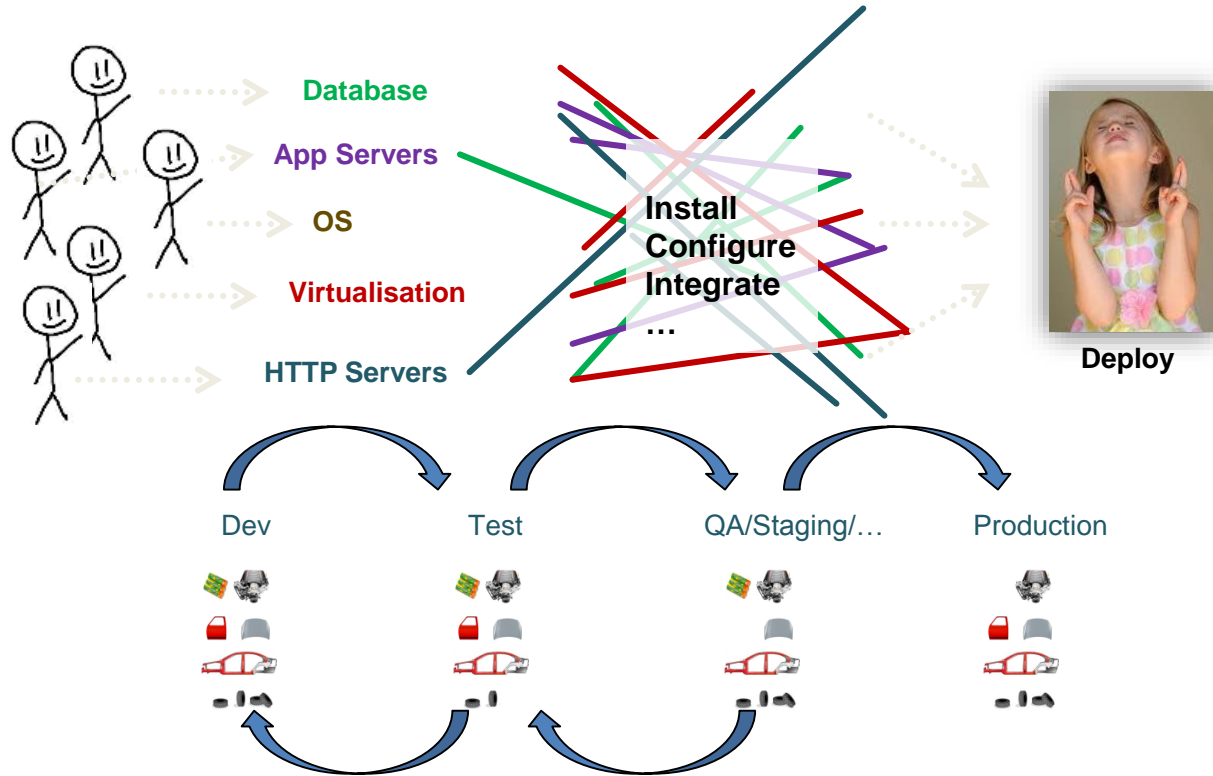


IBM Cloud & Cloud Models

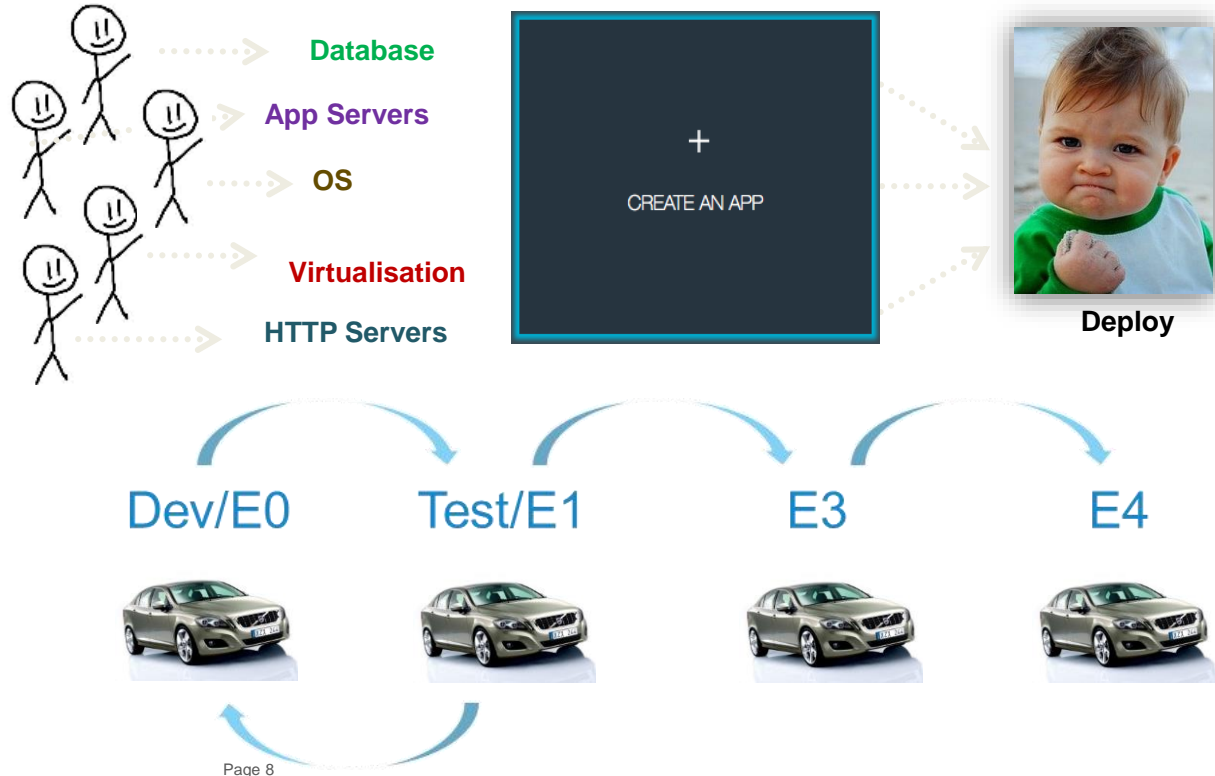
- Capabilities in IBM Cloud now span PaaS and IaaS and can be delivered as a public, dedicated, or on-premises (IBM Cloud Private) implementation.



