「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!

#ibminnovate

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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

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Ei!

International Sports Coaching Re-Invented

IBM Social Sentiment
IBM Infosphere Streams
IBM Worklight

Data – new natural resource

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Composable Business

in action

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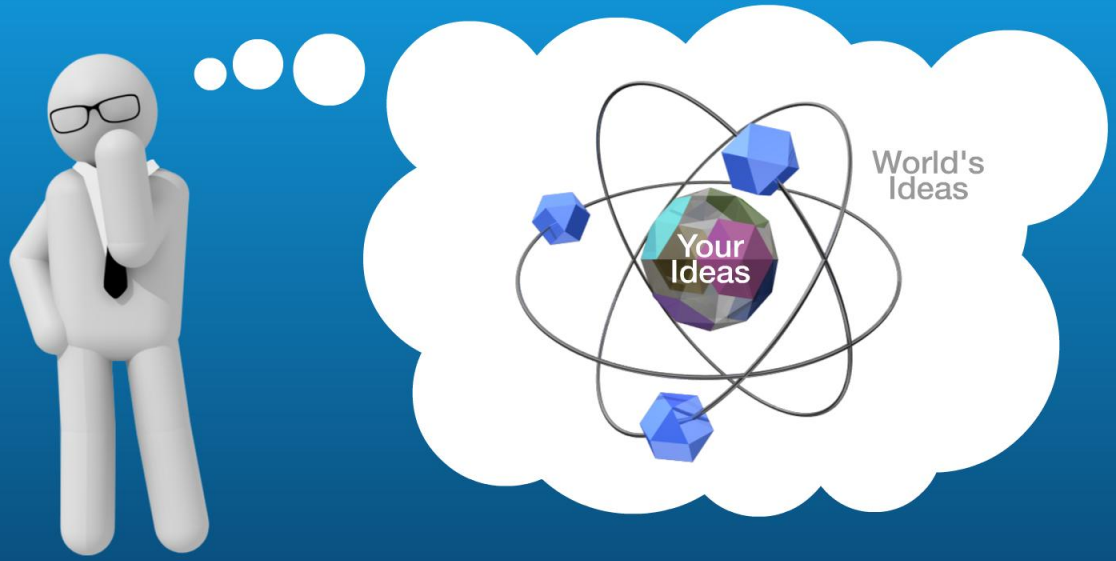
Innovation = Your Good Ideas + World's Good Ideas



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Design ▸ Compose ▸ Validate ▸ Iterate

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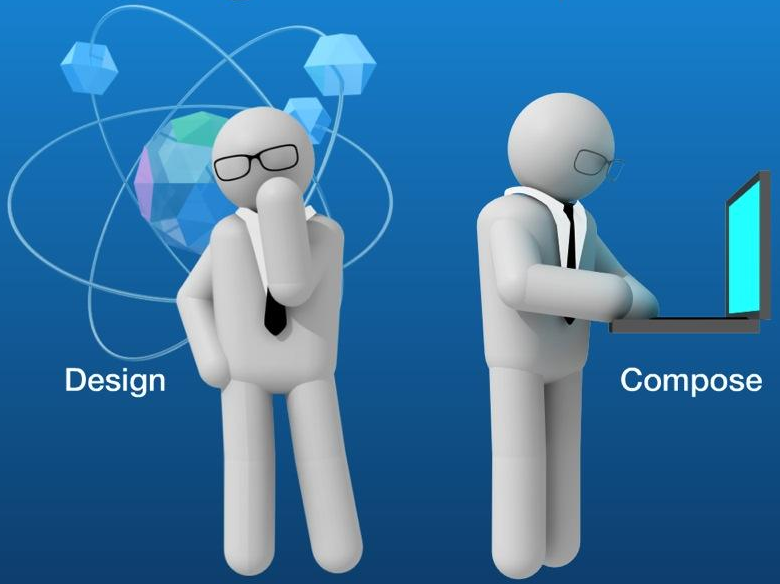

