

「動態雲」時代， 整合雲端，更要整合團隊， DevOps 跨部門合作開發新里程

Jerry Cuomo

IBM Fellow, VP, WebSphere CTO

2014 IBM 開發者大會
開發速戰，行動速決！





Sea Change

*Reinvent your business with
Mobile, Cloud, Big Data*

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Ginni Rometty's view

from our annual report

Data – new natural resource

Cloud – rapidly delivery innovation

Mobile – engaging your users

my dog
Sheldon



5 week contest
Childhood Education
reinvented



IBM Watson Services
IBM Mobile Cloud Services



Ei!



International Sports Coaching Re-Invented

IBM Social Sentiment
IBM Infosphere Streams
IBM Worklight

Data – new natural resource



Composable Business

in action

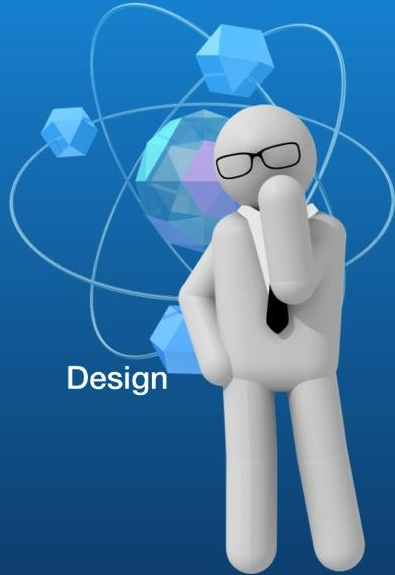
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Innovation = Your Good Ideas + World's Good Ideas



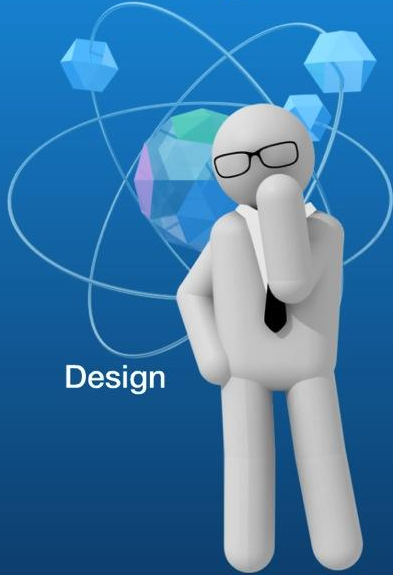
@JerryCuomo

Design ▶ Compose ▶ Validate ▶ Iterate



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Design ▶ Compose ▶ Validate ▶ Iterate



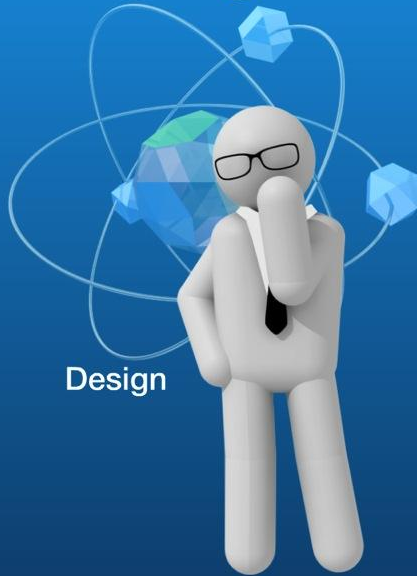
Design



Compose

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Design ▶ Compose ▶ Validate ▶ Iterate



Design



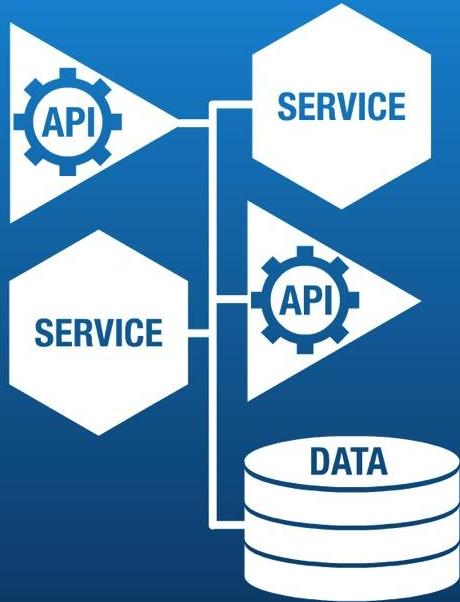
Compose



Validate

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▶ Design ▶ Compose ▶ Validate



