



BlueMix is Your Friend

Rosalind Radcliffe

With Frank J. De Gilio

IBM Corporation

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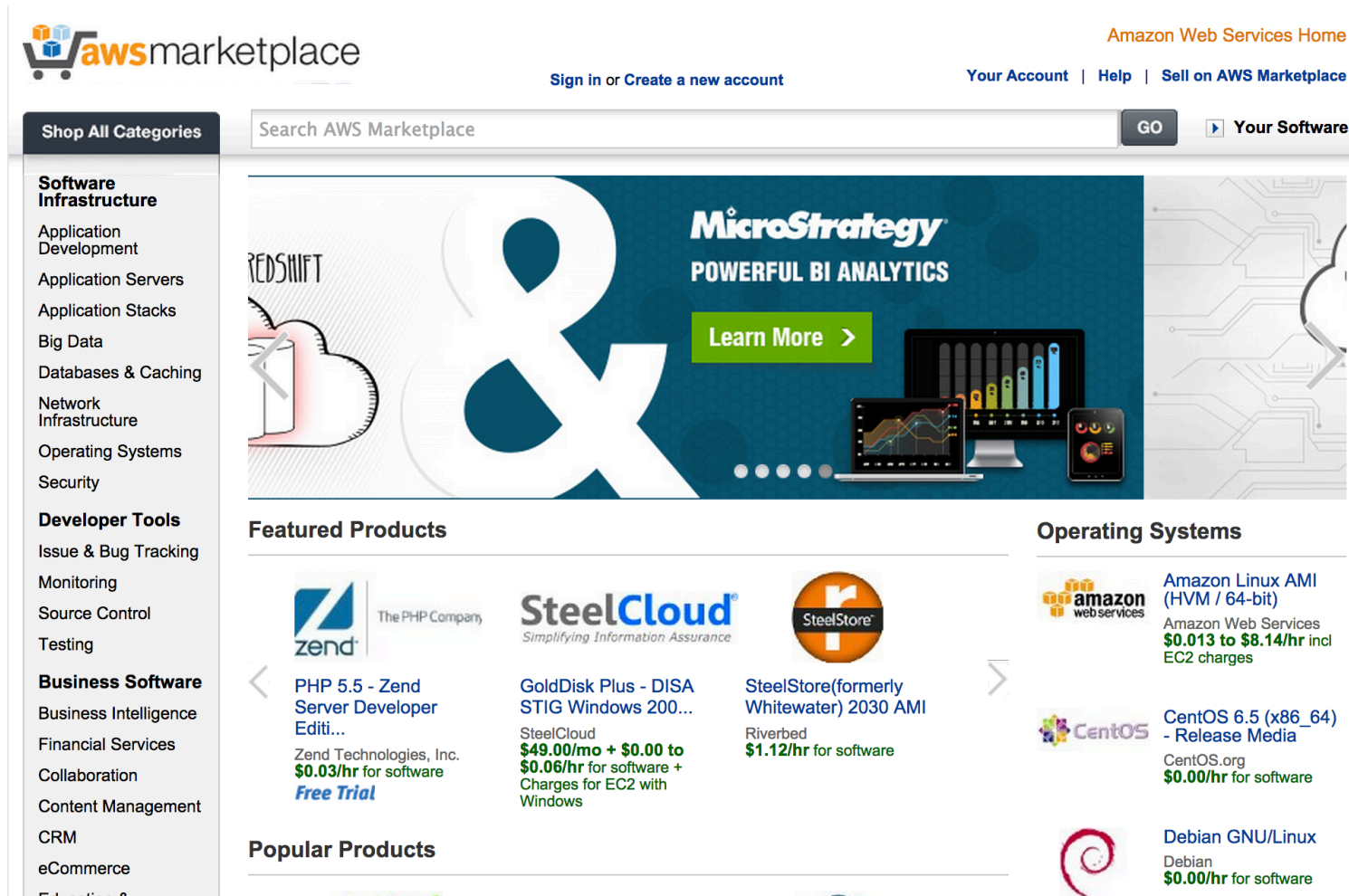
An API Economy of and Consumers



Segment	Company	Description	Client	Client Value
Payment Services		Seamless payment mode integrated into POS		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
Communication Services		All telco offerings, including line provisioning, phone calls, SMS are provided through APIs		Intuit very quickly built (PoC in a weekend to production in 1 month) a service based 2 nd factor authentication solution using the SMS messaging API from Twilio
Telco		API suite includes APIs for contacts, SMS, MMS, advertising & payment		AT&T subscribers will benefit from directly charging in-app purchases to phone bill
Finance		Drive promotion campaigns for brick & mortar store customers		Merchants provided insight into success of their campaigns. "Tweet to Transaction" model to increase revenue