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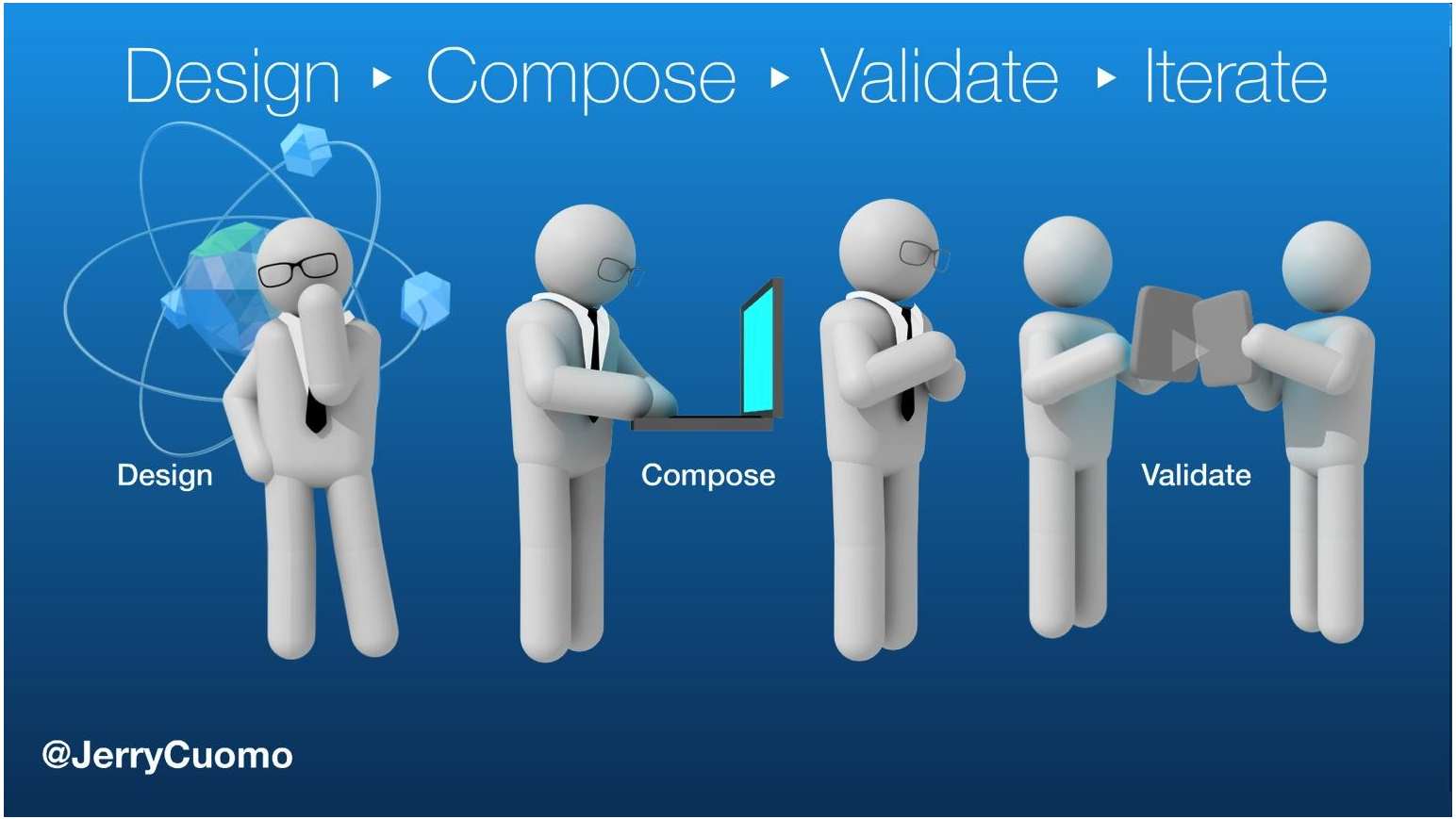
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Design
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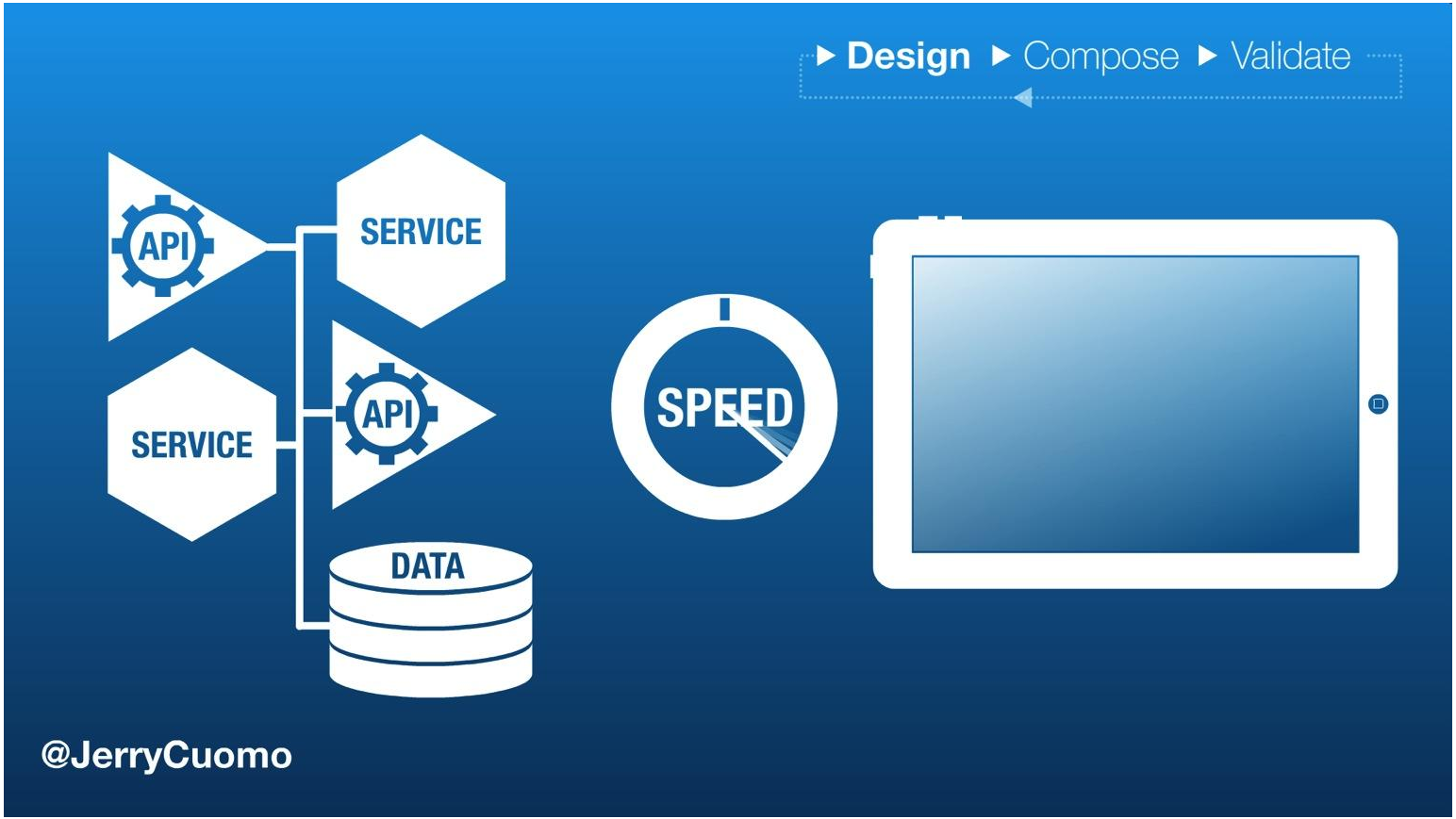
Design
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API
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SERVICE
API
DATA
SPEED
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Connecting **Wearables** to **Revenue**

