IBM **Bluemix**

The app revolution
Fundamentally changing the way we interact with technology.

Apps are everywhere
The quantity and usefulness of web and mobile apps has led to an "**app revolution**" among consumers and businesses alike.

Experience matters
Customers and employees now expect a **delightful** and **seamless** experience across all interactions with a business.
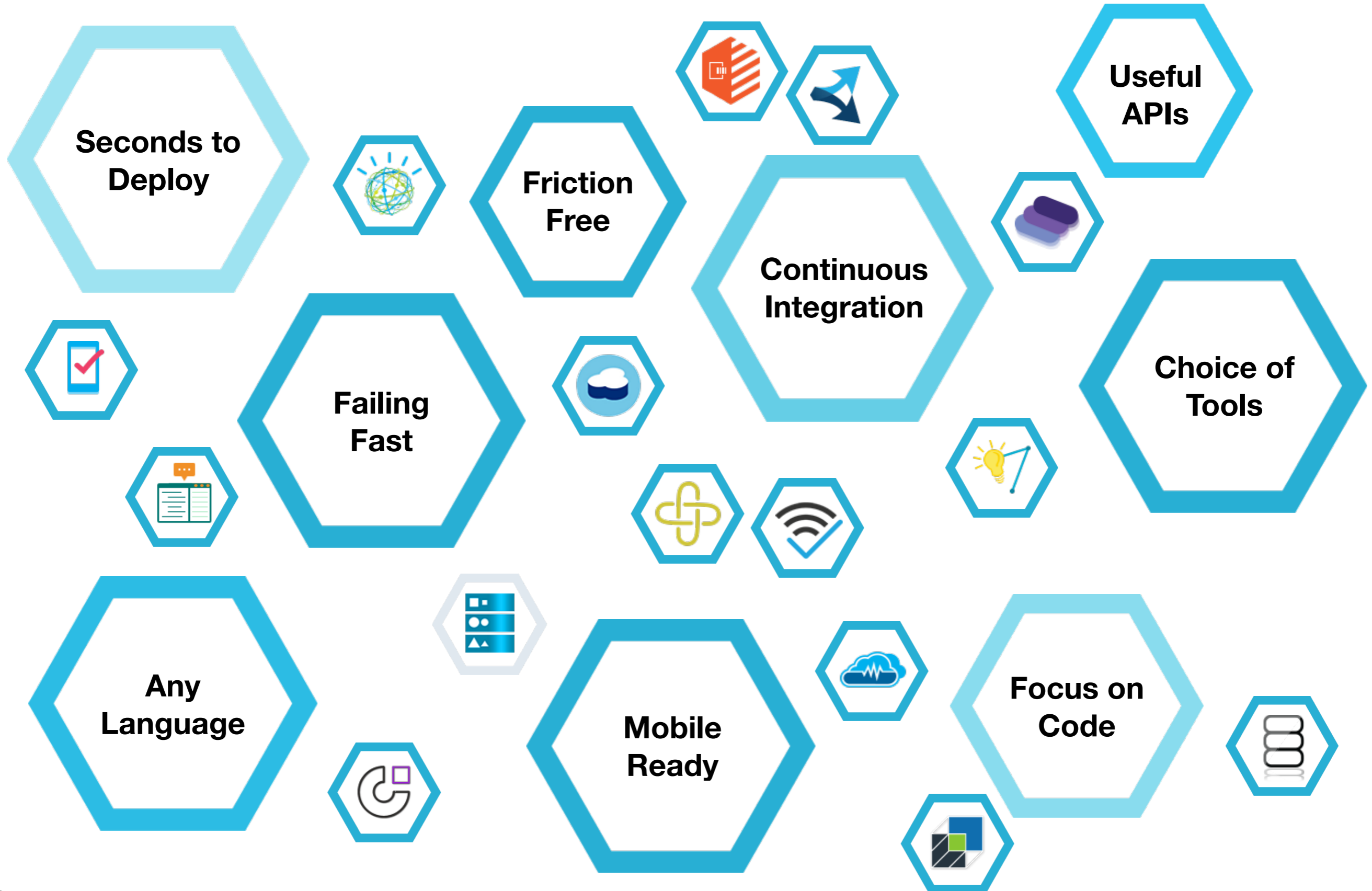
Cloud makes it possible
Apps today can be stitched together quickly with pre-built assets. Cloud makes the **API economy** possible.

App development is about speed and choice

Developers' expectations have evolved.

Timing is critical…

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

Core IT

● Customer Managed

| Code |
| Data |
| Runtime |
| Middleware |
| OS |
| Virtualization |
| Servers |
| Storage |
| Networking |

Benefits
Fully customizable.
Few limitations.
Necessary for some solutions.
Existing Investments.

