

IBM Bluemix

Platform for Innovation



August 2017

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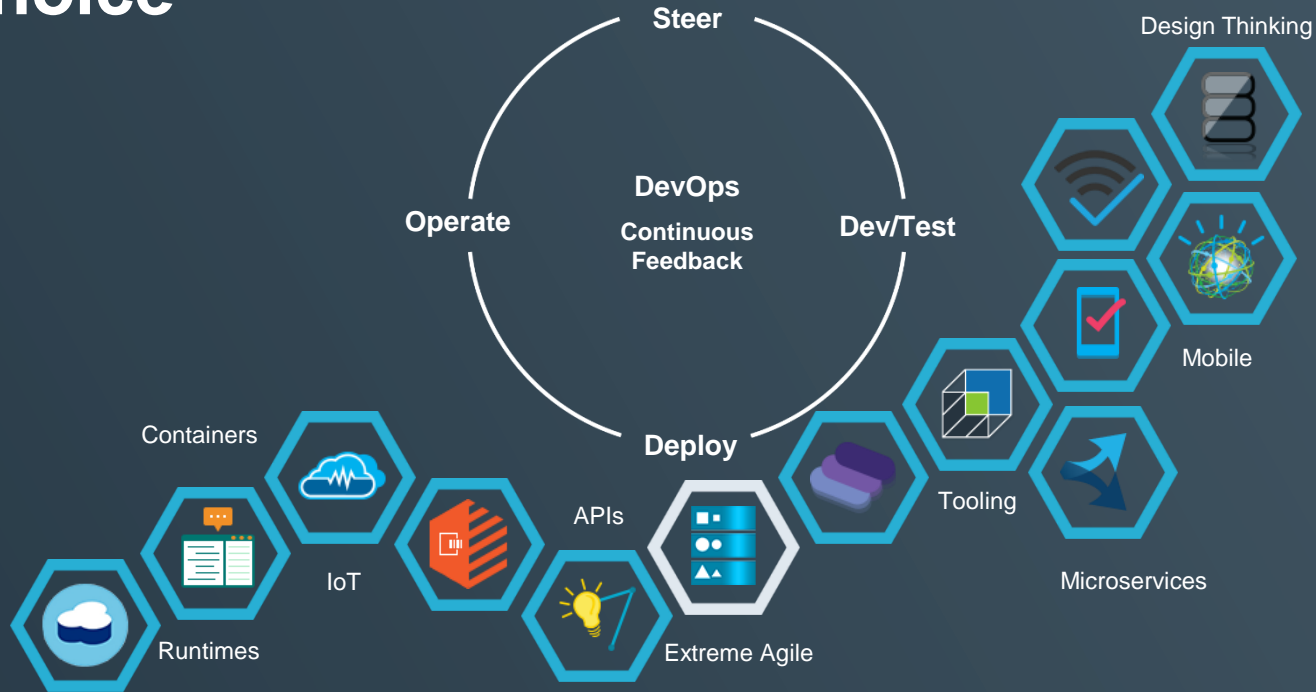
Architect – [IBM Montpellier Client Center](#)

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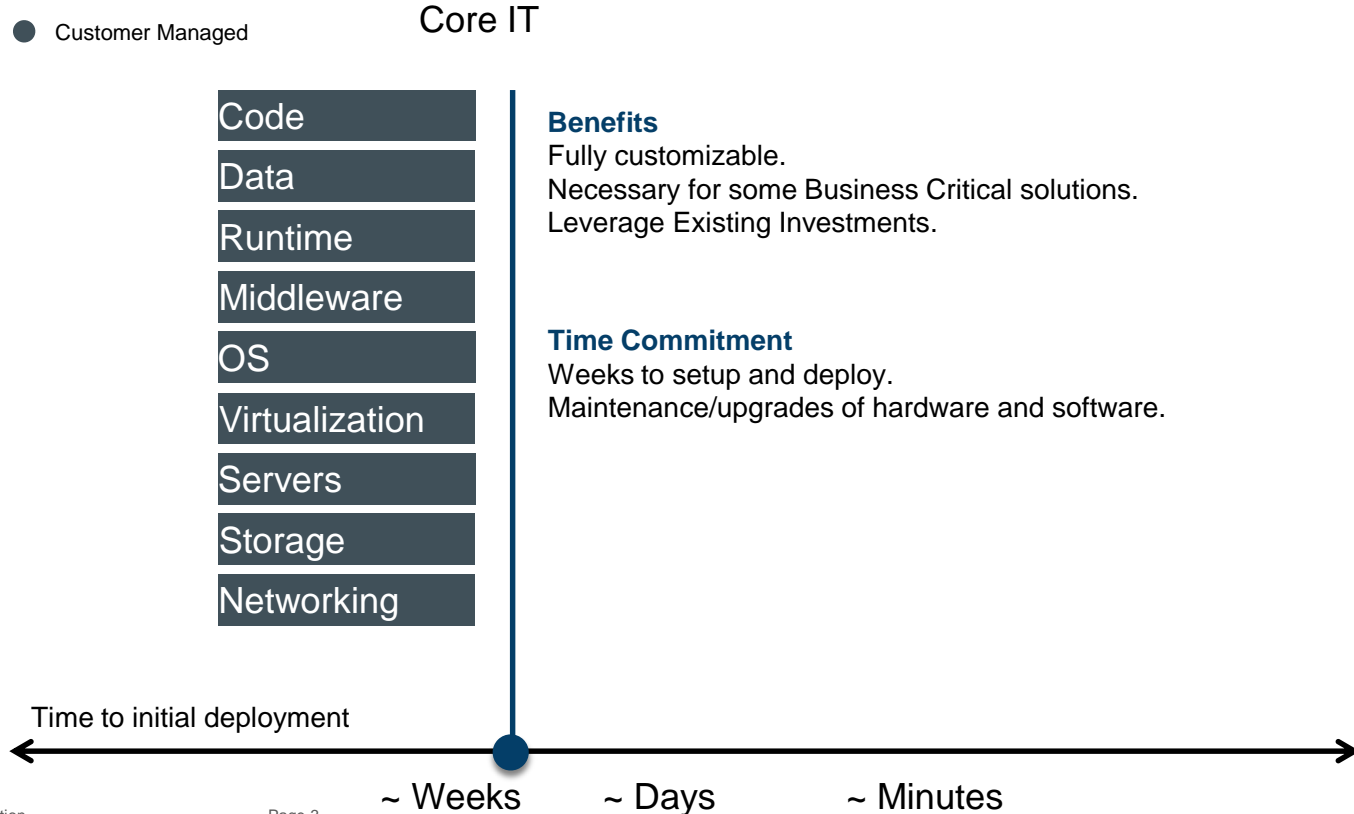
App development today is about **speed** and **choice**



