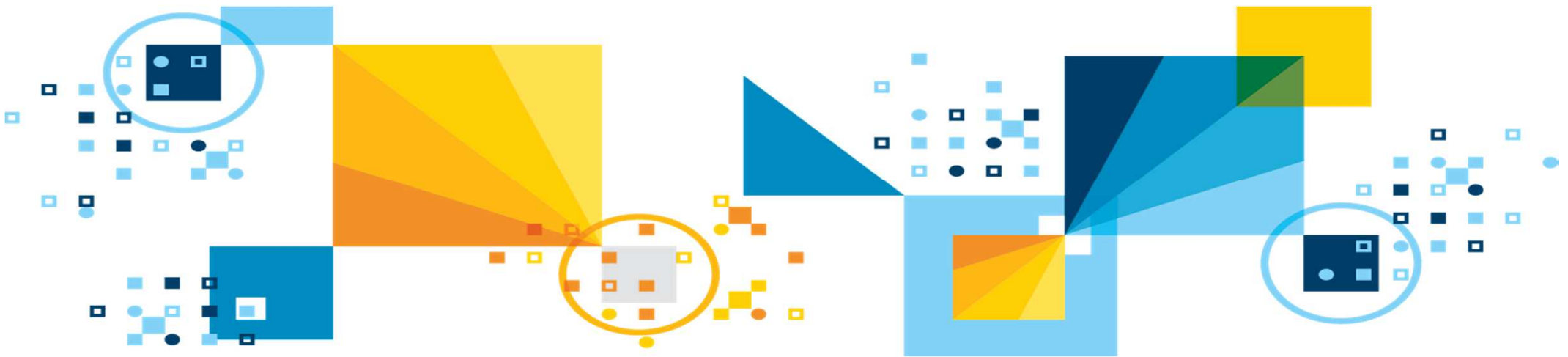


# Streaming Analytics in the Cloud

## IBM Bluemix Streaming Analytics Service



# What is Bluemix ?

Bluemix is an **open-standard**, cloud-based **platform** for **building, managing, and running applications of all types** (web, mobile, big data, new smart devices...)



## Go Live in Seconds

Zero to running in one click.  
Development plans deploy in seconds.  
Enterprise plans deploy in 1-2 days.

## APIs and Services

A catalog of IBM, third party, and open source API services allow the developer to stitch an application together in minutes.

## On-Premises Integration

Build hybrid environments. Connect to on-premises assets plus other public and private clouds.

## DevOps

Development, monitoring, deployment, and logging tools allow the developer to run the entire application.

## Layered Security


IBM secures the platform and infrastructure and provides you with the tools to secure your apps.