Time Commitment
Weeks to setup and deploy.
Maintenance/upgrades of hardware and software.
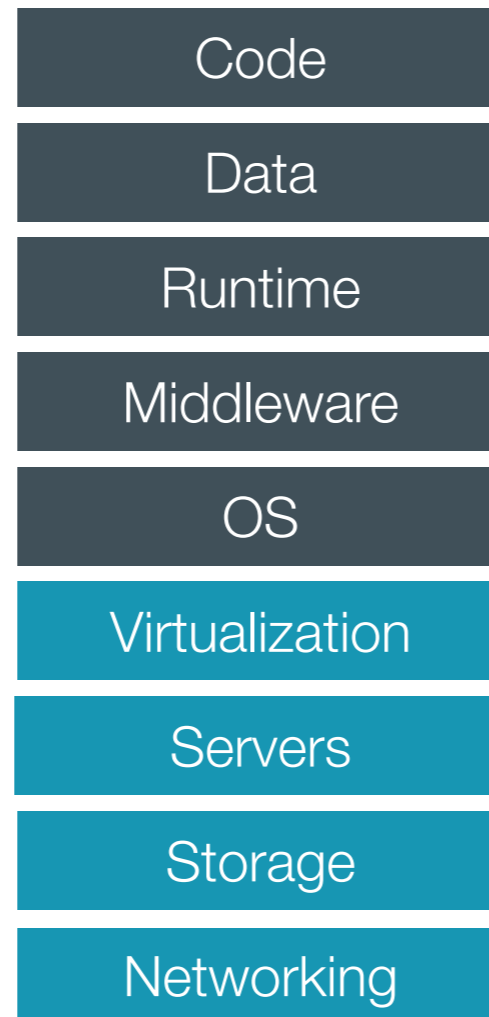
Time to initial deployment

~ Weeks   **~ Days**   **~ Minutes**

Timing is critical...

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

Infrastructure as a Service

- ⬤ Customer Managed
- ⬤ Service Provider Managed

| Code |
| Data |
| Runtime |
| Middleware |
| OS |
| Virtualization |
| Servers |
| Storage |
| Networking |

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.

Time to initial deployment

Core IT

~ **Weeks**   ~ **Days**   ~ **Minutes**

Timing is critical...

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

Platform as a Service

● Customer Managed

● Service Provider Managed

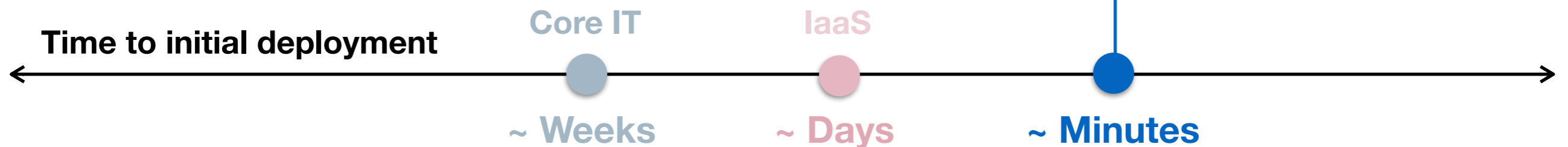| Code |
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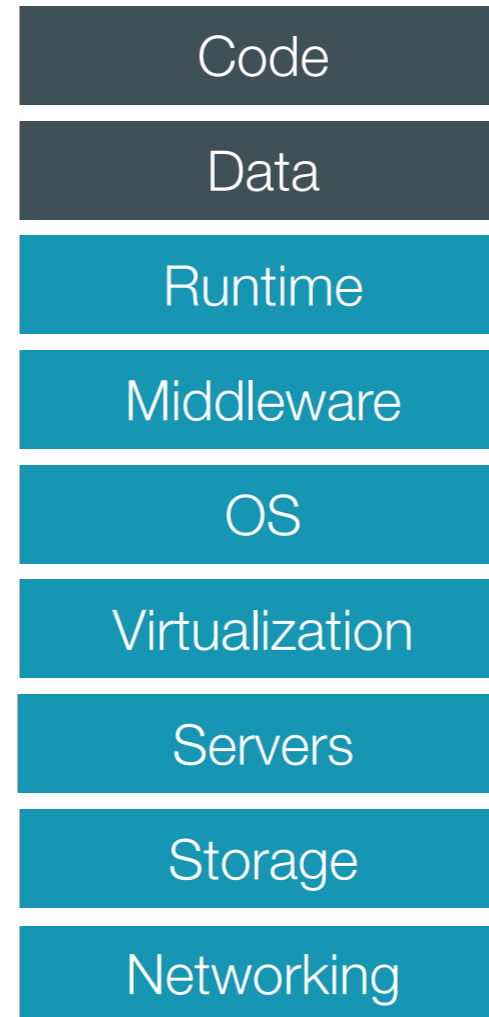
Benefits
Setup environments and deploy apps *very* quickly. Infrastructure and platform managed by SP.