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.



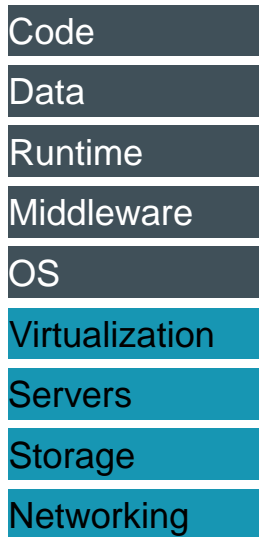
Timing is critical...

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

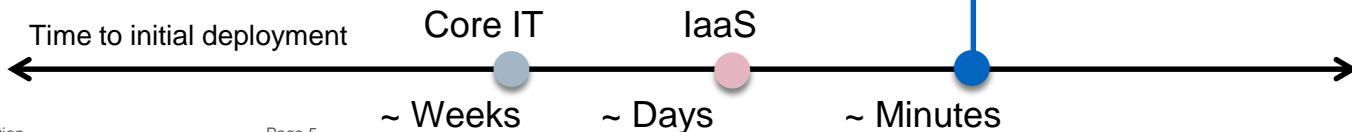
Setup environments and deploy apps *very* quickly. Infrastructure and platform managed by Service Provider.

Time Commitment

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

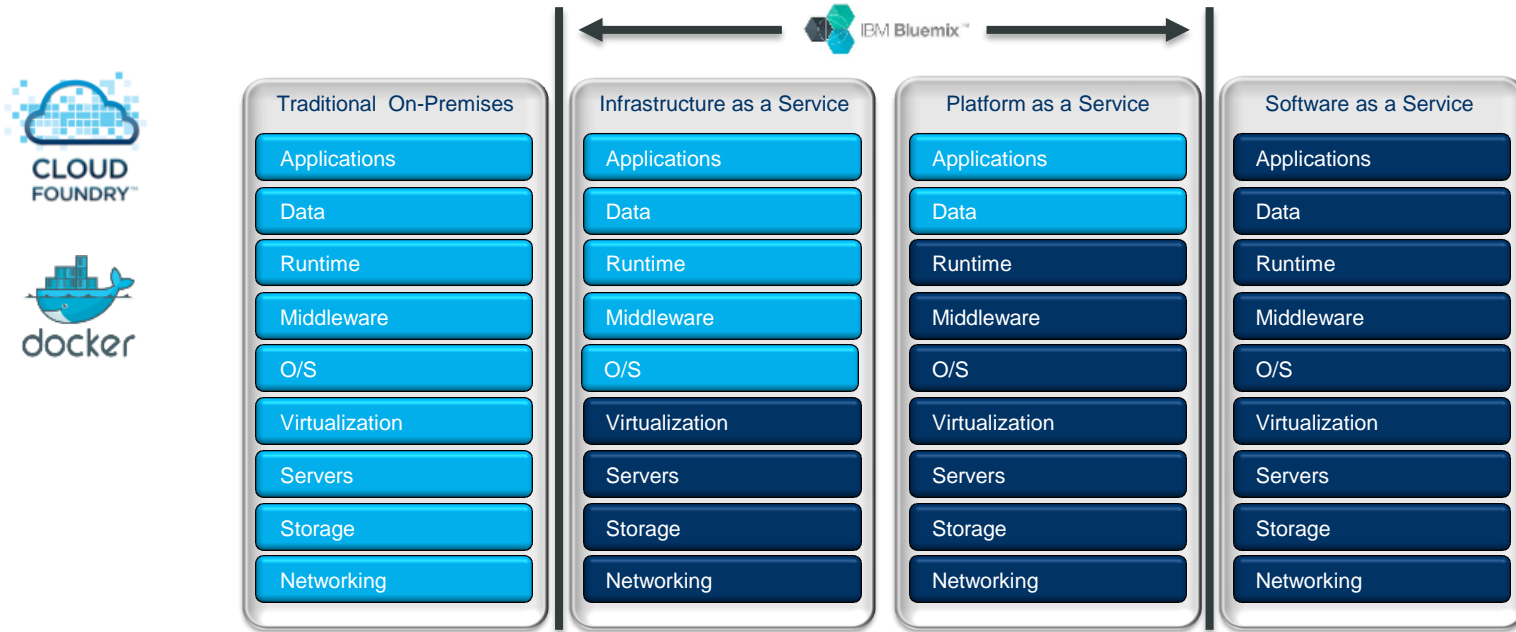


IBM Bluemix



Bluemix & Cloud Models

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



Client Manages



Vendor Manages in Cloud

Use cases Example