Application Life cycle in Traditional IT



Application Life cycle: Managed Solution



How IBM Cloud is used?

“Reduce Turnaround times”



Bringing insight directly to
their maintenance engineers
via mobile

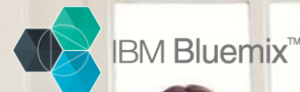


Using weather data
to predict real time
inventory needs

SOFTLAYER®



Sourcing new innovation
from mobile developer
communities



What is IBM Cloud?

www.ibm.com/cloud

What is IBM Cloud PaaS (aka Bluemix) ?

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

Compute options for **any workload**, across global infrastructure

PERFORMANCE &
CONTROL

PORTABILITY

DEVELOPMENT SPEED



Bare Metal

Maximum performance
and control



Virtual Server or VMware

Leverage existing
languages and tools



Containers

Maximum portability



Cloud Foundry

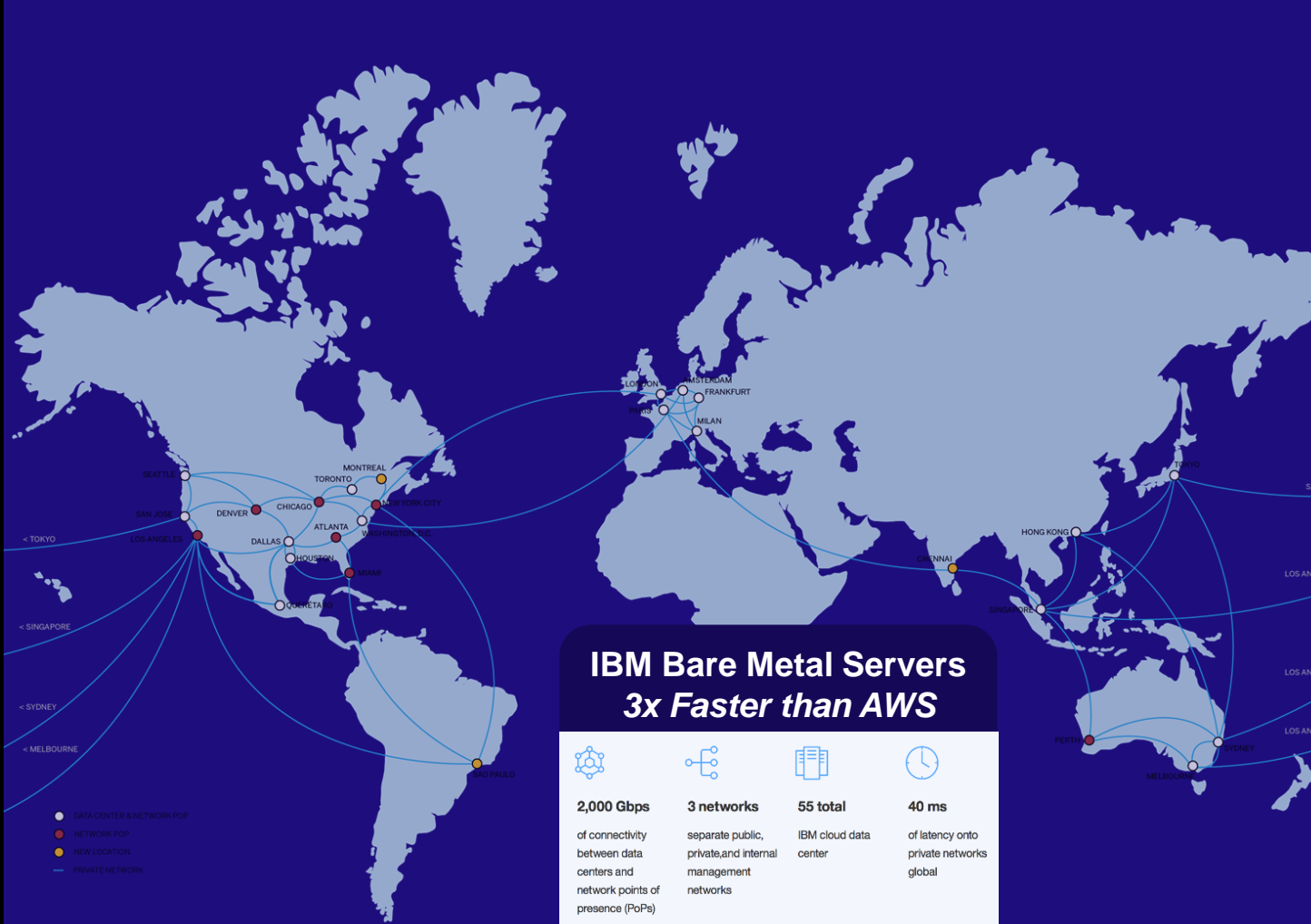
Open PaaS
environment



OpenWhisk

Maximum speed with
serverless apps

Scale your innovative applications on the right type of cloud with global infrastructure