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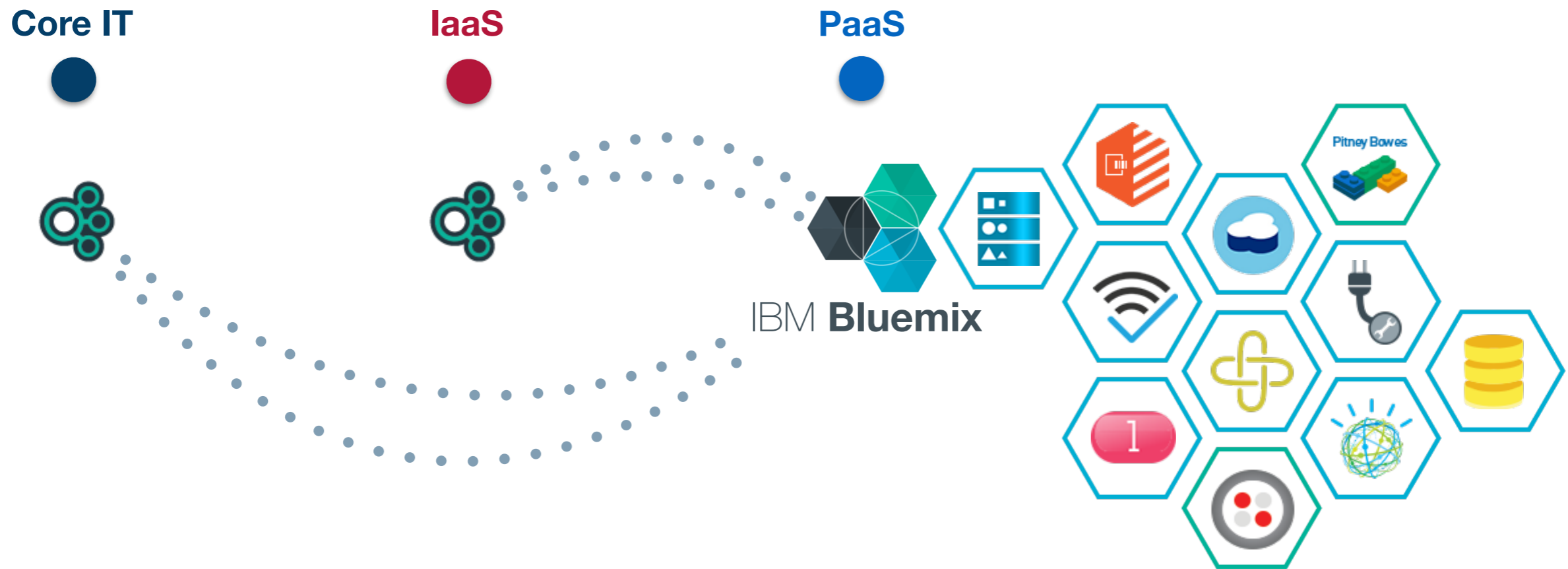Minutes to setup and deploy. Focus on your apps and their data.

IBM Bluemix

Time to initial deployment

Core IT
~ Weeks

IaaS
~ Days

~ Minutes

...so are all of your other investments

Leverage the power of Bluemix **without abandoning** what you already use.

Core IT   IaaS   PaaS

IBM **Bluemix**

Pitney Bowes

Bluemix **works**
with the new IT.

IBM

What is Bluemix?

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

Go Live in Seconds
The developer can choose any language runtime or bring their own. Zero to production in one command.

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

On-Prem Integration
Build hybrid environments. Connect to on-premise assets plus other public and private clouds.

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

Layered Security
IBM secures the platform and infrastructure and provides you with the tools to secure your apps.

Flexible Pricing
Try services for free and pay only for what you use. Pay as you go and subscription models offer choice and flexibility.

How does Bluemix work?