“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 Bluemix?



Bluemix is the IBM Platform As A Service offering

- Bluemix 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.
- IBM Bluemix, Microsoft Azure App Service, Google App Engine, Heroku, OpenShift, Pivotal One are in this segment.



IBM Bluemix : A unique Service Offering!



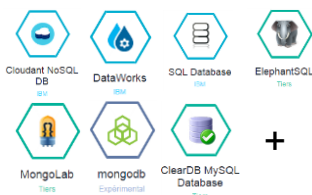
Web & applications



Cognitive *



Data Management



IoT



Business Analytics



Mobile



DevOps



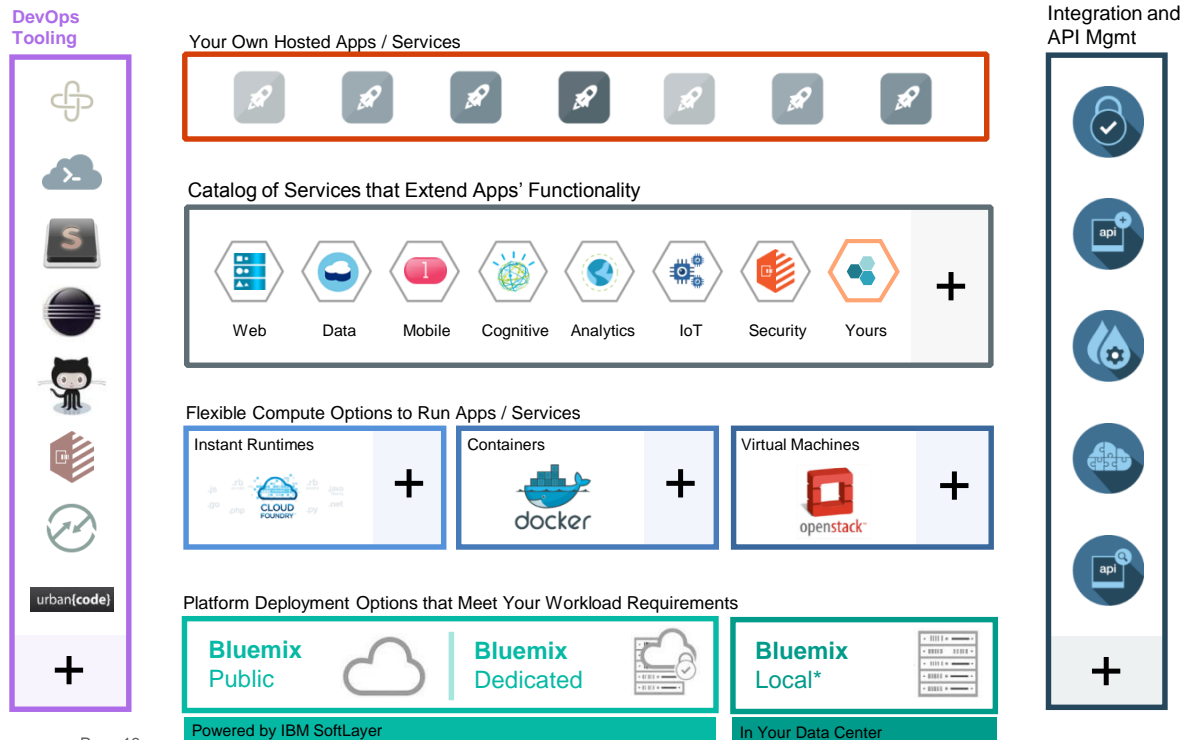
Security



*** IBM Cognitive Services are based on IBM Watson**

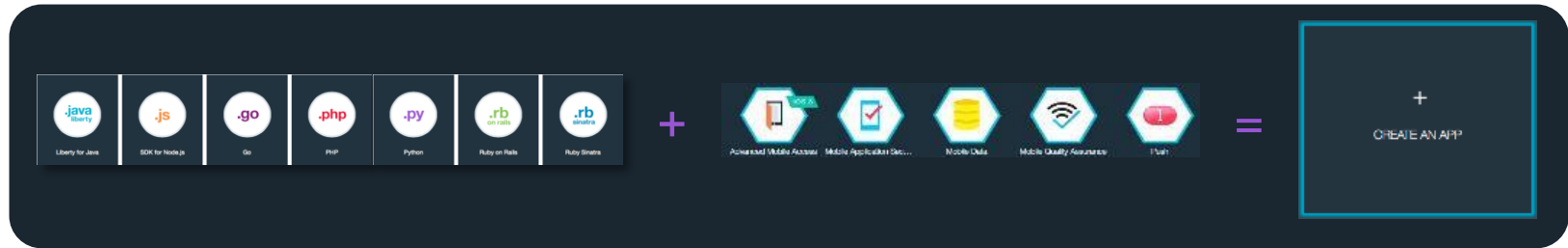
How does Bluemix work?