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Connecting **Wearables** to **Revenue**

▶ **Design** ▶ Compose ▶ Validate

Wearables ▶ Rewards ▶ Revenue ▶ Insights



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► Design ► Compose ► Validate ►



Wearables

+



Fitness Achievements

=



Retail Reward



Wearables

+



Health Metrics

=



Proactive Health



Vehicle Sensors

+



Good Driving

=



Better Insurance Rates

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▶ **Design** ▶ Compose ▶ Validate



@JerryCuomo @JerryCuomoTie



▶ **Design** ▶ Compose ▶ Validate

Heart Rate
Sensor



User Tweets to
@JerryCuomoTie

Tie changes color based on sentiment

@JerryCuomo **@JerryCuomoTie**

▶ **Design** ▶ Compose ▶ Validate



Heart Rate
Sensor



▶ Revenue? ◀



User Tweets to
@JerryCuomoTie

◀ Tie changes color based on sentiment

@JerryCuomo @JerryCuomoTie

► **Design** ► Compose ► Validate



@JerryCuomo @JerryCuomoTie

Composing **Wear2Rewards** - Services



Codename: BlueMix

| | | | | | | | | | | |
|--------------------------|-------------------------------|-----------------------|----------------------------|--------------------|--------------------------|---------------------------|---------------------------------------|---------------------|----------------------|----------------------|
| | | | | | | | | | | |
| ElasticMQ IBM Created | JazzHub DevOps IBM Created | JSONDB IBM Created | LogAnalysis IBM Created | MAM IBM Created | MapReduce IBM Created | MobileData IBM Created | MobileQualityAssurance IBM Created | Push IBM Created | Rules IBM Created | SQLDB IBM Created |



Wearable Fitness
Community



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Wearable Fitness
Community



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MENU Please Login

Powered by: IBM IoT Labs

SIGN UP

[Getting Started Guide >](#)

Register

Register with us to get started. By registering you will be able to contribute your fitness data, get access to an anonymized public fitness database, and be able to use our real time messaging infrastructure.

[Registration >](#)

Connect your Devices

Link your devices to contribute your data. We respect your privacy and only you will have access to your data which will be stored securely in the cloud in a highly available data store. Its okay if you do not want to contribute your data, you can still play with the anonymized public data.

[Devices Supported >](#)

Personalized Dashboard

See how we bring peer analytics to play on your dashboard. You can view your data against peer data if you link a device. If you did not contribute your data you can still see how everyone else is doing. You have to be logged in to view your dashboard.

[Dashboard >](#)

Start Developing

You can use our composition environment BlueMix or access our APIs through IBM's API Management solution. Go to our Resource section to learn more about our capabilities or browse our prebuilt examples to get a jump-start.

[Solutions >](#)

[Help](#) [Community](#)

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Wearable Fitness
Community



Mobile Web Push
IBM Created



RapidApps
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MENU

GCUOMO



ACCOUNT

GCUOMO's ACCOUNT

Username: GCUOMO

Email: gcuomo@us.ibm.com

[Edit Account](#)

DEVICES LINKED

Fitbit

Refresh

Delete Data

Unlink Device

Jerry's Mood Tie

Refresh

Delete Data

Unlink Device

[+ Link new device](#)

View Dashboard



Use Prebuilt Solutions



Start Developing

```

//default to week
if (typeof range === "undefined") { range = "week"; }
else if (range === "hour") { range = "hour"; }
else if (range === "day") { range = "day"; }
else if (range === "month") { range = "month"; }
else if (range === "year") { range = "year"; }
else { range = "week"; }

//default to week
if (typeof range === "undefined") { range = "week"; }
else if (range === "hour") { range = "hour"; }
else if (range === "day") { range = "day"; }
else if (range === "month") { range = "month"; }
else if (range === "year") { range = "year"; }
else { range = "week"; }

```

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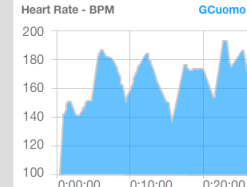
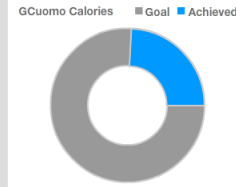
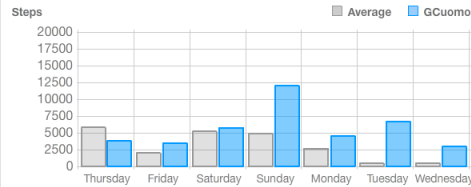


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MENU

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DASHBOARD



Help Community



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Wearable Fitness
Powered by: IBM IoT Labs

[API Documentation](#)

[Featured Apps](#)

[Sign Up](#)

[Sign In](#)



Live your Optimum Potential!

