MEAPs meet the cloud

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What does IBM mean by MobileFirst?

IBM MobileFirst

- Reinvent your business
- Secure mobile devices, apps and content
- Build, integrate and manage apps at scale
- Engage your customers in new ways
Building an app can be pretty easy.

- Build the UI
- Create or reuse a REST endpoint
- Stand up a supporting database
But in an enterprise context this can get pretty complex, fast.

- When one app turns to many
- On a variety of devices
- Connecting to many back-end systems

Must not compromise security
Costs can’t spiral
Must deliver quickly without damaging reputation
Introducing the Mobile Enterprise Application Platform.

- Developer SDKs and tools: Help developers be productive
- Device vendor abstractions: Reuse where possible across device platforms
- Integration Framework and APIs: Expose reusable services in a mobile-ready way
- Access Control: Enforce consistent user access rights
- Scalable gateway: Control routes into the Enterprise
- Management information: Understand the benefits and refine the approach
So what does a MEAP look like?

Mobile Middleware/MEAP

Apple Push Notification Service / Google Cloud Messaging / etc.

Auth Dir

System of Record 1

System of Record 2

System of Record 3
So what is IBM MobileFirst Platform?

In 2012, IBM adopted a small company called Worklight to become IBM's MEAP technology.

We renamed IBM Worklight to IBM MobileFirst Platform in 2014 to more closely fit where mobile was going.

Traditionally, folks deployed this on-premise or on IaaS (e.g. Softlayer, Amazon EC2).

Used by 100s of customers for 1000s of apps.
**IBM MobileFirst Platform is a MEAP**

<table>
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<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>Developer SDKs and tools</td>
<td>Provide Eclipse IDEs and Command-Line tools</td>
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<td>Device vendor abstractions</td>
<td>Provide more abstractions on top of Cordova</td>
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<tr>
<td>Integration Framework and APIs</td>
<td>Provide JavaScript and Java (JAX-RS) Adapters</td>
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<td>Access Control</td>
<td>Provide OAuth-based security model</td>
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<td>Scalable gateway</td>
<td>Single endpoint for all integration, app updates, etc.</td>
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<td>Management information</td>
<td>A comprehensive Operational Analytics platform</td>
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Bluemix is IBM’s Developer-Centric PaaS Platform

- Non-proprietary - built on Cloud Foundry
- Exploits open-source technology - e.g. NodeJS
- Get started for free
Bluemix has almost 100 services waiting for you…
IBM Containers is “Docker on Bluemix”

Docker provides a way to containerise software.

Docker virtualizes some aspects of a running process, in a way that makes you think it’s a virtual machine, but it isn’t (mostly).

IBM provides an implementation of this in Bluemix called IBM Containers.

Bluemix provides both a registry and a runtime engine for containers.
So now we’re bringing all these together…

- Some MobileFirst capability for early adopters in Bluemix with the IBM MobileFirst Platform Services on Bluemix.

- But now, IBM is making available IBM MobileFirst Platform Foundation on IBM Containers on Bluemix (say that ten times fast!)
Maybe this is all a bit much ... let’s show you.
You can try this yourself...

https://ibm.biz/BdXNwc