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**.



Bluemix 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 & reduce your development cycle.



- Or... use boilerplates !!



Billing

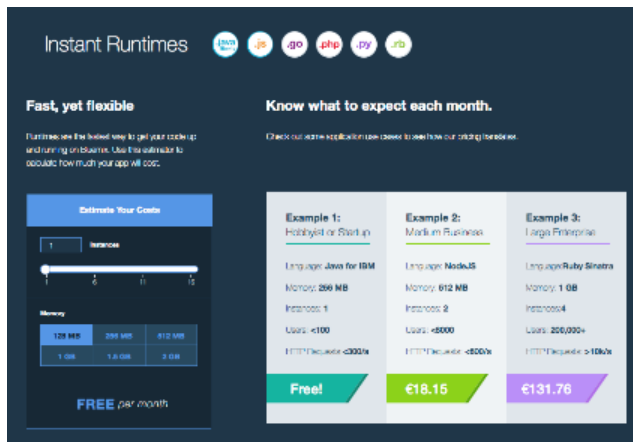
- Pay as you Go (per GB, per service, per connected device, etc...)
- More details on Bluemix: <https://console.ng.bluemix.net/pricing/>
- Know what to expect each month: application use cases, estimators



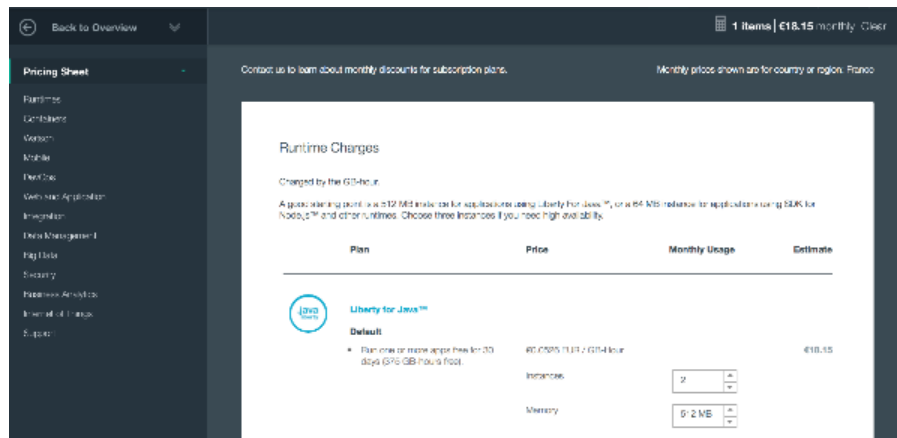
Down-to-the-penny pricing calculator

Estimate your monthly costs for running applications, services, and other resources on Bluemix.

Get your calculator



(10/2015)



(10/2015)