▶ **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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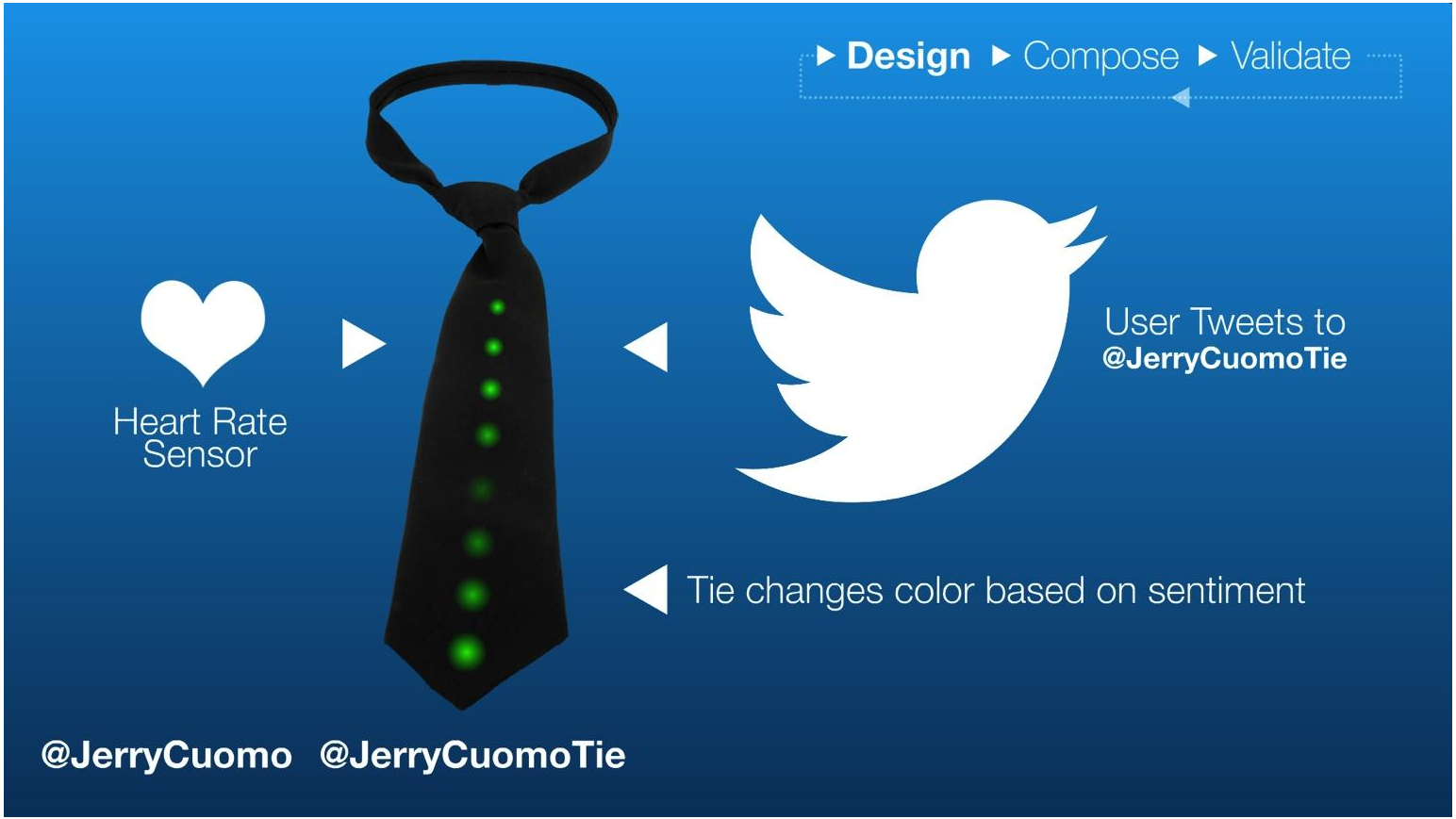
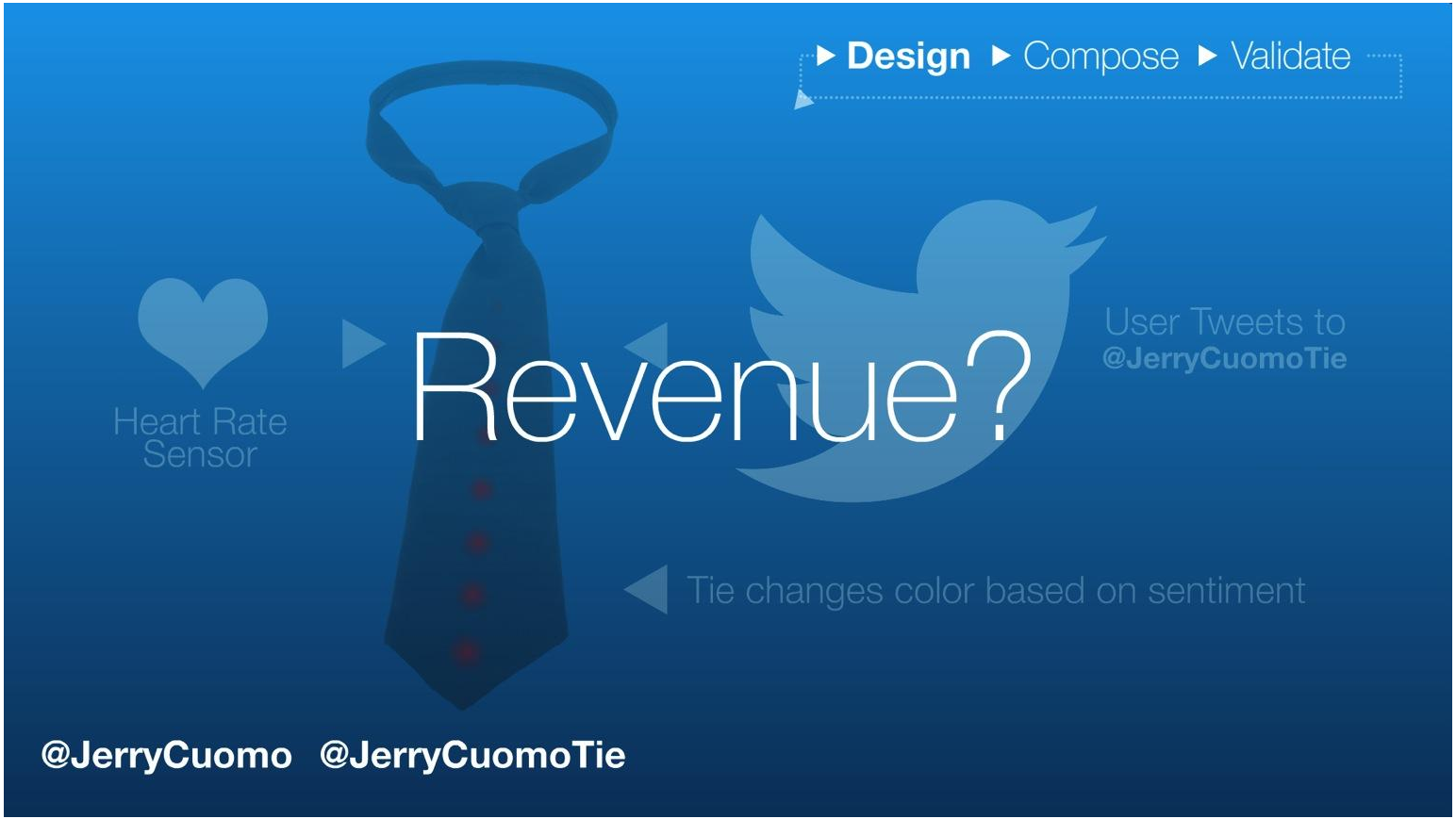