Bluemix **embraces** Cloud Foundry as an **open source Platform** as a Service and **extends** it with IBM, third party, and community built services.
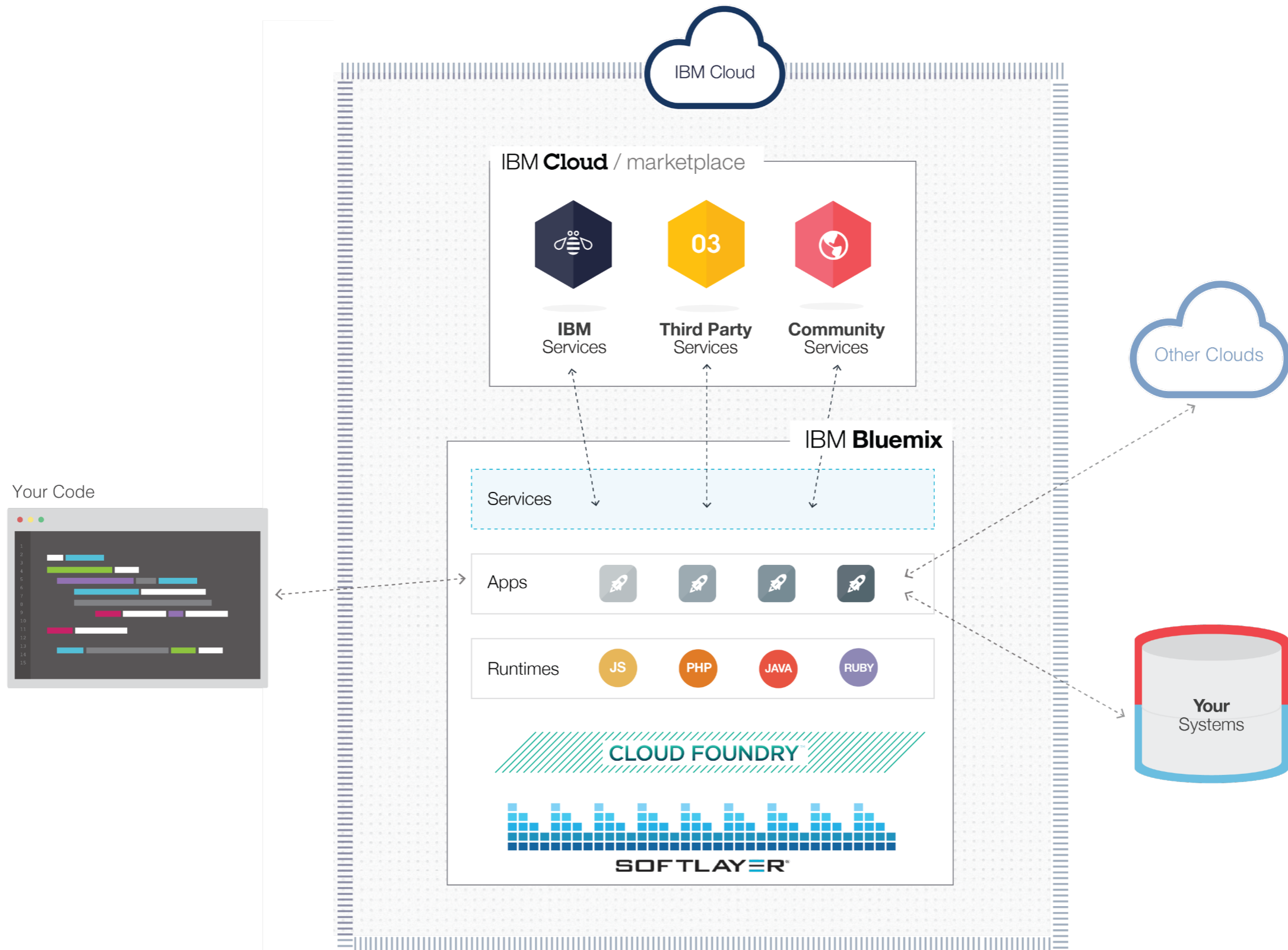
Why are developers using Bluemix?

To **rapidly** bring products and services to market at **lower cost**

Go from zero to running code in a matter of minutes.

To **continuously deliver** new functionality to their applications

Automate the development and delivery of many applications.

To extend **existing investments** in IT infrastructure

Extend existing investments by connecting securely to on-premise infrastructure.

www.bluemix.net

All the instant services, runtimes, and infrastructure
you need to **push your ideas into the present**.

Bluemix **works**

with your apps.

IBM

Run your apps in seconds
Zero to production in one command. Setup made simple.