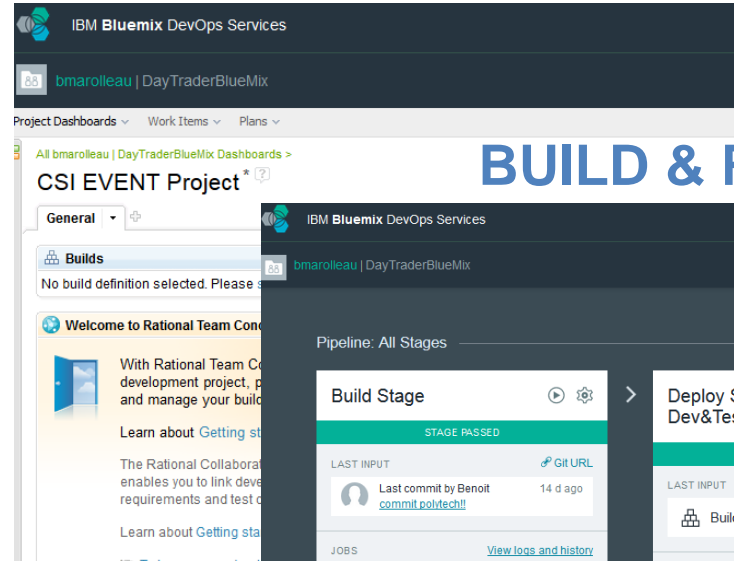
Bluemix DevOps Services

Integrated Agile Planning, Coding, Building, Deploying

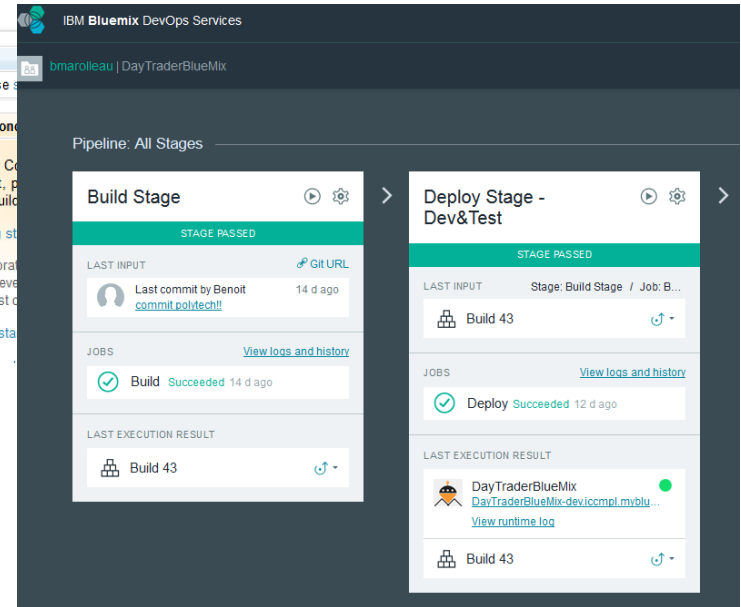
- Collaborative Tools Suite (SaaS) including:
 - Git Repository
 - Built-in Web IDE
 - Project Tracking & Planning (RTC)
 - Build & Deploy to Cloud Foundry / Bluemix
 - Dev Team Access Management
 - Can be used along with your existing IDE (Visual Studio, Eclipse...)
- Included in the Bluemix core features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

DEVELOP & SHARE


TRACK & PLAN



BUILD & RUN

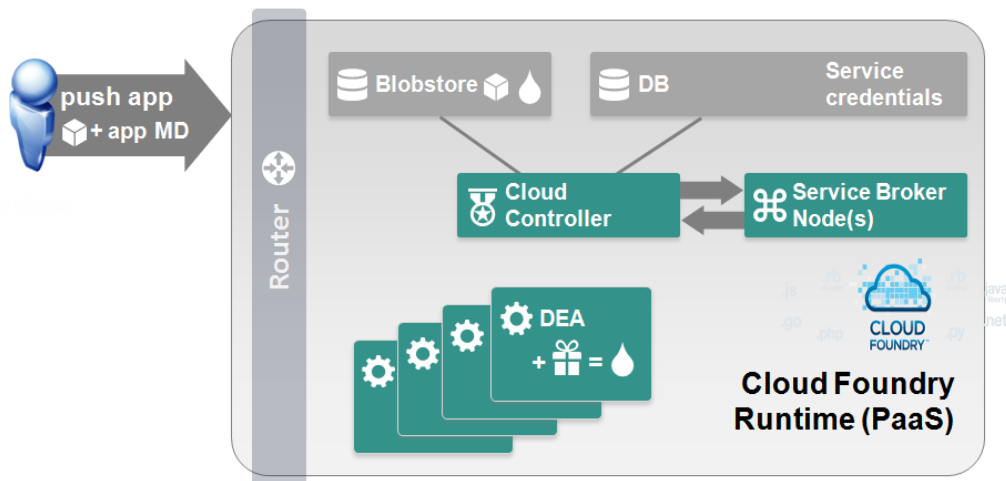


Bluemix PaaS: What's happening at deployment?

App Configuration & Deployment management

Developers can deploy, test & iterate very quickly

1. App component & metadata loading.
2. Services creation & bindings to the app.
3. Application instance setup (« staging »)
4. Application deployment.



Prototyping with Purpose

Demo : Cognitive Job Finder



Made in IBM Client Center, Montpellier FRANCE

Do you care about the future of young generations?

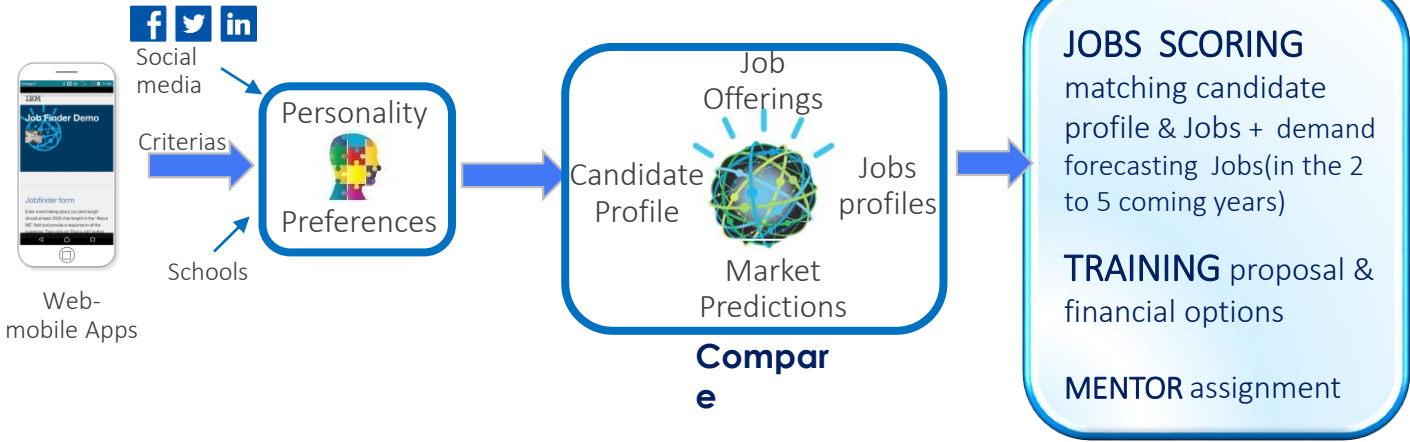
Do you believe IBM Watson brings unique value & innovation and can help in fixing societal issues?



