BlueMix is Your Friend

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With Frank J. De Gilio
IBM Corporation
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### An API Economy of Providers and Consumers

<table>
<thead>
<tr>
<th>Segment</th>
<th>Company</th>
<th>Description</th>
<th>Client</th>
<th>Client Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment Services</td>
<td>PayPal</td>
<td>Seamless payment mode integrated into POS</td>
<td>Home Depot</td>
<td>Home Depot customers can pay with PayPal at the point of sale, reducing fraud incidents and cutting on larger credit card fees. Rolled out to nearly 2000 stores in 2 weeks</td>
</tr>
<tr>
<td></td>
<td>twilio</td>
<td>All telco offerings, including line provisioning, phone calls, SMS are provided through APIs</td>
<td>Intuit</td>
<td>Intuit very quickly built (PoC in a weekend to production in 1 month) a service based 2nd factor authentication solution using the SMS messaging API from Twilio</td>
</tr>
<tr>
<td>Telco</td>
<td>at&amp;t</td>
<td>API suite includes APIs for contacts, SMS, MMS, advertising &amp; payment</td>
<td>Facebook</td>
<td>AT&amp;T subscribers will benefit from directly charging in-app purchases to phone bill</td>
</tr>
<tr>
<td>Finance</td>
<td>AMEX</td>
<td>Drive promotion campaigns for brick &amp; mortar store customers</td>
<td>Facebook</td>
<td>Merchants provided insight into success of their campaigns. “Tweet to Transaction” model to increase revenue</td>
</tr>
</tbody>
</table>

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Redefining the business
New Business Programming Model

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Is integration using APIs just a new name for SOA?
There are many similarities – but one very important difference: The objective most have been focusing on achieving with them

“How can I increase the pace of innovation?”

“How can I increase the agility and effectiveness of delivery?”

Reuse → Speed to deliver
Sharing → Expediency
Encapsulate → Less to learn

REST (over HTTP), JSON,

Reuse → Effort to deliver
Sharing → Effectiveness
Encapsulate → Less to change

WebServices, SOAP, XML

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Offering Capabilities as Services

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Prove Business Value Not Just Function

Node-RED

**Sheet 1**

- **input**
  - inject
  - !
catch
  - mqtt
  - http
  - websocket
  - serial
tcp
  - mqlight
  - ibmiot

- **output**
  - debug
  - mqtt

```
GetContent

Response

Remove Variable

To Frank
```

**Node**

- **Name**: To Frank
- **Type**: twilio out
- **ID**: f86510d4.fa31c8

**Properties**

Sends an SMS message using the Twilio service.

- **msg.payload** is used as the body of the message. The node can be configured with the number to send the message to. Alternatively, if the number is left blank, it can be set using **msg.topic**.

You must have an account with Twilio to use this node. You can register for one [here](#).

You can either set your account details within the node, or provide it as a bound service within Bluemix.

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8/6/15