No VM or middleware setup

- Provision runtimes in seconds

- Auto and manual scaling options

Multiple language support

- Java Liberty, JavaScript, and Ruby provided
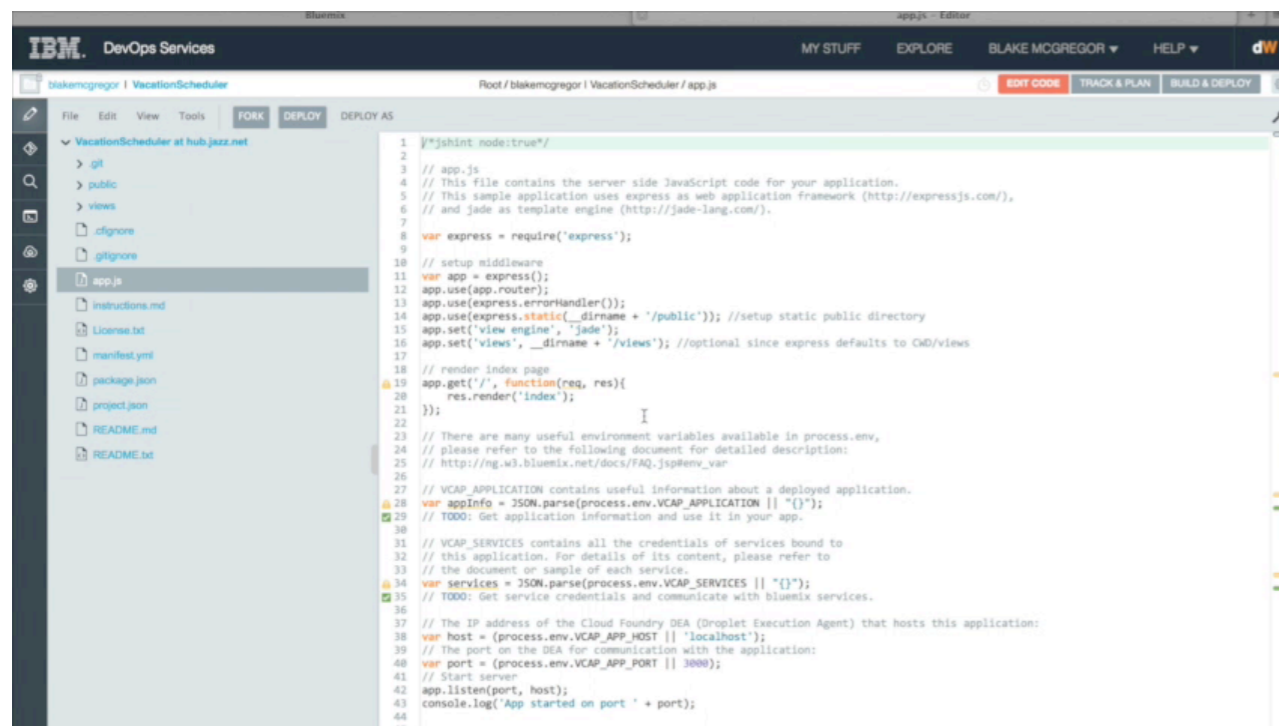
- Bring any language from the community