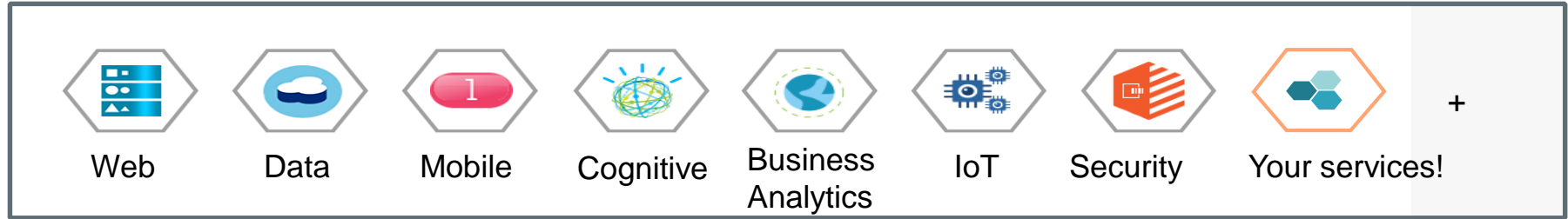


IBM Cloud Platform As A Service (former Bluemix)

- IBM Cloud provides mobile and web developers access to IBM software for integration, security, transaction, and other key functions, as well as software from business partners.
- ◆ aPaaS (Application Platform As A Service) is a code deployment facility
 - ◆ aPaaS targets application developers from small or large organizations
 - ◆ Its purpose is to let them focus on writing business application and to write and deploy them quickly.
- Landscape: IBM Cloud, Microsoft Azure App Service, Google App Engine, Heroku, OpenShift, Pivotal One.



IBM Cloud PaaS : 100+ Services and Runtimes



Web & applications



Cognitive *



Data Management



IoT



Business Analytics



Mobile



DevOps



Security



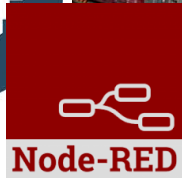
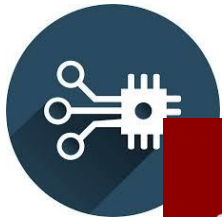
IBM Cloud PaaS : 100+ Services and Runtimes

