BlueMix is Your Friend

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IBM Corporation

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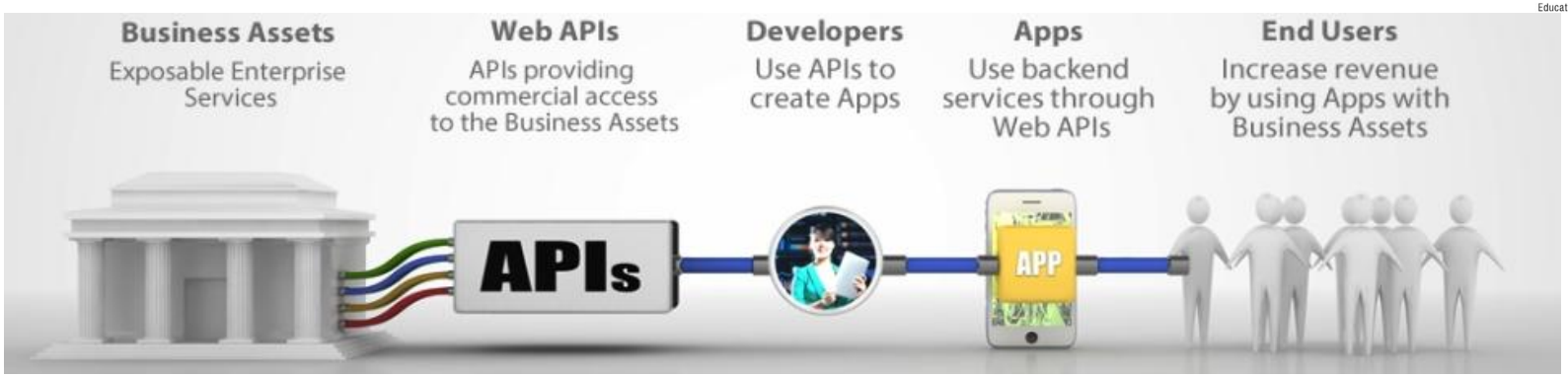
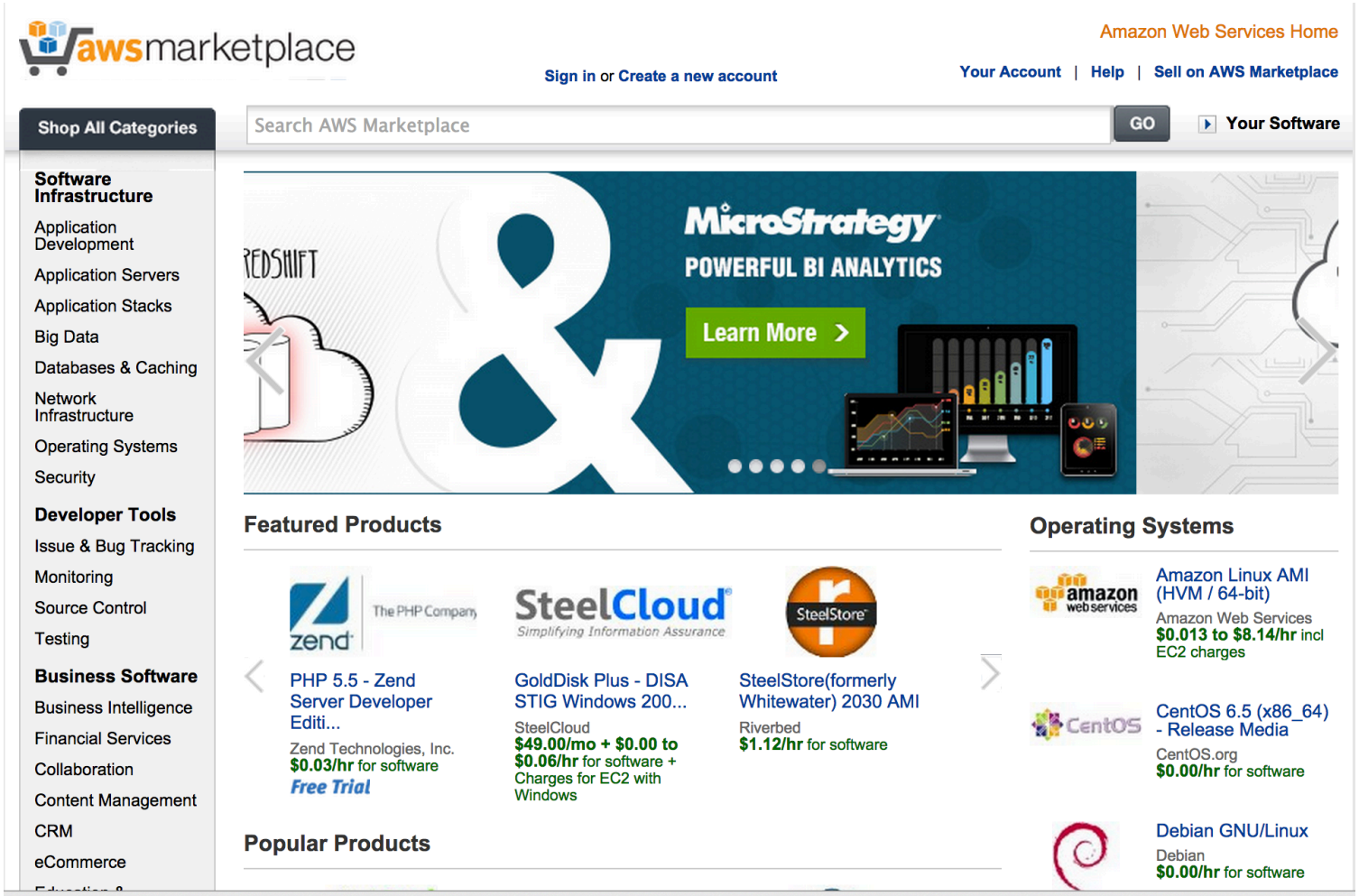
An API Economy of and Consumers