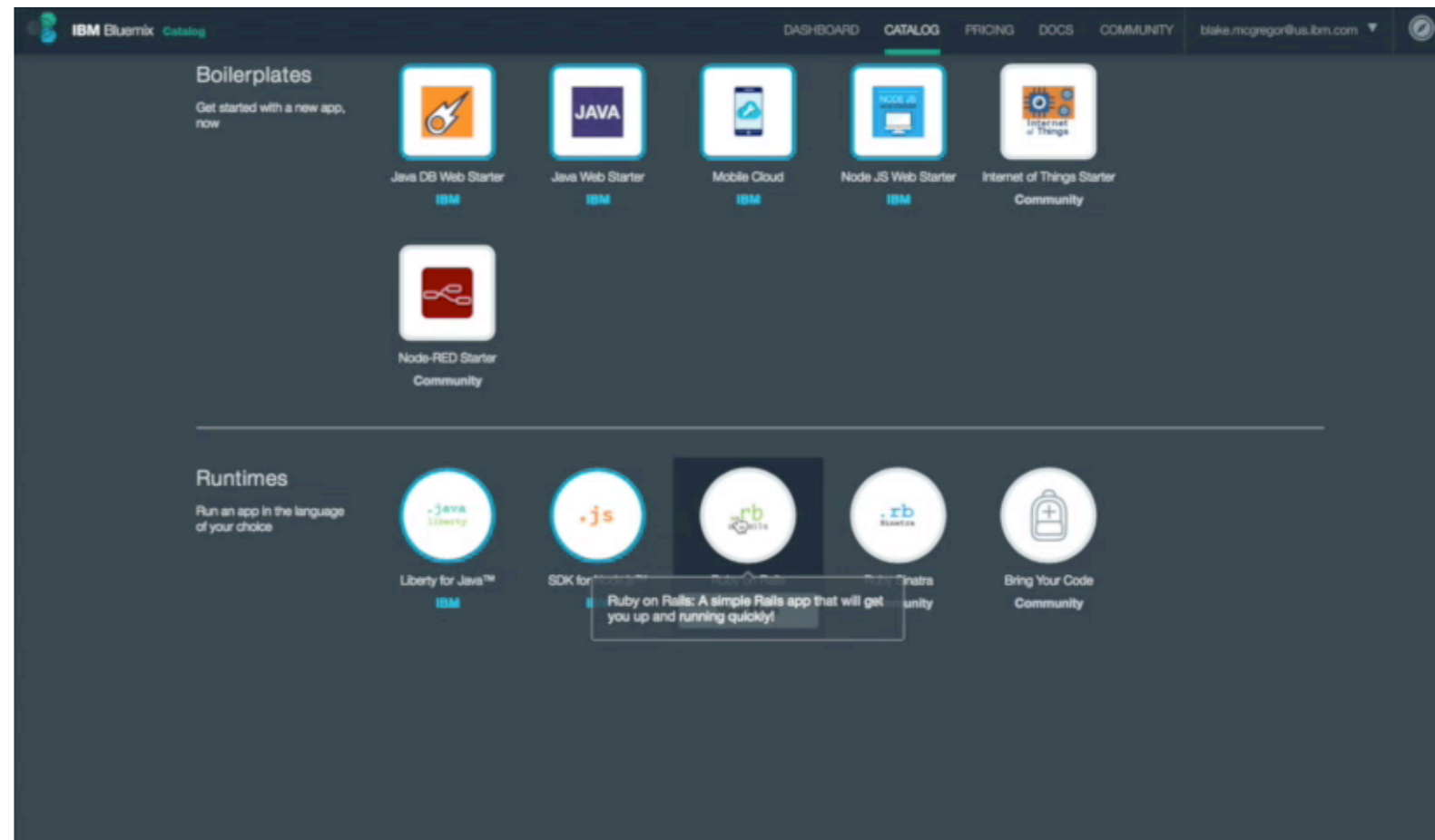
Pick your own development tooling
Code wherever you work best. Deploy in seconds.
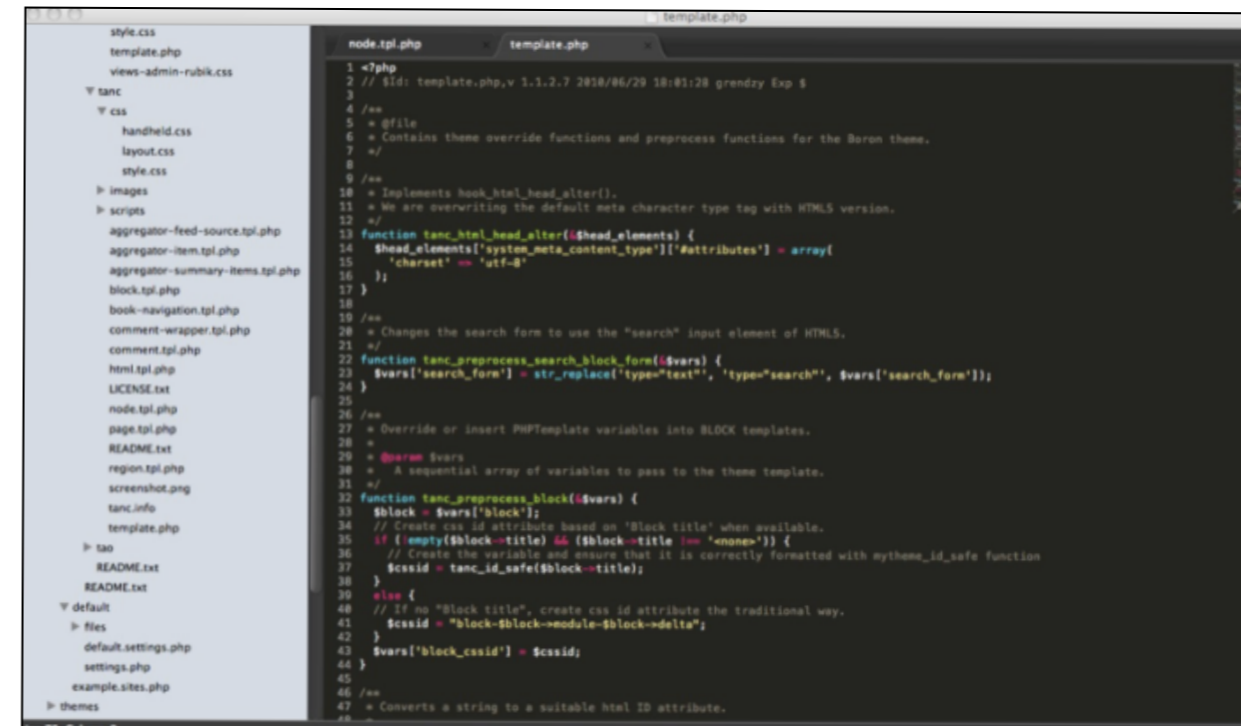
IBM provided
Fully integrated repository and web editor to deploy directly to Bluemix.