Design
Compose
Validate
Heart Rate Sensor
User Tweets to @JerryCuomoTie
Tie changes color based on sentiment
@JerryCuomo
@JerryCuomoTie

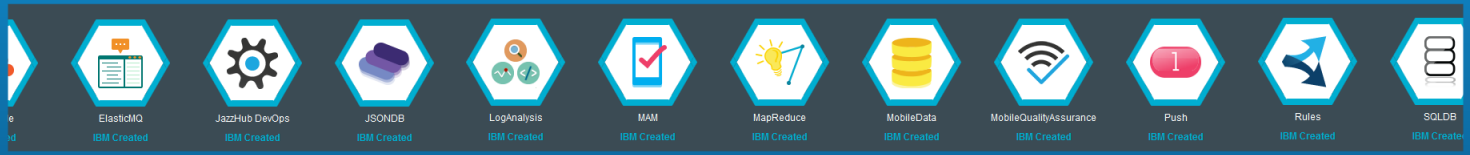

Design
Compose
Validate
Heart Rate Sensor
Revenue?
User Tweets to @JerryCuomoTie
Tie changes color based on sentiment
@JerryCuomo @JerryCuomoTie

Design
Compose
Validate
Heart Rate Sensor
Wear2Rewards
User Tweets to @JerryCuomoTie
Tie changes color based on sentiment
@JerryCuomo @JerryCuomoTie

Composing **Wear2Rewards** - Services

Design ▶ **Compose** ▶ Validate

IBM Codename: BlueMix



Wearable Fitness
Community

Mobile Web Push
IBM Created

RapidApps
IBM Created

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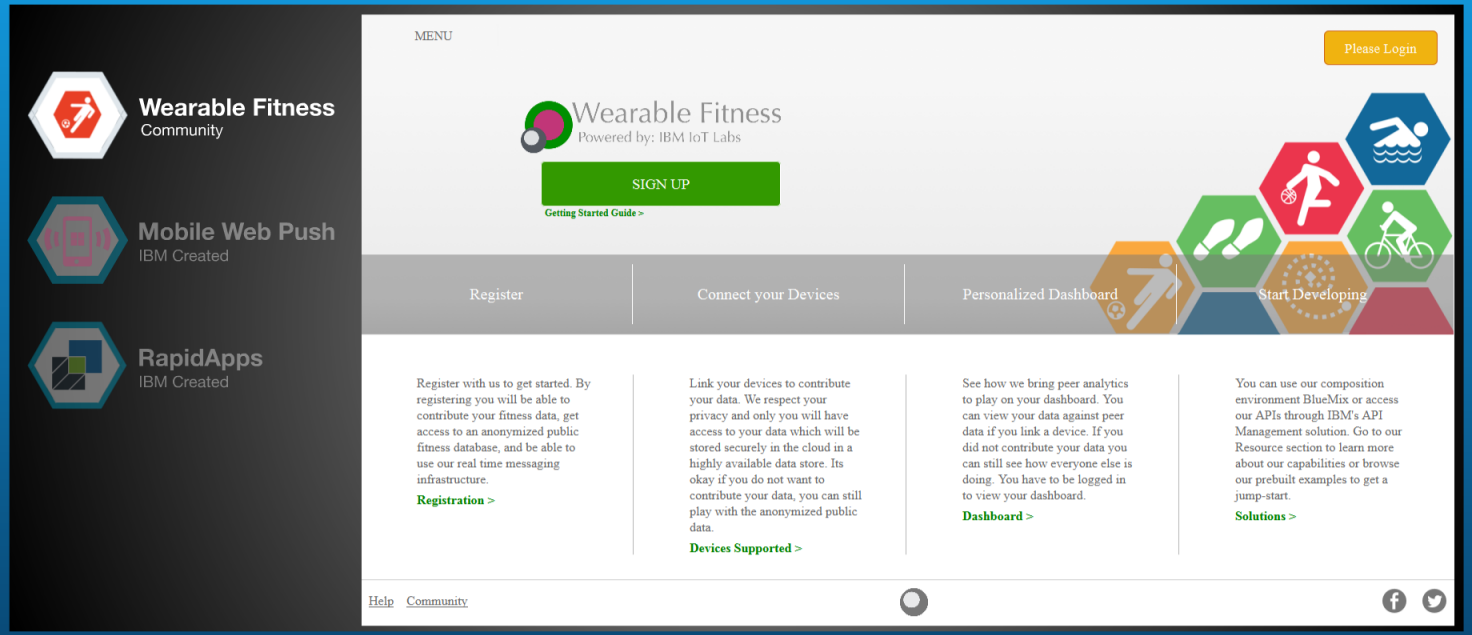
▶ Design ▶ **Compose** ▶ Validate