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

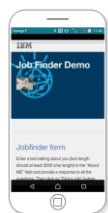
- **Savings by reducing unemployment** (Cost of 1 unemployed person per year: 28737 € in France)
- Impact on PIB (loi d'Okun)

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 ?

Bluemix



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

Selected Watson API



- Personality Insights



- Tradeoff Analytics

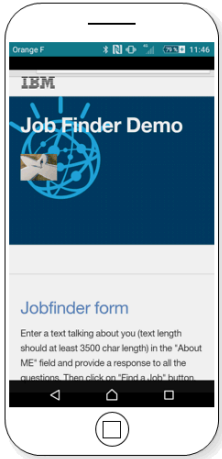


- *Insights for Twitter*

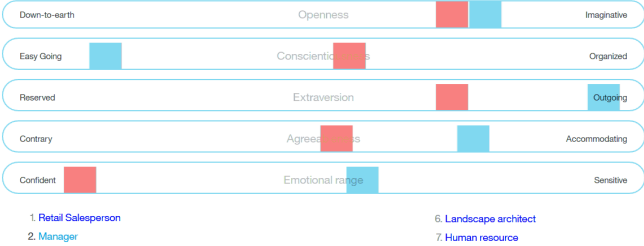
Data

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

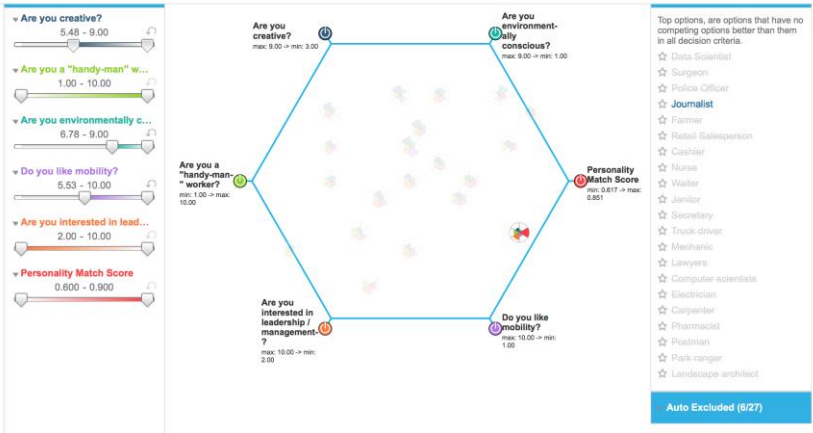
Link to the application & Video



Jobfinder Result



JobFinder Application [LINK](#)



Society questions to Young People

What are you going to do?



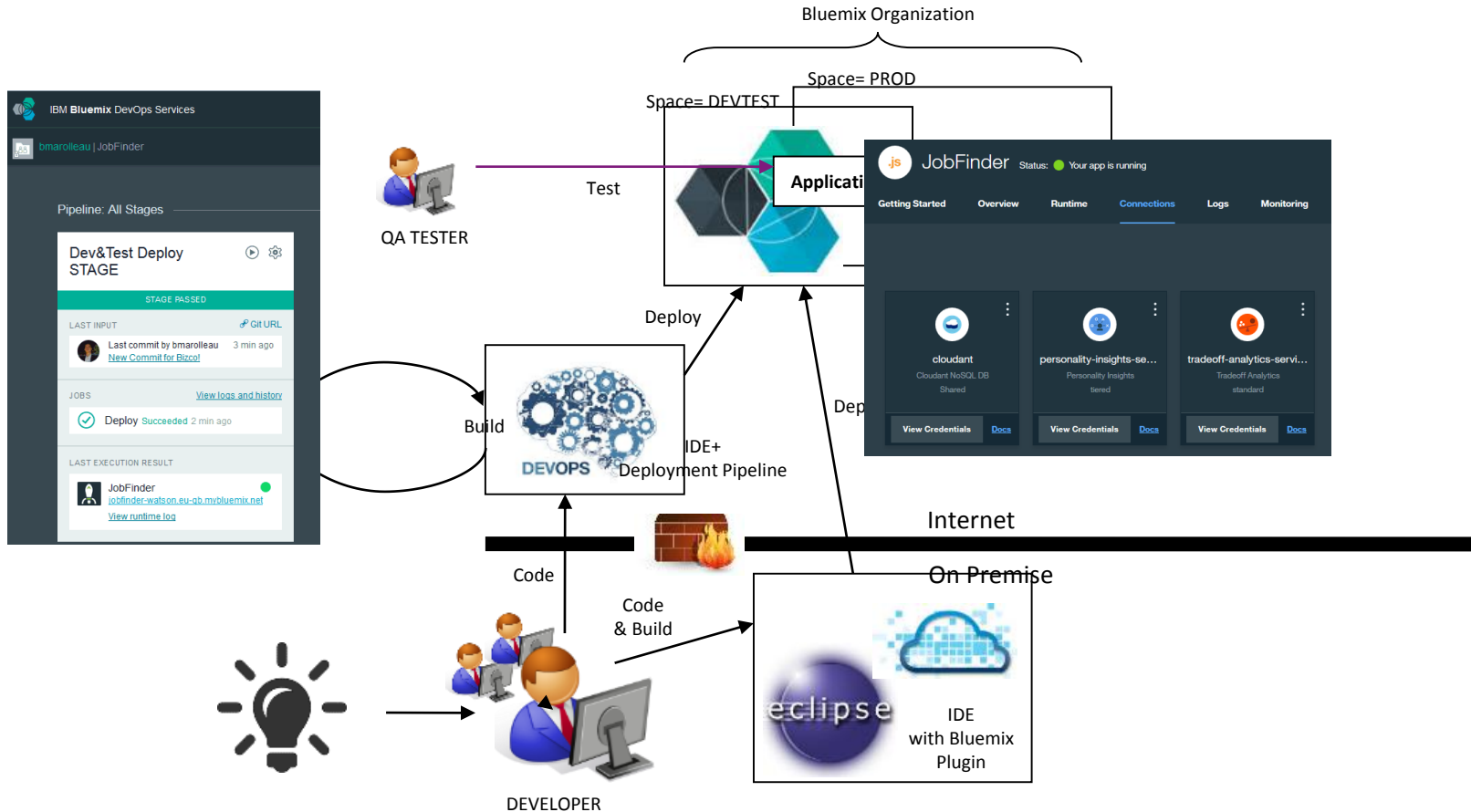
Where do you see yourself in five years?