Use your own
Use your editor (e.g. Sublime, Eclipse) and deploy through the Cloud Foundry command line.

Create apps quickly with prebuilt services

A full range of capabilities to suit any great idea.

Choice

- Runtimes, services, and tooling up to you

Industry Leading IBM Capabilities

- Services leveraging the depth of IBM software

- Full range of capabilities

Completeness

- Open source platform and services

- Third party to enable key use cases

Mobile Services

Pitney Bowes

Watson Services

Cloud Integration Services

Database services

Big Data services

Web and application services

Security Services

DevOps Services

Internet of Things Services

Integrate with your on-premise applications

Securely connect to and leverage data from your existing systems.

Secure Connector

API from On-Premise

Cast Iron Integration

Data Orchestration (Future)

Embedded Private API Catalog (Future)

Monitor your apps in real time
Integrated diagnostics for detailed application behavior.
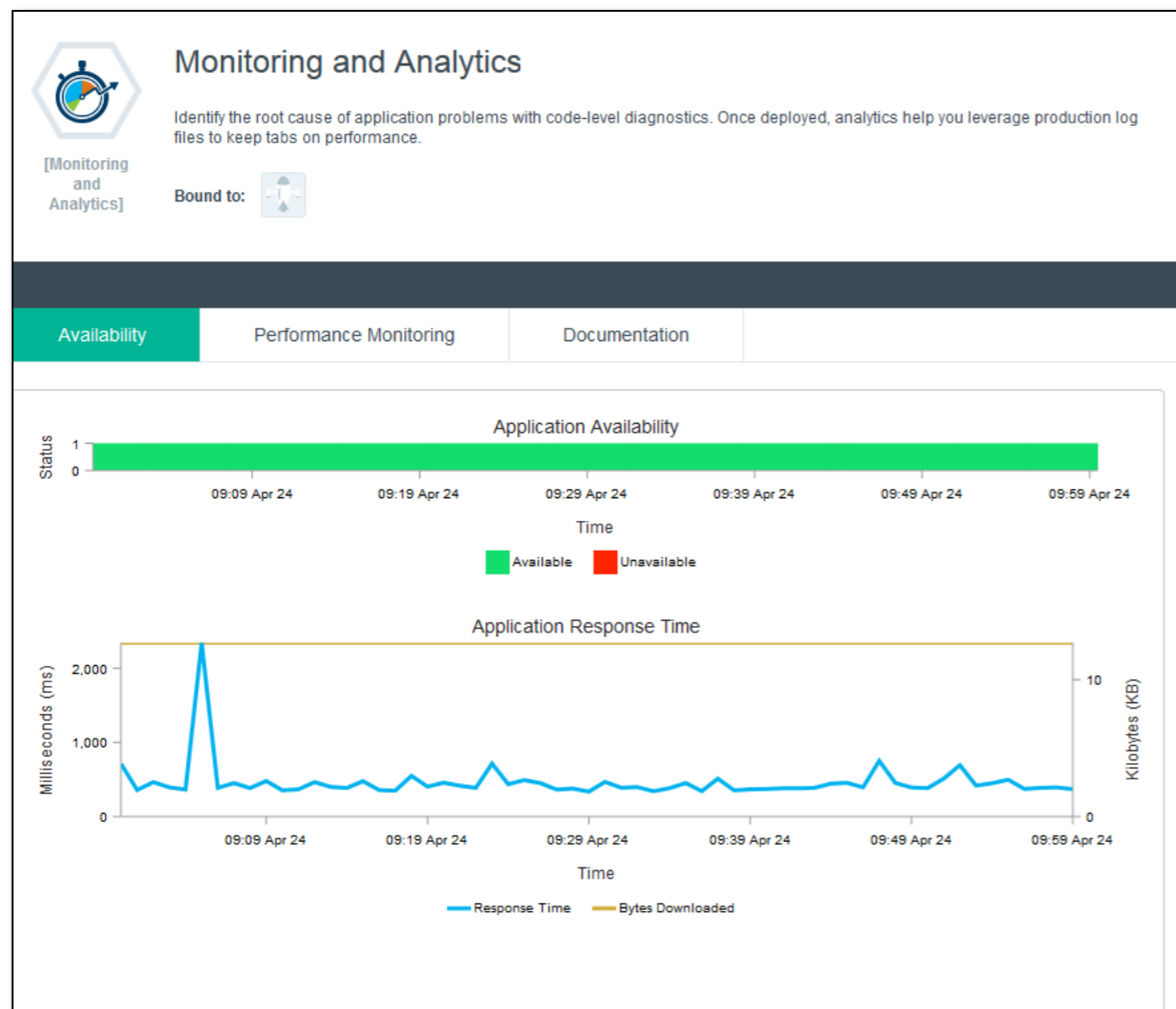
Security without the headache

You focus on your apps and their data. IBM manages the rest.