Mobile Dev & Solutions



<https://console.bluemix.net/developer/mobile/starter-kits>

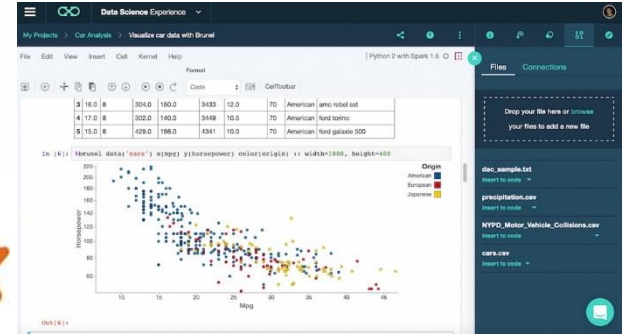
Internet of Things



Data Science, AI, Machine Learning



IBM Watson



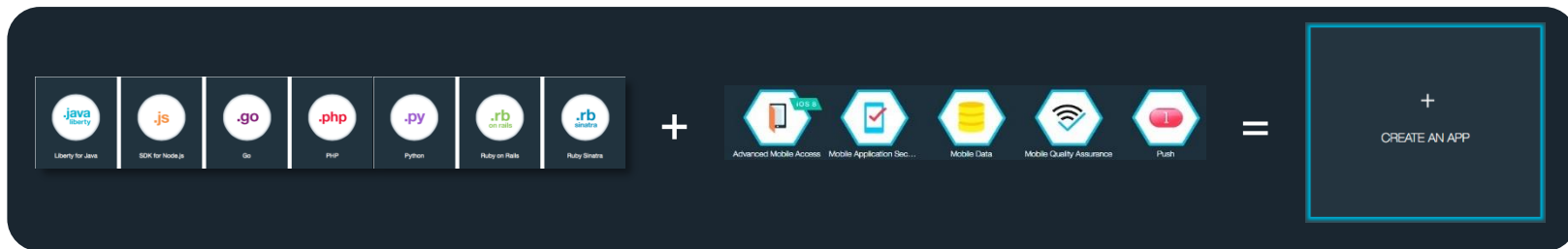
<https://datascience.ibm.com/>

...and many more.

IBM Cloud PaaS

- **With Bluemix PaaS, installing and maintaining environment cost and overhead disappear.**

- Choose your runtime (Java, PHP, JavaScript, etc.).
- Choose the services you need (IBM, community or third party services) from the Bluemix catalog.
- Create your application* with a reduced development cycle.

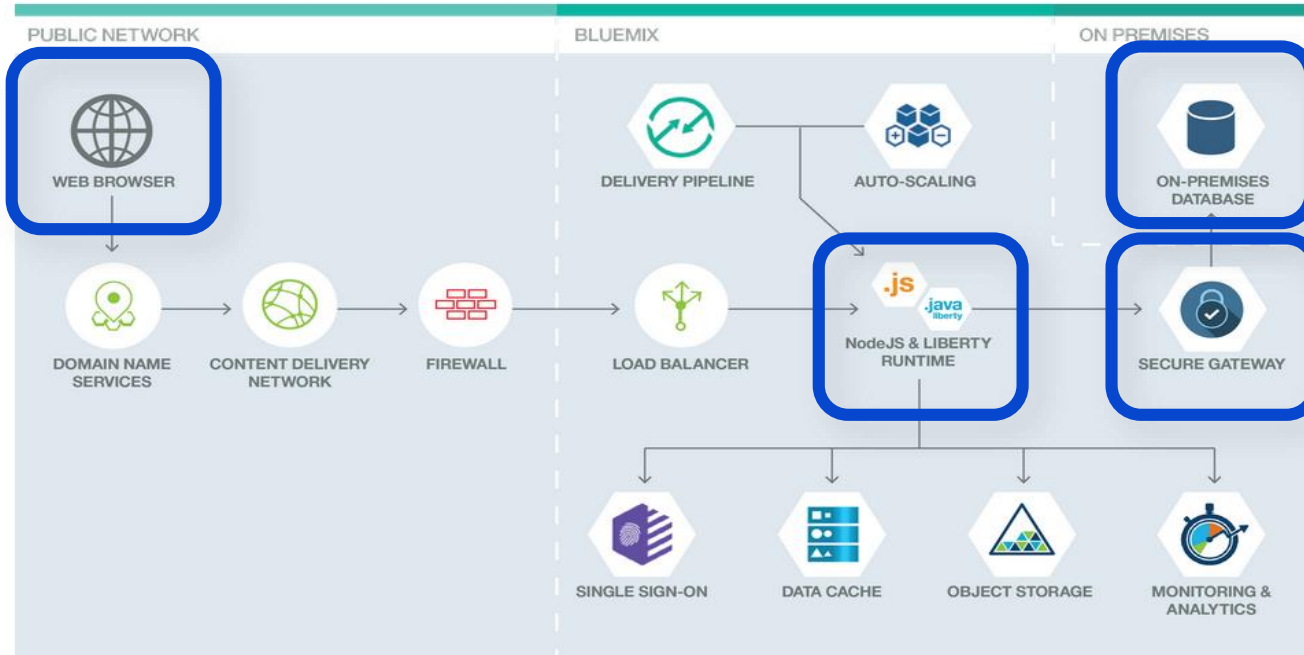


- Or... use boilerplate !!



* DevOps or Local Eclipse IDE with CF plugin or any IDE with CF CLI

Solution Architecture Example



Billing

- Pay as you Go (per GB, per service, per connected device, etc...)
- More details on Bluemix: <https://console.ng.bluemix.net/pricing/>
- Know what to expect each month: application use cases, estimators



Down-to-the-penny pricing calculator

To calculate software costs for various languages, frameworks, and services, use our interactive pricing tool.

OPEN CALCULATOR

Instant Runtimes

Fast, yet flexible

Runtimes are the fastest way to get your code up and running on Bluemix. Use this estimator to calculate how much your app will cost.