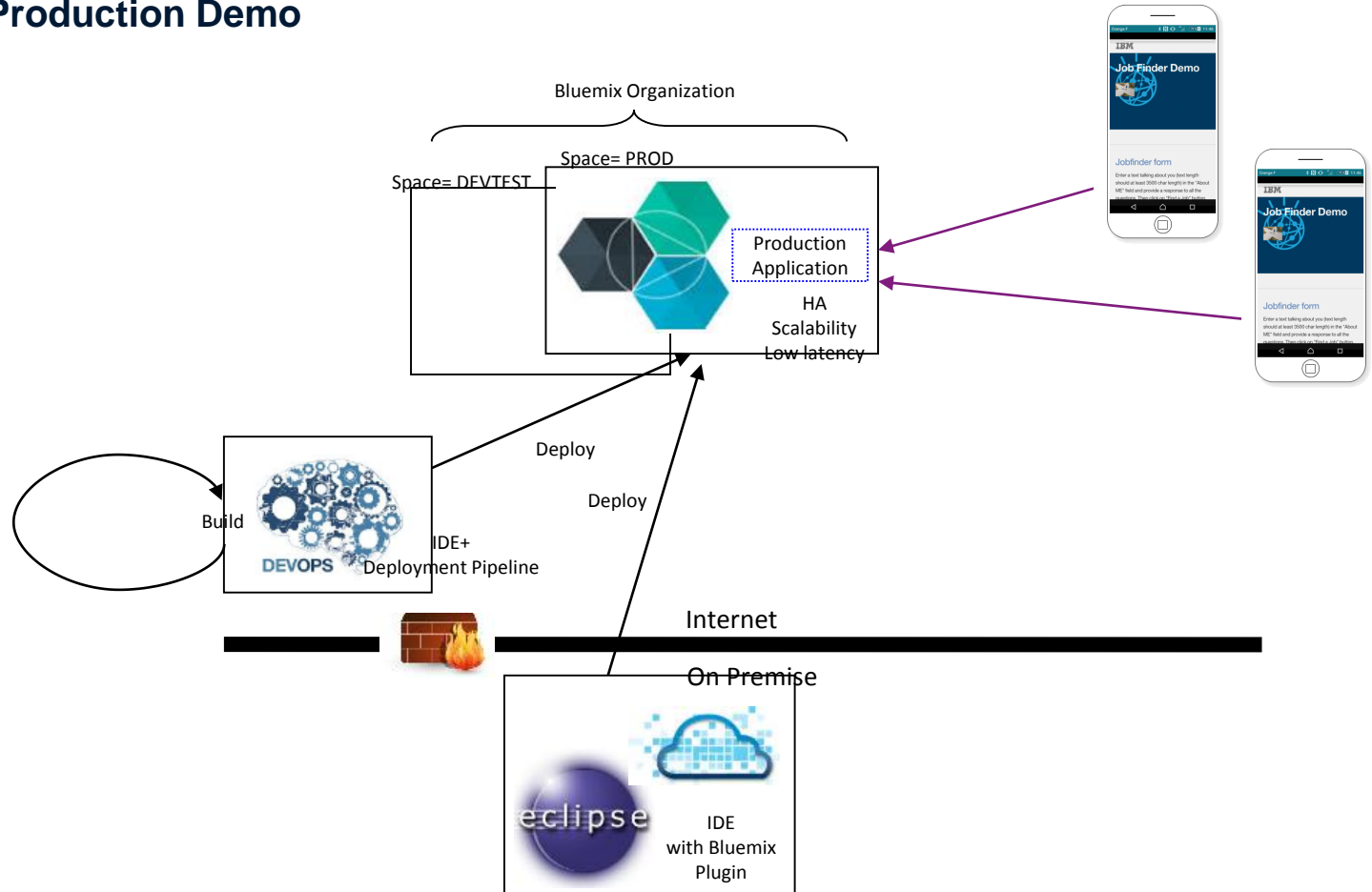
What job do you want to have in the future?