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Design ▶ **Compose** ▶ Validate

Wearable Fitness
Community

Mobile Web Push
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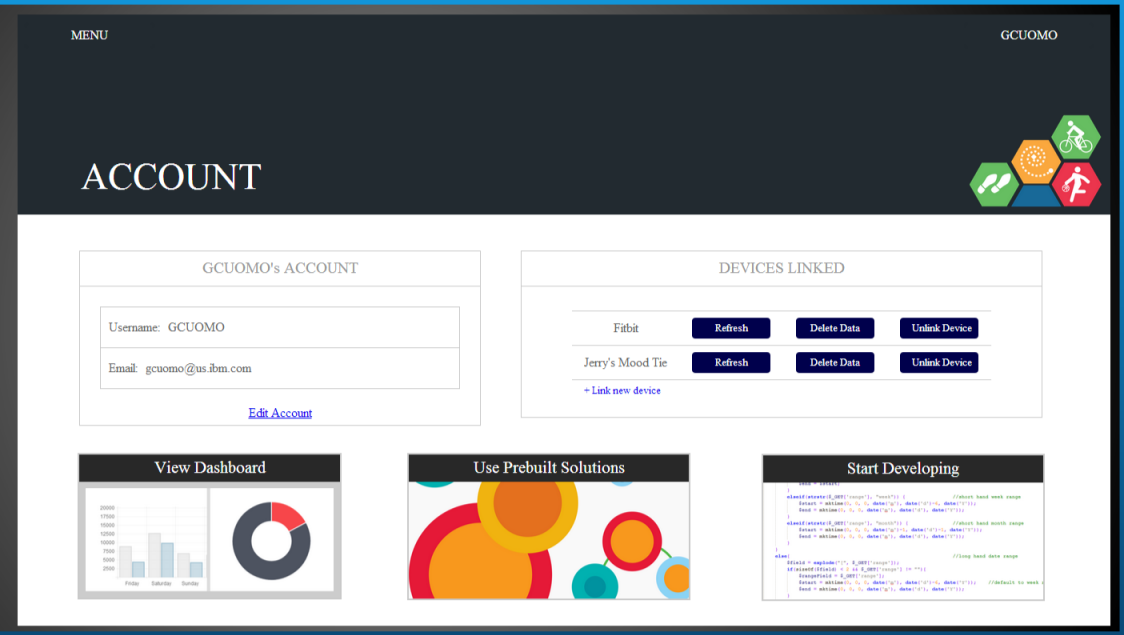

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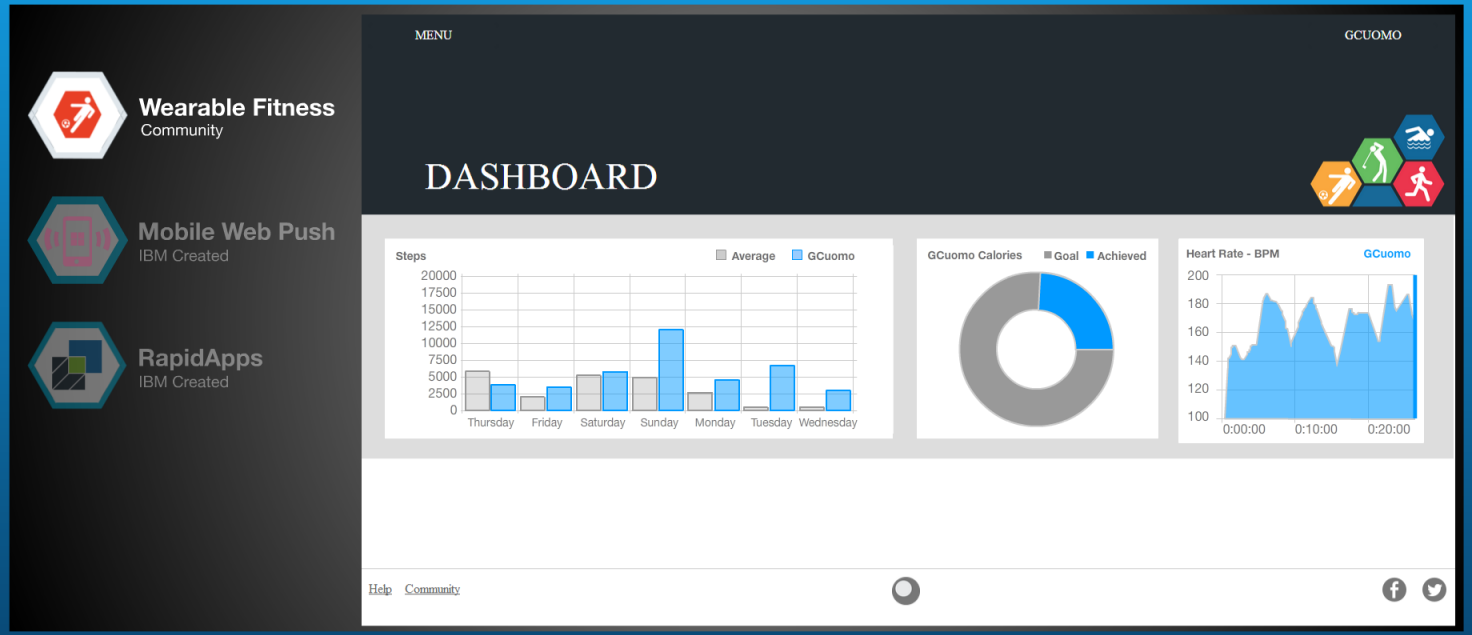
Design ▶ **Compose** ▶ Validate