Welcome to the Wearable Fitness APIs. All you need to live a healthy life.

Do you want to:

- Track your training activities
- Get nutrition recommendations
- Create training plans and challenge your friends?

This is the resource you have been waiting for.

Get Started Now!

[Explore API Documentation](#)

Featured Apps



ACSM's Health & Fitness Journal - Fitness Focus

Fitness Focus: Copy-and-Share: Persistence Is the Key

Fitness Focus: Copy-and-Share: Jazz Up Your Walk!

Fitness Focus: Copy-and-Share: VO2max: The Basics: Part I

Fitness Focus: Copy-and-Share: VO2max: Links to Health and Performance

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Community



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RapidApps
IBM Created

The screenshot shows the PushDEV website interface. At the top, it says "IBM developerWorks" and "Sign in dW". The main heading is "PushDEV" with navigation links for "Get started", "Docs", "Get help", and "Blog". A search bar is on the right. The main content area features the headline "The simplest way to send mobile push notifications to your visitors." and two buttons: "Free trial" and "Learn more". To the right is an illustration of a laptop and a smartphone, both displaying a notification that says "Your targeted message here." Below this are three columns: "Web Push Now" (describing it as lightweight and fast), "Customizable" (describing how developers can extend basic IBM Mobile Web Push), and "Get Support" (describing extensive support options). Each column has a "Get started", "Browse docs", or "Get help" button respectively.

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Mobile Web Push
IBM Created



RapidApps
IBM Created

Campaign Manager

Create, Review and Edit Campaigns

Current Workspace Default Workspace

Campaigns for Application: Wear2Rewards Company Application

Show 10 entries

| State | Schedule | Name | Description |
|-------|----------|-----------------------|---|
| Live | Always | You're doing great | Keep users motivated to reach their goals. |
| Live | Always | You made it! | User has burned enough calories today to exceed their goal, so send them their... |
| Live | Always | Healthy Living Rebate | The user achieved enough fitness goals to qualify for a discount on their health... |

Showing 1 to 3 of 3 entries

[New Campaign](#)

[Getting Started](#)

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Wear2Rewards idea in a nutshell



- 1 Gather data from wearables
- 2 Wear2Rewards plots data
- 3 Sends activity to Xtify
- 4 Xtify runs rules, triggers rewards

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► Design ► **Compose** ► Validate ◄

Wearable Fitness

Activity Data

Mobile Web Push

Campaign Rules

Wear2Rewards
Application

Built by
RapidApps



Composing with **RapidApps**

▶ Design ▶ Compose ▶ **Validate**



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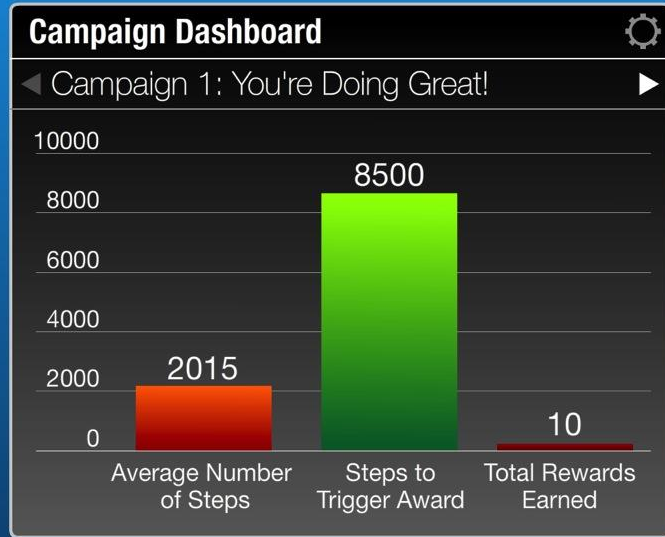
► Design ► Compose ► **Validate** ►