Segment	Company	Description	Client	Client Value
Payment Services	PayPal	Seamless payment mode integrated into POS	The Home Depot	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
Communi-cation Services	twilio	All telco offerings, including line provisioning, phone calls, SMS are provided through APIs	intuit	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
Telco	at&t	API suite includes APIs for contacts, SMS, MMS, advertising & payment	facebook	AT&T subscribers will benefit from directly charging **in-app purchases** to phone bill
Finance	American Express	Drive **promotion campaigns** for brick & mortar store customers	facebook foursquare	Merchants provided insight into success of their campaigns. "**Tweet to Transaction**" model to increase revenue

Redefining the business



New Business Programming Model

SCRIPTERS

HARDCORES

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**?"

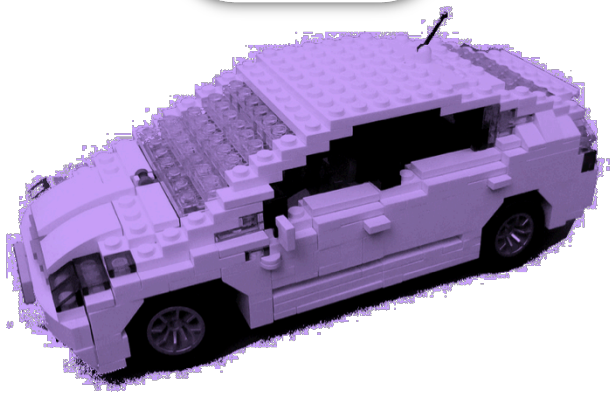
APIs

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

REST (over HTTP), JSON,

"How can I increase the **agility and effectiveness of delivery**?"