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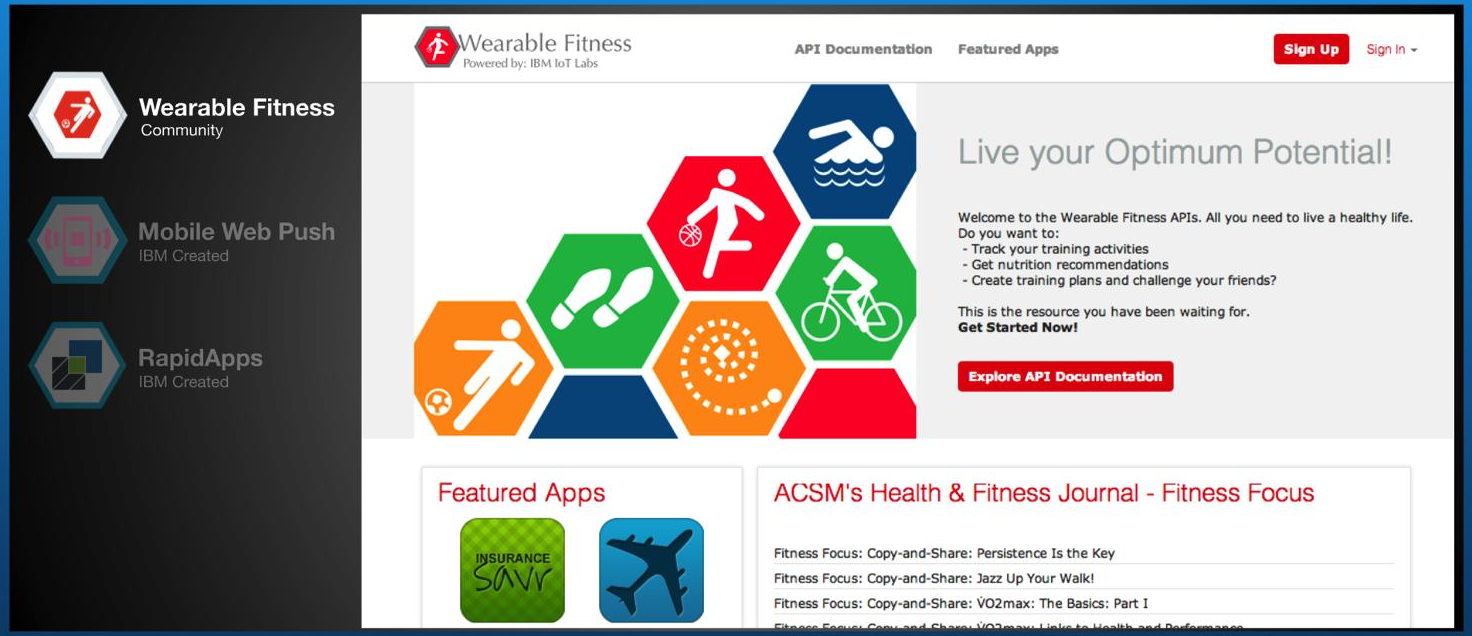

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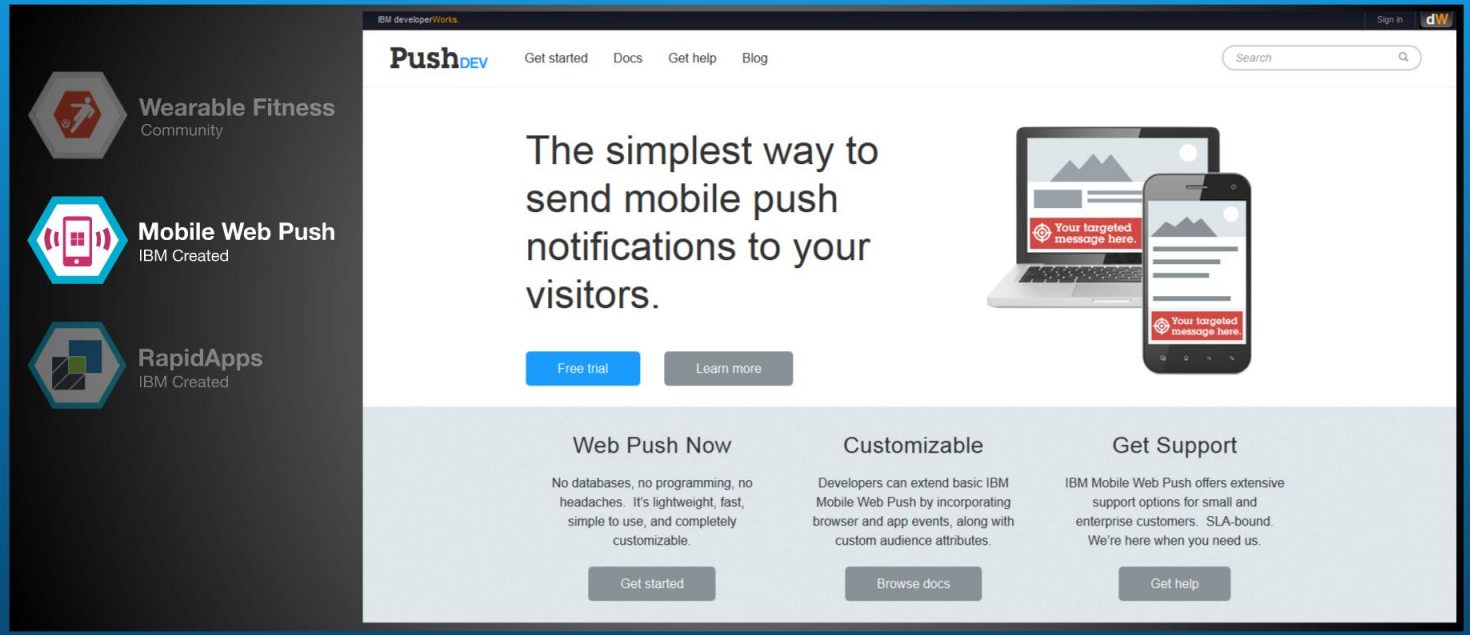