Know what to expect each month.

Check out some application use cases to see how our pricing translates.

Estimate Your Costs

1 Instances

Memory

128 MB 256 MB 512 MB 1 GB 1.5 GB 2 GB

FREE per month

Example 1: Hobbyist or Startup	Example 2: Medium Business	Example 3: Large Enterprise
Language: Java for IBM	Language: NodeJS	Language: Ruby Sinatra
Memory: 256 MB	Memory: 512 MB	Memory: 1 GB
Instances: 1	Instances: 2	Instances: 4
Users: <100	Users: <5000	Users: 200,000+
HTTP Requests: <300/s	HTTP Requests: <500/s	HTTP Requests: >10k/s
Free!	€18.15	€131.76

(10/2015)

Back to Overview

1 Items | €18.15 monthly Clear

Pricing Sheet

Runtime Charges

Charged by the GB-hour.

A good starting point is a 512 MB instance for applications using Liberty for Java™, or a 64 MB instance for applications using SDK for Node.js™ and other runtimes. Choose three instances if you need high availability.

Plan	Price	Monthly Usage	Estimate
Liberty for Java™			
Default			
• Run one or more apps free for 30 days (375 GB-hours free).	€0.0526 EUR / GB-Hour		€18.15
Instances		2	
Memory		512 MB	

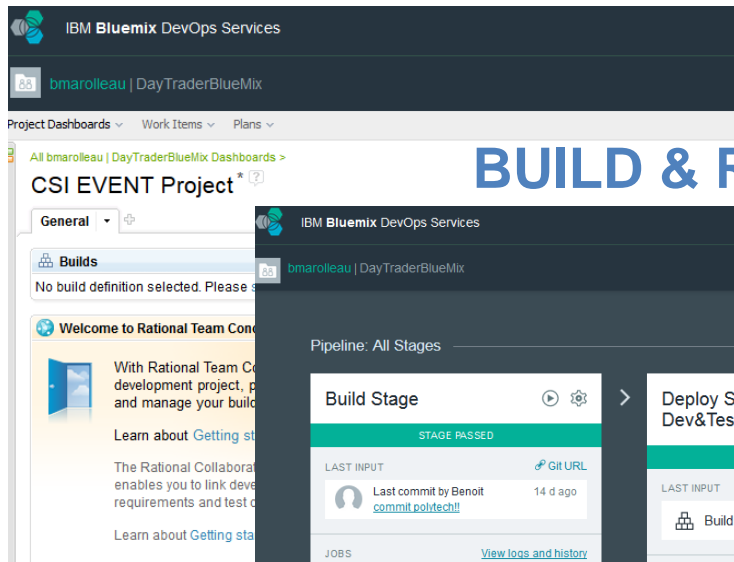
(10/2015)

Cloud Devops Services

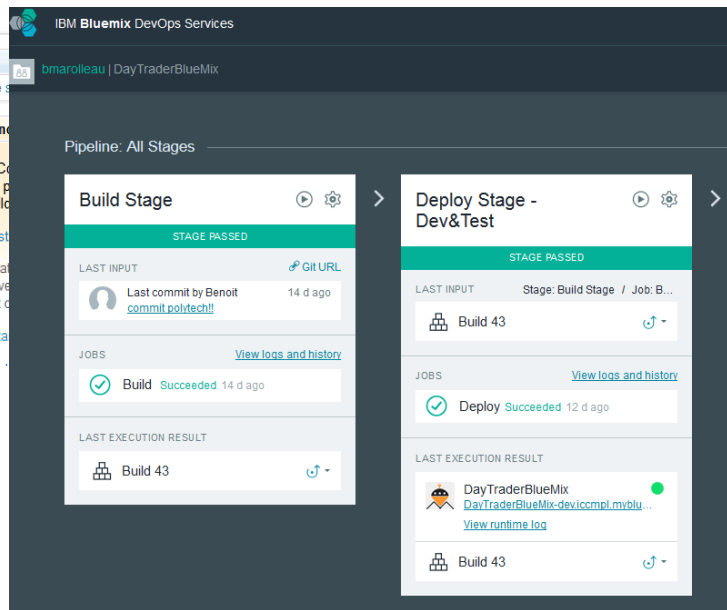
Integrated Agile Planning, Coding, Building, Deploying

- Collaborative Tools Suite (SaaS) including:
 - Git Repository
 - Built-in Web IDE
 - Project Tracking & Planning (RTC)
 - Build & Deploy to Cloud Foundry / Cloud
 - Dev Team Access Management
 - Can be used along with your existing IDE (Visual Studio, Eclipse...)
- Included in the IBM Cloud core features
- How to get started:
 - <https://hub.jazz.net/>
 - <http://www.ibm.com/cloud-computing/Cloud/devops/>