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Redefining the business



The screenshot shows the AWS Marketplace homepage. At the top left is the 'aws marketplace' logo. To the right are links for 'Amazon Web Services Home', 'Sign in or Create a new account', 'Your Account', 'Help', and 'Sell on AWS Marketplace'. Below the navigation is a search bar with the text 'Search AWS Marketplace' and a 'GO' button. A 'Your Software' link is also present. On the left is a vertical sidebar with categories: 'Shop All Categories', 'Software Infrastructure' (with sub-items like Application Development, Application Servers, etc.), 'Developer Tools', and 'Business Software'. The main content area features a large banner for 'MicroStrategy POWERFUL BI ANALYTICS' with a 'Learn More' button. Below the banner are three sections: 'Featured Products' (listing PHP 5.5 - Zend, SteelCloud GoldDisk Plus, and SteelStore Whitewater), 'Operating Systems' (listing Amazon Linux AMI, CentOS 6.5, and Debian GNU/Linux), and 'Popular Products'.

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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

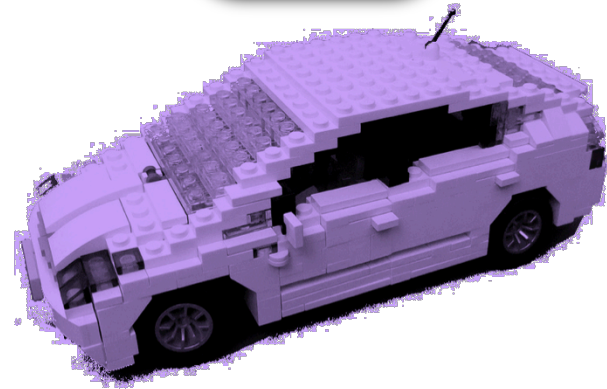


Reuse → Speed to deliver
Sharing → Expediency
Encapsulate → Less to learn

REST (over HTTP), JSON,

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

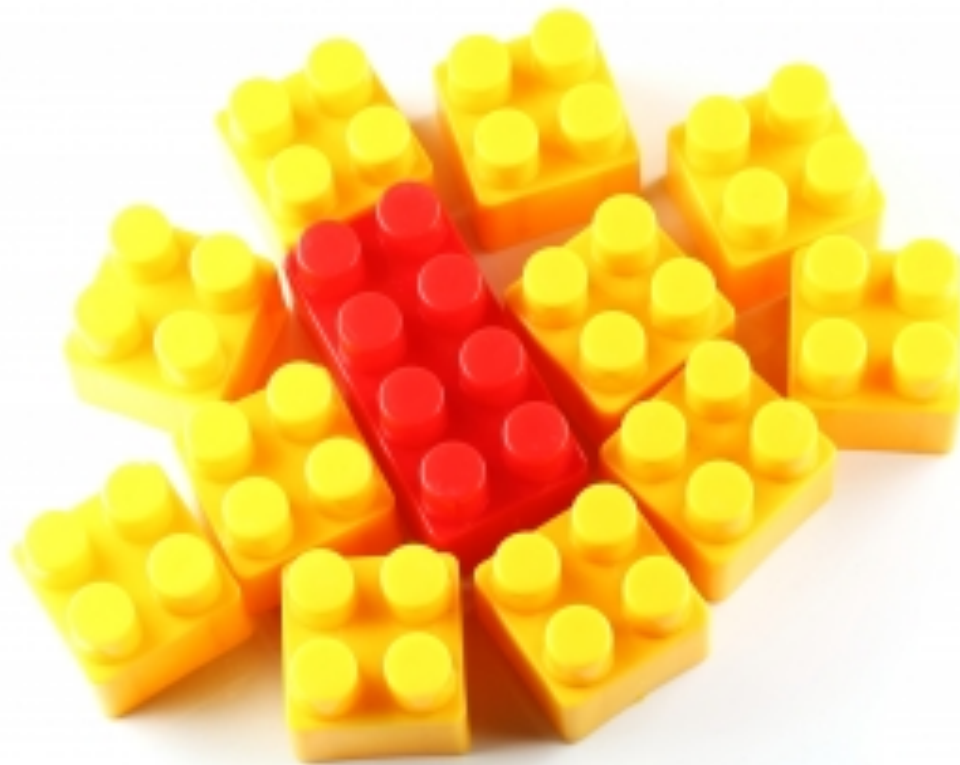
SOA



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

WebServices, SOAP, XML

Offering Capabilities as Services



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Category

- Watson
- Mobile
- DevOps
- Web and Application
- Integration
- Data Management
- Big Data
- Security
- Business Analytics
- Internet of Things