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Validate and Iterate

► Design ► Compose ► **Validate**



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Validate and Iterate

►► Design ► Compose ► **Validate**



Display Rule Builder

All ▼ Add Clause Add Condition

User attribute ▼

The client has an attribute named and its value is no more than ▼

Time of day ▼

This event occurred from and

or Steps Trigger Award Earned

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Validate and Iterate

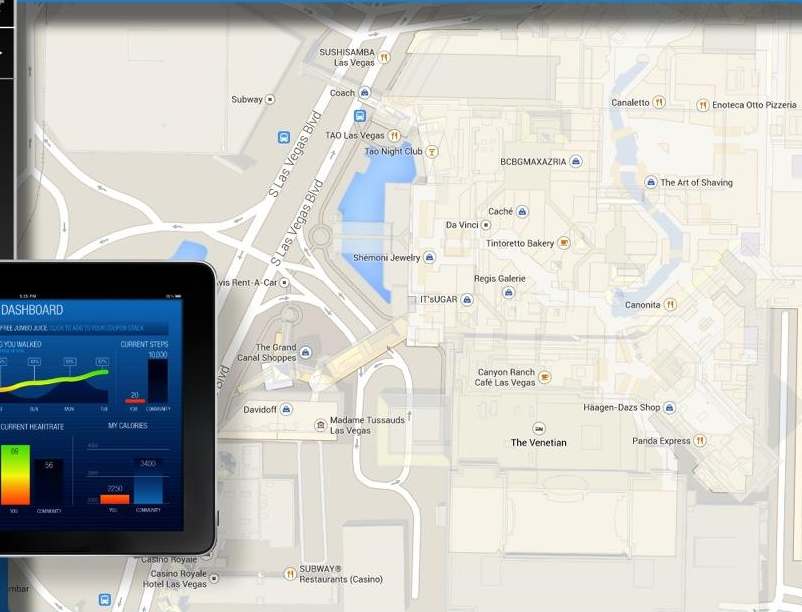
► Design ► Compose ► **Validate** ►



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Validate and Iterate some more

► Design ► Compose ► Validate



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Validate and Iterate some more

▶ Design ▶ Compose ▶ **Validate**



Display Rule Builder

All ▼ Add Clause Add Condition

User attribute ▼

The client has an attribute named and its value

User attribute ▼

The client has an attribute named and its value

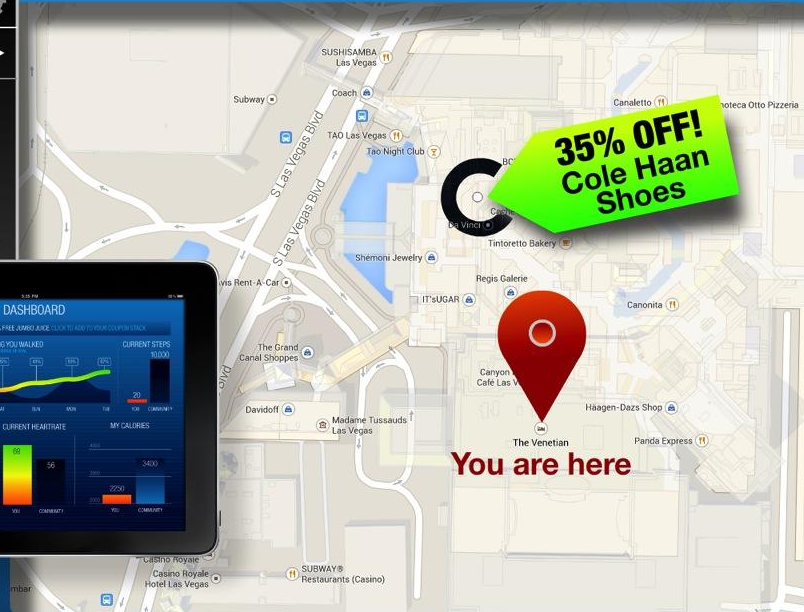
User attribute ▼

The client has an attribute named and location away

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Validate and Iterate some more

▶ Design ▶ Compose ▶ Validate



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Thank you for your time
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