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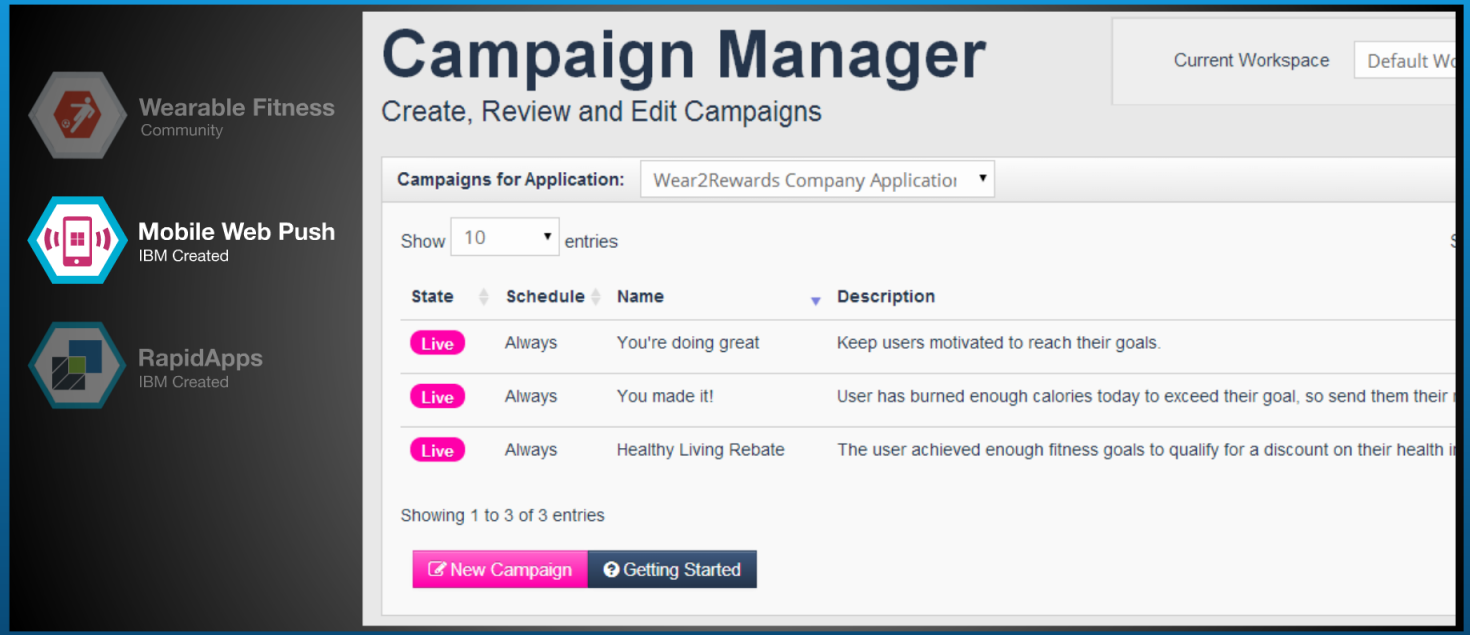

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Wear2Rewards idea in a nutshell

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**

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Validate and **Iterate**

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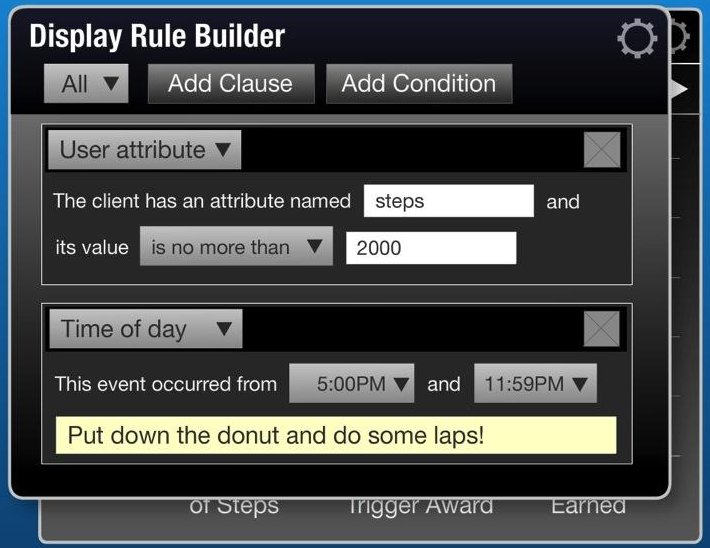
Validate and **Iterate**

Design ▶ Compose ▶ **Validate**



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Validate and **Iterate**

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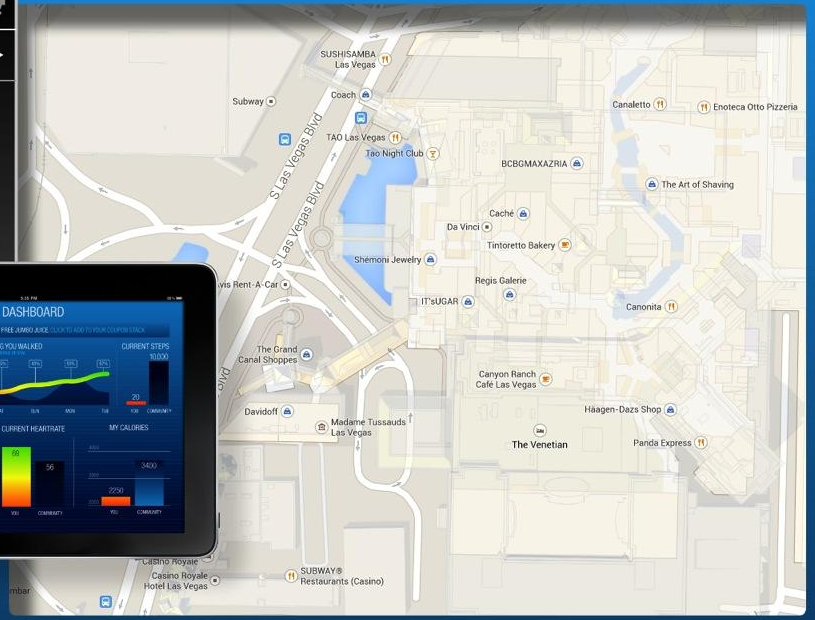
Validate and **Iterate** some more