Support

- IBM
- Third Party
- Community
- Beta



Single Sign On
IBM



Static Analyzer
IBM BETA

Business Analytics
Powerful analytics made easy



Embeddable Reporting
IBM BETA



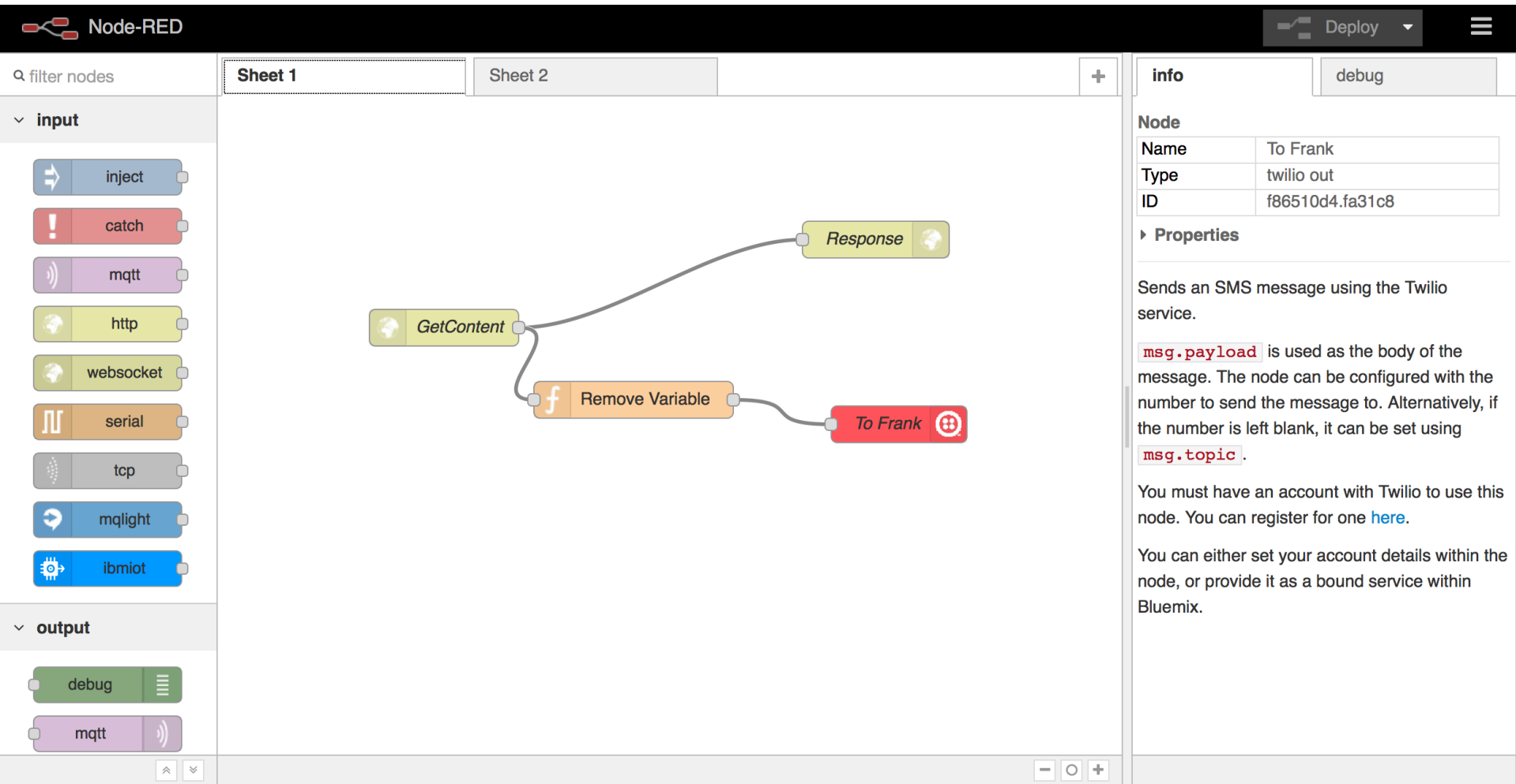
Predictive Modeling
IBM BETA

My Business
Local Services



Cool z/OS Service

Prove Business Value Not Just Function



The screenshot shows the Node-RED interface with a workflow on Sheet 1. The workflow consists of three nodes: a yellow 'GetContent' node, an orange 'Remove Variable' node, and a red 'To Frank' node. The 'GetContent' node is connected to both the 'Remove Variable' and 'Response' nodes. The 'Remove Variable' node is connected to the 'To Frank' node. The 'Response' node is also connected to the 'To Frank' node. The left sidebar shows the 'input' and 'output' node categories. The right sidebar shows the 'info' tab for the selected 'To Frank' node, displaying its name, type, ID, and properties.

Node-RED

Sheet 1 Sheet 2

input

- inject
- catch
- mqtt
- http
- websocket
- serial
- tcp
- mqilight
- ibmiot

output

- debug
- mqtt

GetContent

Remove Variable

To Frank

Response

info debug

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