TRACK & PLAN



BUILD & RUN



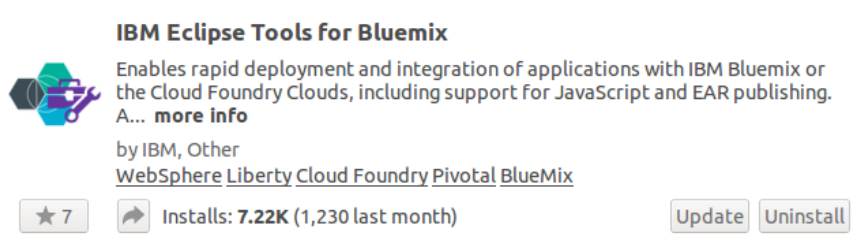
DEVELOP & SHARE



Develop anywhere...deploy on IBM Cloud

Example with Eclipse

- Eclipse Java EE IDE for Web Developers. Find all releases [here](#)
 - ☐ Version: Mars Milestone 2 (4.5.0M2)
 - ☐ Plugin Install using:
 - ☐ Eclipse Help Menu > Eclipse Marketplace
 - ☐ Install "IBM Eclipse Tools for IBM Cloud" - Documentation [Link](#)



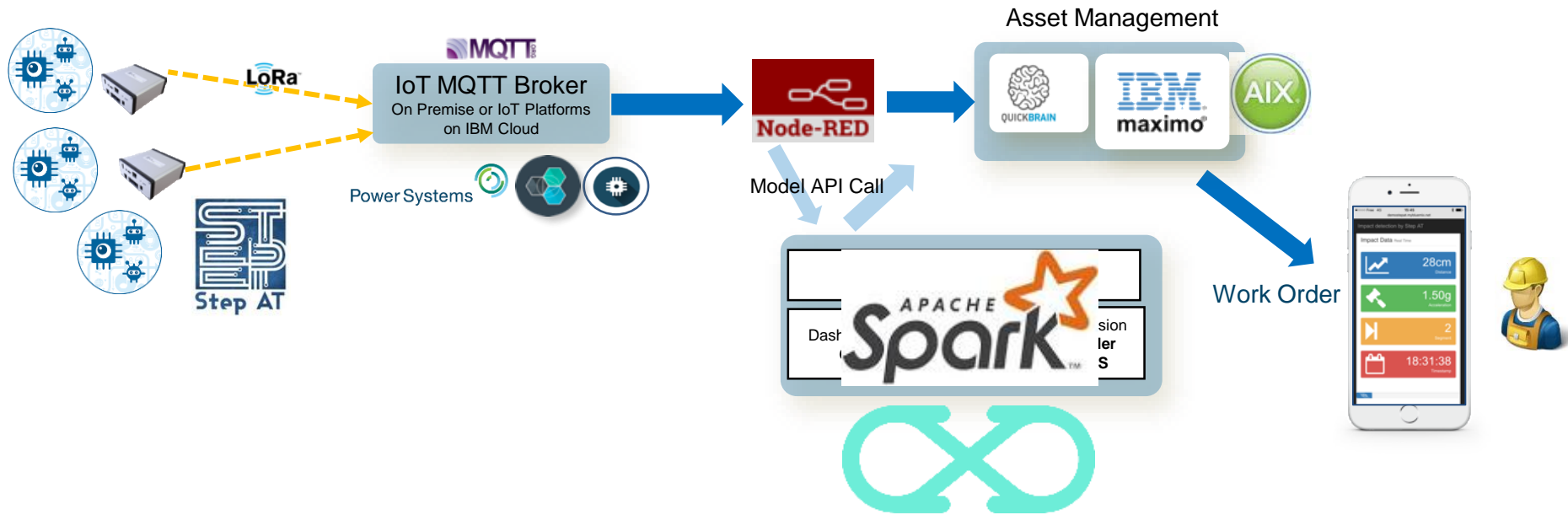
- ☐ Install "Android Development Tools for Eclipse" for Android application development (Note: Android Studio is now the official IDE for Android Dev).

IBM Cloud in the real life.

- ✓ AI & Predictive Maintenance
- ✓ Cognitive Job Finder App

www.ibm.com/cloud

Example 1 – Predictive Maintenance



Example 2 – Job Finder Personal Assistant



Do you care about the future of young generations?