▶ Design ▶ Compose ▶ **Validate**



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Validate and **Iterate** some more

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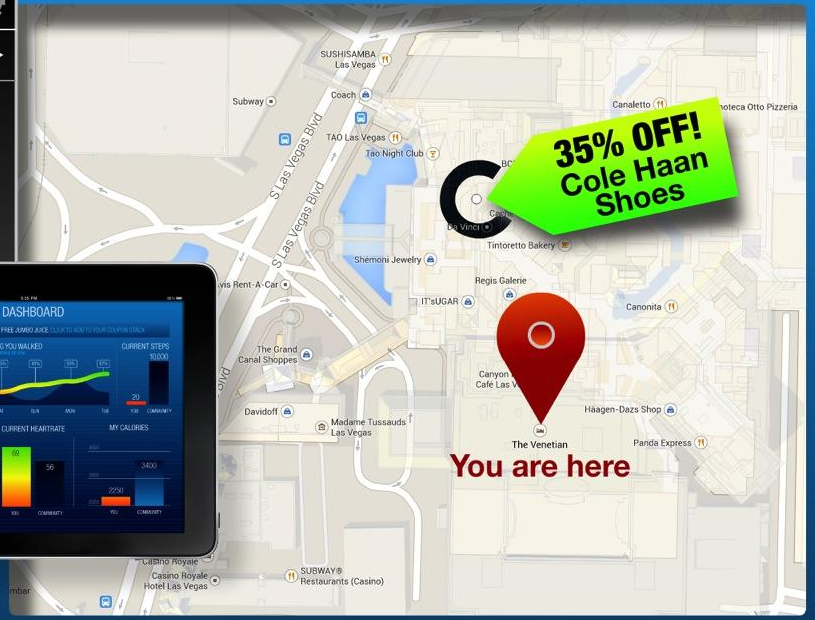
Validate and **Iterate** some more

▶ Design ▶ Compose ▶ **Validate**



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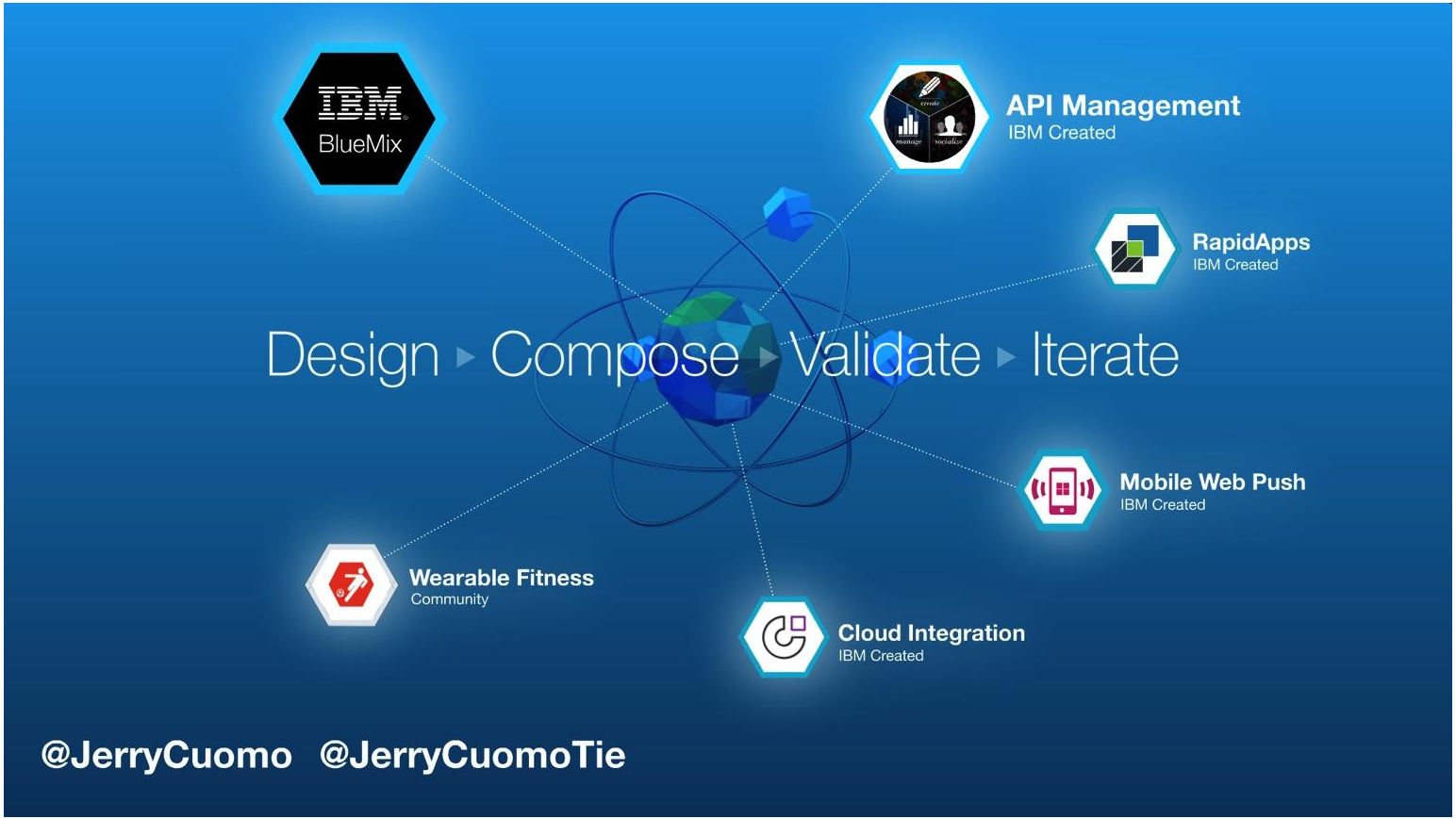
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Thank you for your time

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