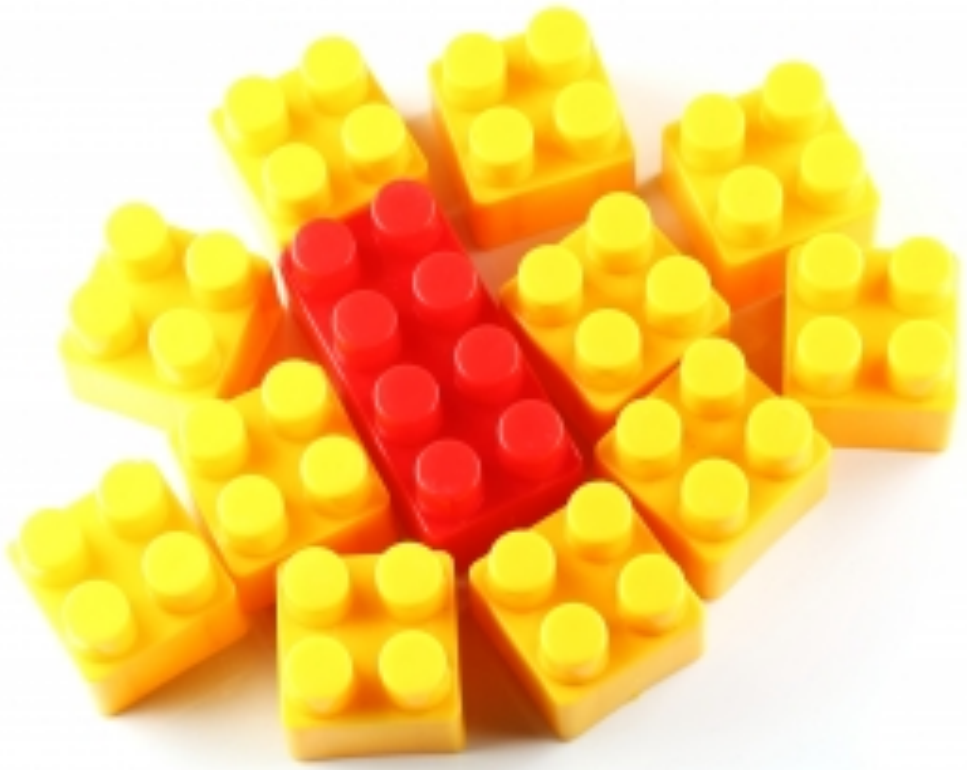
SOA

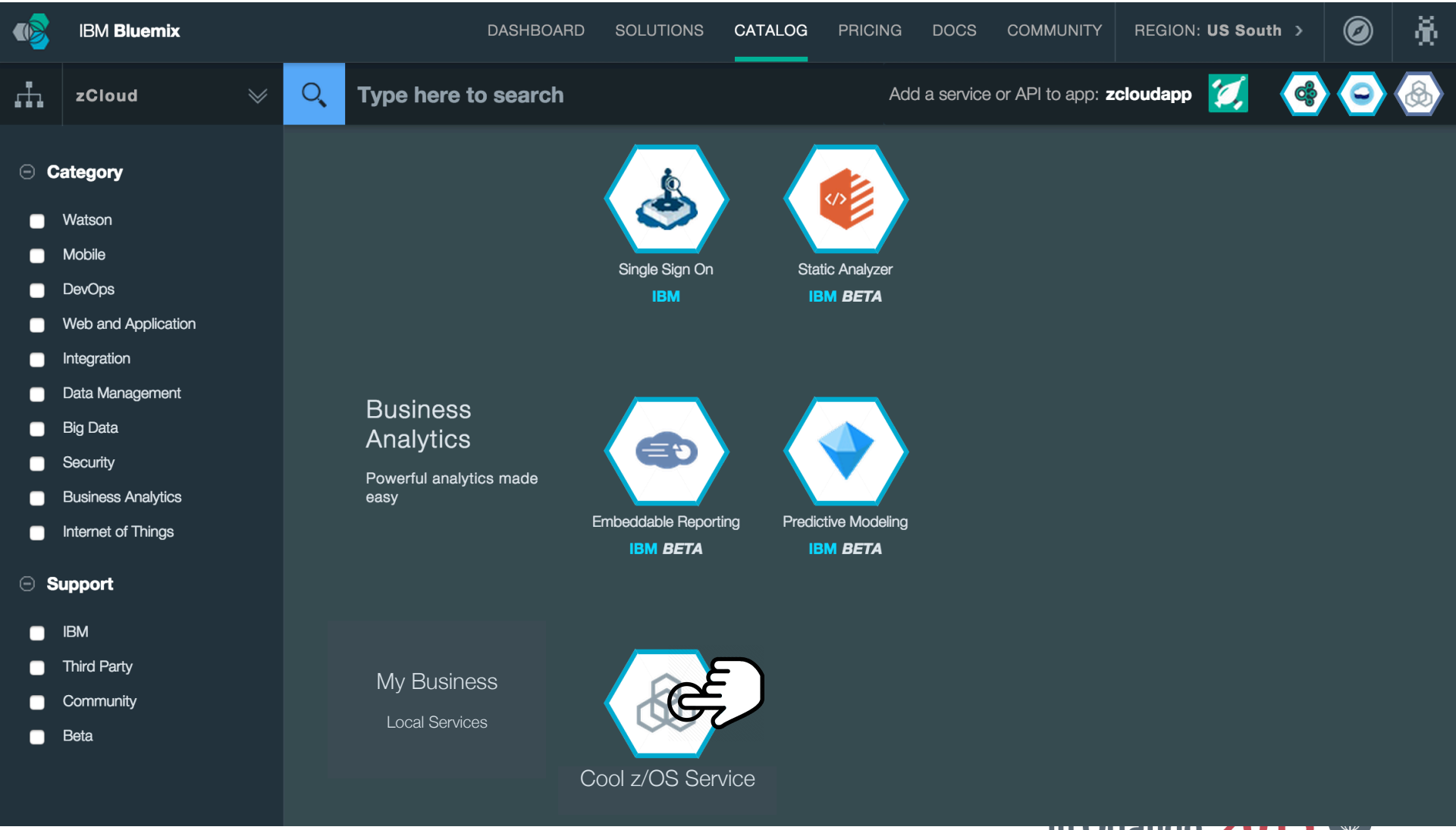


Reuse → Effort to deliver
Sharing → Effectiveness
Encapsulate → Less to change

WebServices, SOAP, XML

Offering Capabilities as Services