Exploiting IBM portfolio of capabilities

- Leveraging SoftLayer and IBM hosting experience
- Adheres to rigorous IBM security standards:

  Defense in depth

  Intrusion protection/ penetration testing

  Data isolation in virtualized components

  Automated patch management

Tools to secure your apps

- SSO for multiple applications and social logins
- Appscan for web and mobile to detect vulnerabilities

Developer's Focus

Code
Data

IBM's Focus

Runtime
Middleware
OS
Virtualization
Servers
Storage
Networking

Bluemix **works**
right now.

IBM

Core use cases

What 30,000 beta applications have told us.

Web Applications

- Enabling **online experiences in the physical store** for retail

- Leverages BlueMix for data collection APIs and dashboards

- Reduction of **infrastructure setup from days to minutes** by moving off of a pure IaaS

Mobile Back Ends

- **Back end services replacing custom code** hosted on IaaS (e.g. Push Notification)

- Cloud Code for **offloading business logic** from the mobile client

- Integrated into iOS and Android native applications using **BlueMix SDK**

APIs and On-Prem Integration

- Providing APIs that are **integrated into the BlueMix experience**

- Leveraging **existing on premise databases and technologies**

- Building mobile applications that connect to on-prem data via Bluemix

Analytics and Reporting

- Embed **IBM Cognos business intelligence** content into apps

- Use **IBM Analytics Warehouse** to store and analyze business data

- Gain immediate **visibility and control** over app **performance** and availability

Companies using Bluemix today

Value realized in days, not months.

Retail
Reduction of operations **costs by 30%** - focusing on apps and code, not infrastructure.

Hospitality
MQA service **reduced defect resolution time** by up to **300%**. Mobile push service allowed customer to **avoid writing custom code**.

Transportation
From **zero to implementing** a mobile app from a database on premise in **15 days**.

Healthcare
Increases time to market for new customer delivery by **35%**.

Retail
Selected IBM as a **strategic partner** for building engaging apps.

Technology
Deployment of new customer from **2 days to 30 seconds**.

Bluemix works
within your budget.

IBM

Sign up in minutes. Pay for what you use.

Cloud based pricing models to serve developer needs.

Friction free adoption

- **30 day trial** - designed to allow testing of an entire application on the platform
- **Free tier for every service** - encourages experimentation of new services for applications already running on Bluemix

Multiple Commitment Models

- **Pay as you go** - optimized for flexibility, no term commitment
- **Subscription** - term based optimized for cost, discounted from pay as you go rates

Self Service

- Zero to coding in **less than 5 minutes**
- **Credit card** over the web in many countries - or through your IBM rep

Begin your free trial

Create an 👤 IBM id to get started.

Already have an IBM id?
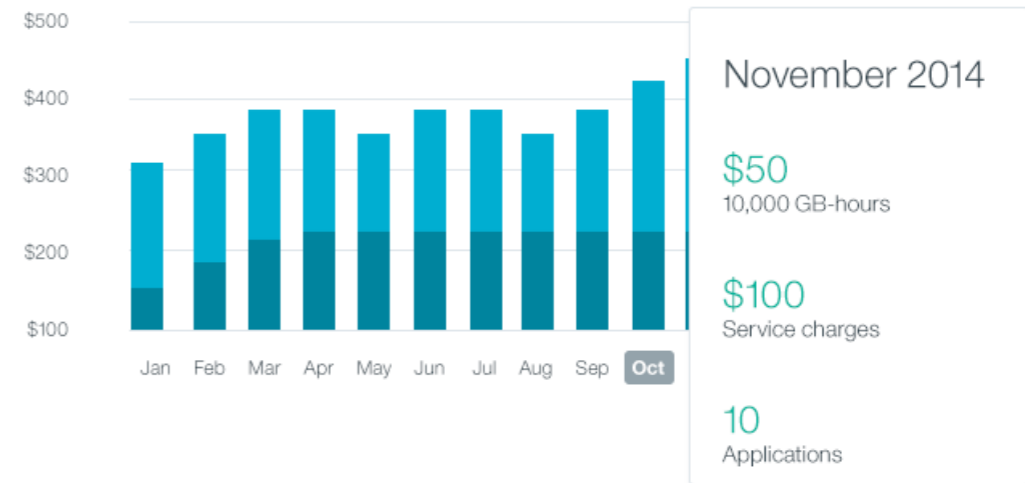
Primary email address

First name | Last name

Create password | Re-enter password

Track Your Growth

Select a month to view the usage summary.

November 2014

$50
10,000 GB-hours

$100
Service charges

10
Applications

Charges do not include support, taxes or discounts applied at the accont level.

Your Cloud Activity for October 2014 $6,950.00

Bluemix works
Start a free trial today.

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