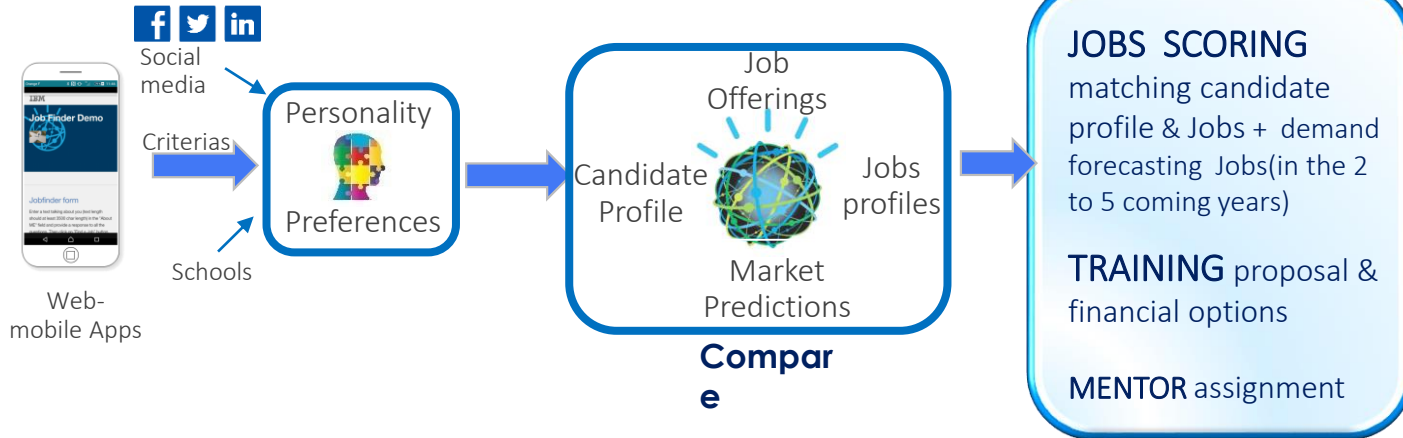
Do you believe IBM Watson brings unique value & innovation and can help in fixing societal issues?



Do you have kids or do you know young people struggling to identify the Job they'd like to do?

Did you experience difficulty to identify what job you wanted to do when you were young?

What is Job Finder Application?



Value Proposition

For Y&Z Generation

- **Personal Assistant** to find the **right Job for the person**
- **“Happiness at work”** (one important motivation factor)

For Government

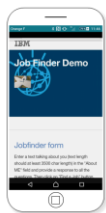
- **Savings by reducing unemployment** (Cost of 1 unemployed person per year: 28737 € in France)
- Impact on PIB (loi d'Okun)

For Companies

- **Right person for the Job**
- Increase employees **loyalty & reduce cost of turnover** (70 % of Gen-Y leaves 1st job within 2 years of joining)

How ?

Cloud



- Mobile / Web Apps
- *IBM Systems - Analytics solutions*

Selected Watson API



- Personality Insights



- Tradeoff Analytics

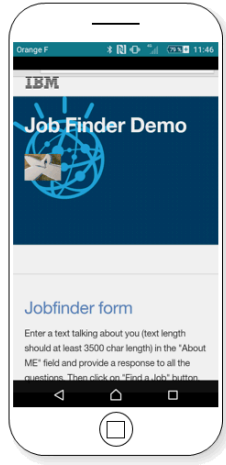


- *Insights for Twitter*

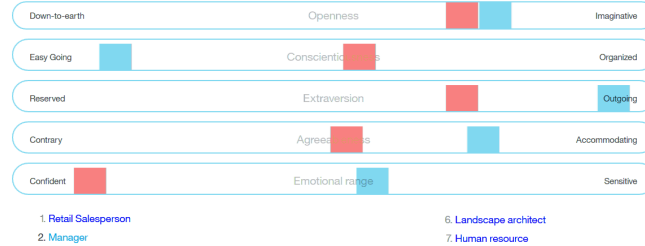
Data

- Social media data
- Candidate data
- Market Trends Data
- Job profile
- Job offerings
- Training offerings...