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IBM BETA
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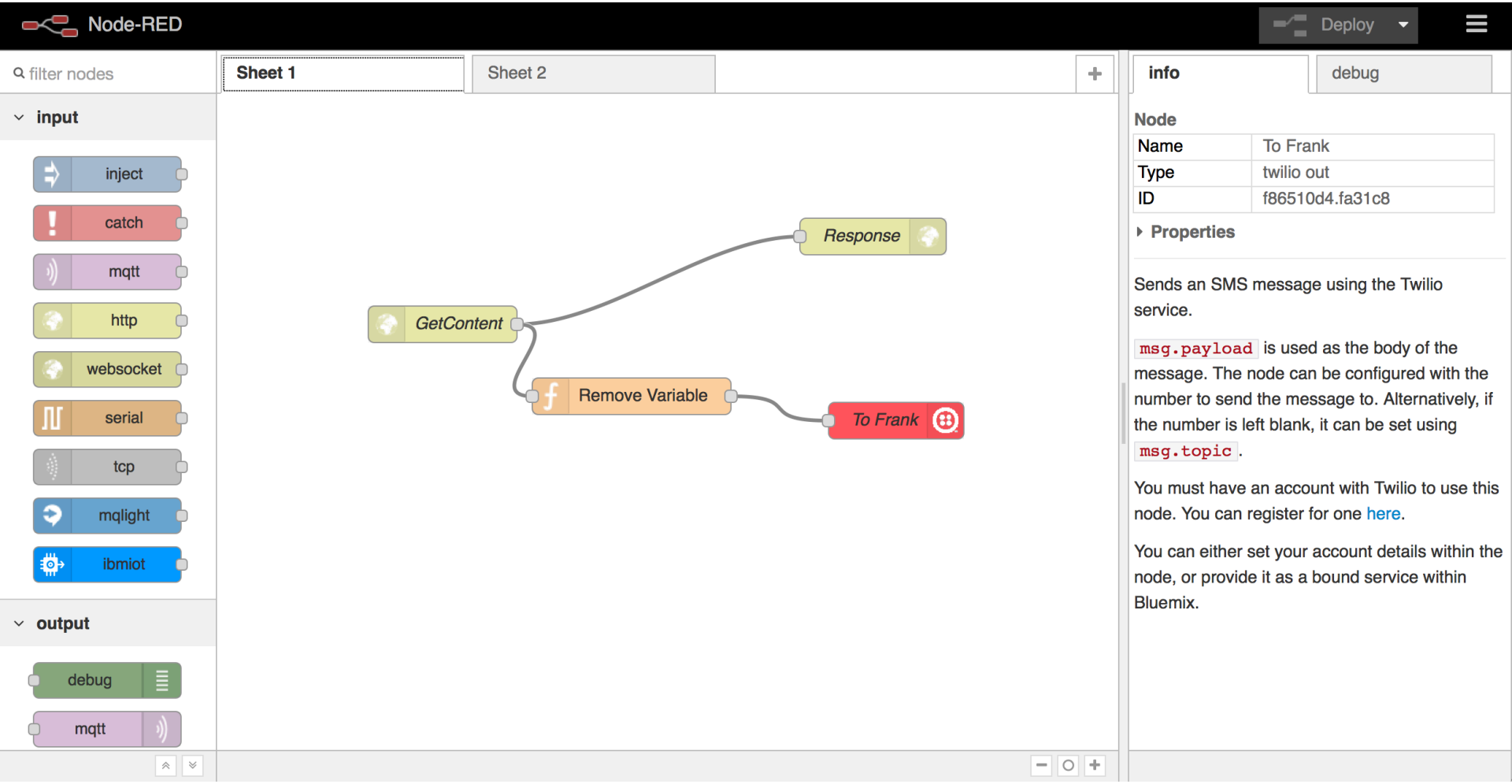
Local Services
Cool z/OS Service

Prove Business Value Not Just Function