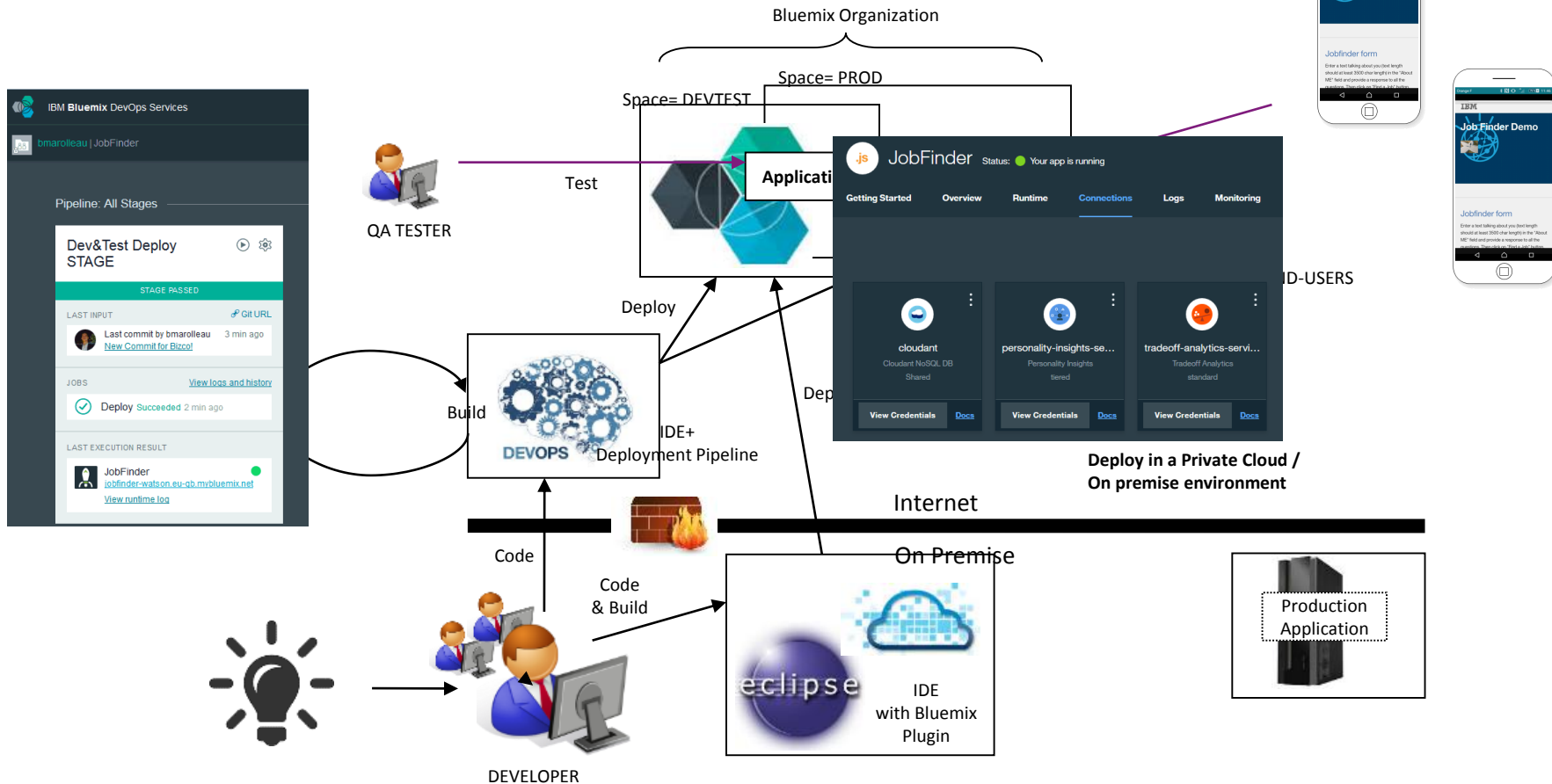
Job Finder - Development



Job Finder - Production Demo



Job Finder : From Dev to Prod



Want to know more?

➤ **Connect to Bluemix right now, create an IBM ID Account, and start developing!**

➤ **Bluemix developerWorks Community**

<https://developer.ibm.com/bluemix/>

➤ **Bluemix developerWorks Forum**

<https://www.ibmdev.net/answers/?community=bluemix>

➤ **IBM Open Source on GitHub**

<http://ibm.github.io/>

➤ **Top 9 rules for Cloud Applications**

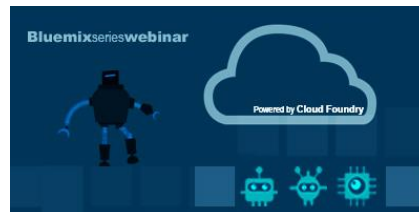
http://www.ibm.com/developerworks/websphere/techjournal/1404_brown/1404_brown.html

➤ **Building Highly Scalable Application for Bluemix**

<http://ibm.biz/ScalableApps-dW>

➤ **Bluemix Webinar:**

<http://www.ibmcloudwebinars.com/fr>





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