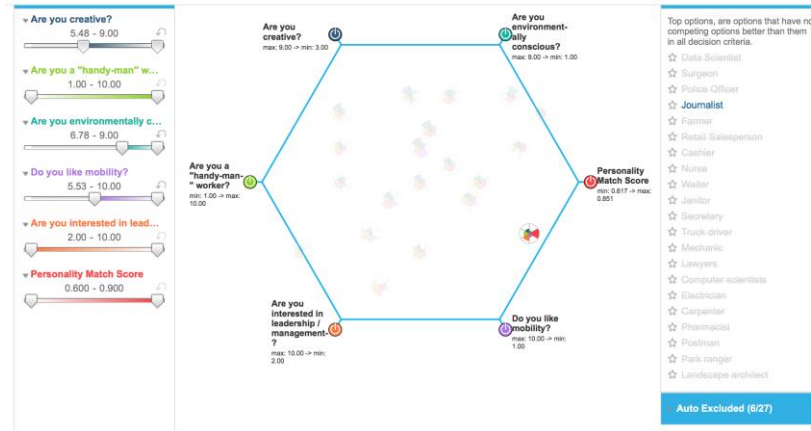
Link to the application & Video



Jobfinder Result

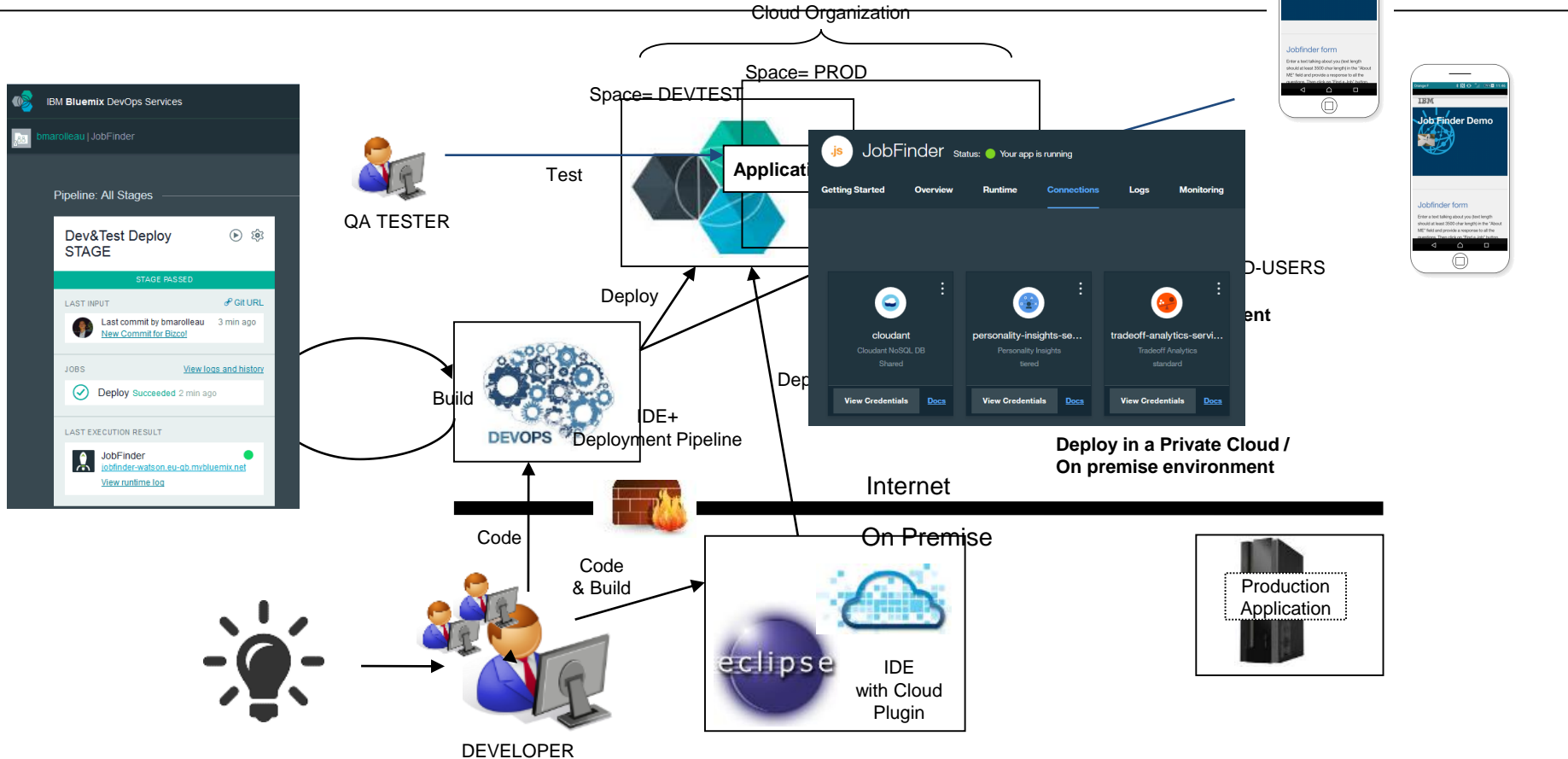


JobFinder Application [LINK](#)



VIDEO

Job Finder : From Dev to Prod



IBM Academic Initiative

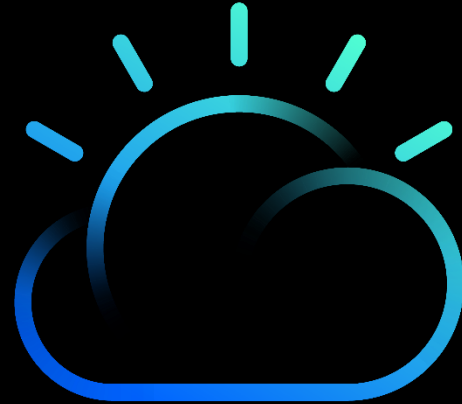
Compose & deploy your applications on IBM Cloud !

Request your promo code :

- teachers: 12 months for free - renewable*
- students: 6 months for free - renewable*

=> IBM Academic Initiative Web Site :

<https://onthehub.com/ibm/>



Sign in and simply use your promo code.

Let's get started.

ibmcloud-watson-day.mybluemix.net