## Flexible Pricing

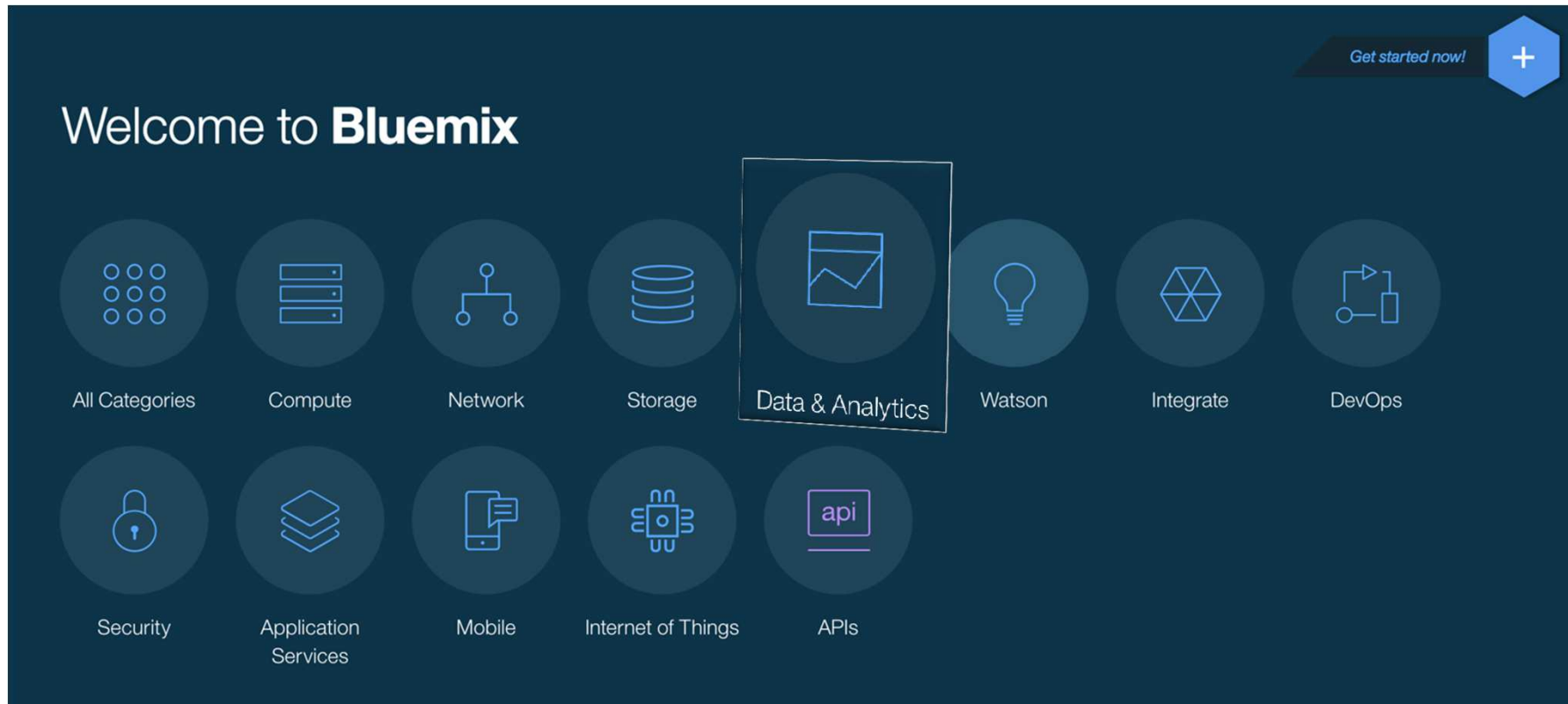
Sign up in minutes. Pay as you go and subscription models offer choice and flexibility.

# Streaming Analytics



Get started now! 

## Welcome to Bluemix



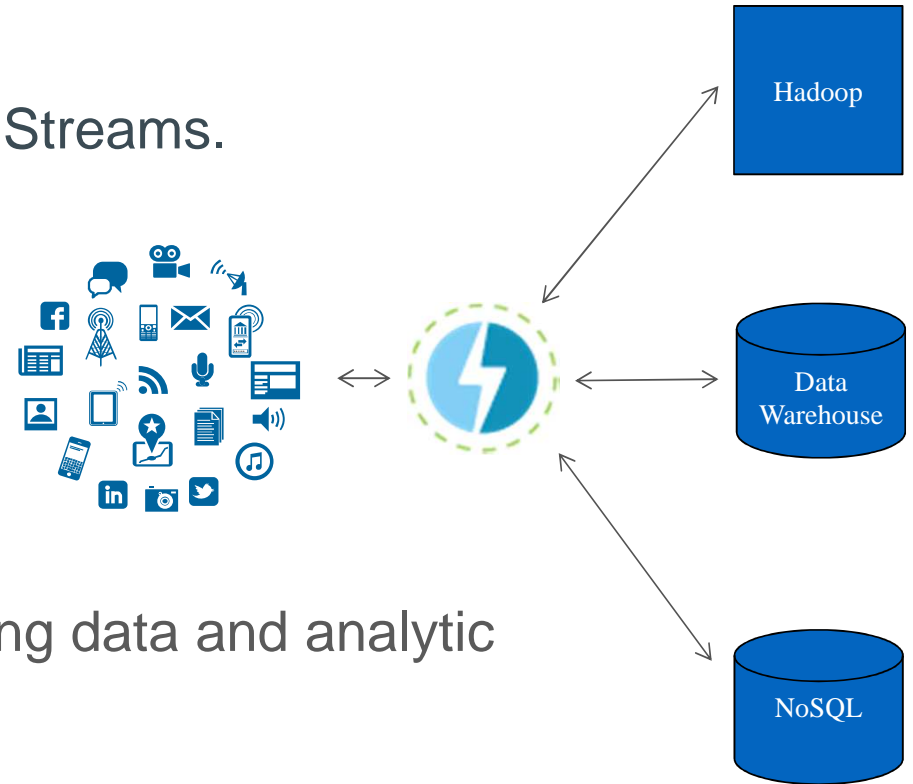
The screenshot shows the Bluemix dashboard with various service categories. The 'Data & Analytics' category is highlighted with a white box. The categories are arranged in two rows:

- Row 1: All Categories, Compute, Network, Storage, **Data & Analytics**, Watson, Integrate, DevOps
- Row 2: Security, Application Services, Mobile, Internet of Things, APIs

# What It Does – Streaming Analytics

Streaming Analytics is a hosted service for IBM Streams.

- Continuously analyzes data streams.
- Connects to the widest range of data sources.
- Completely integrates data streams into existing data and analytic environments.



# Other Industry Use Cases – Streaming Analytics



**Insurance**  
Real time monitoring



**Retail**  
Marketing campaigns  
Adjust resources



**Government**  
Surveillance monitoring  
Find criminals

# The Goal – Streaming Analytics

I want to promote safe driving to enhance customer satisfaction and loyalty...

...at scale

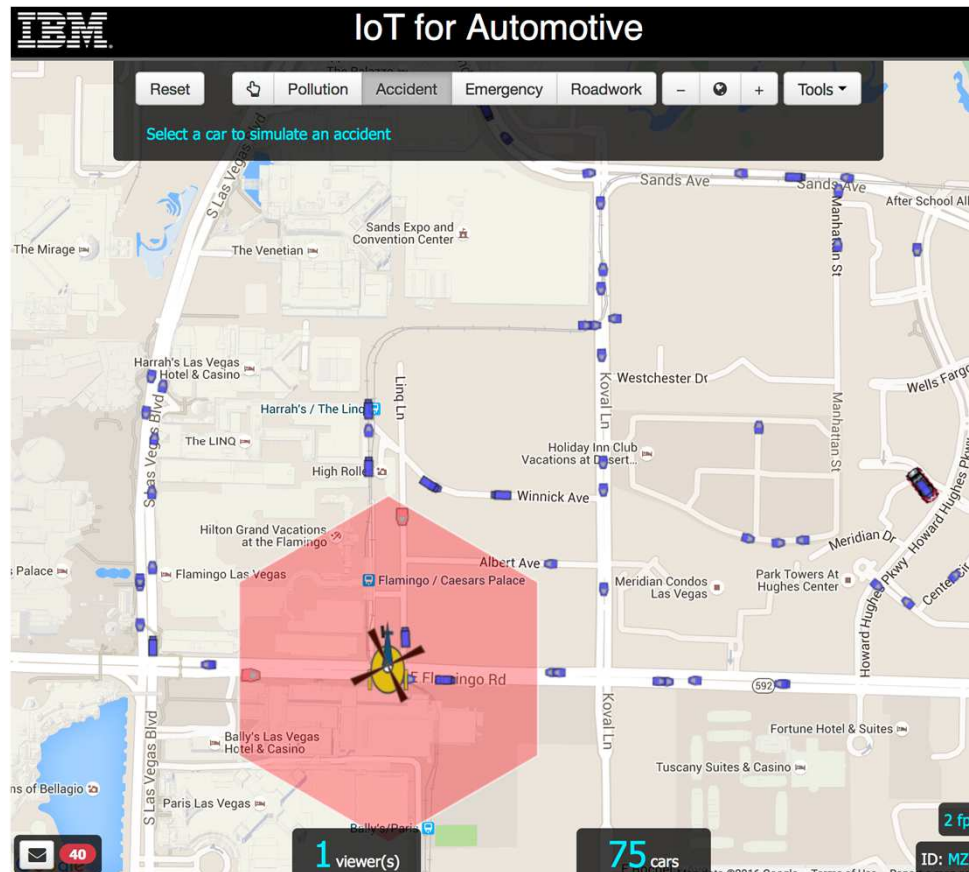


Can I send data from my connected cars or other vehicle for continuous analytics to initiate actions ?

Can I alert emergency medical providers based on reported accident data?

Can I notify a dealer about engine trouble?

# Streaming Analytics Can Help



Millions of events/second

Ultra-low latency

No business disruption

Fast decision making

Connected Car, US:

<http://connected-car.mybluemix.net/>

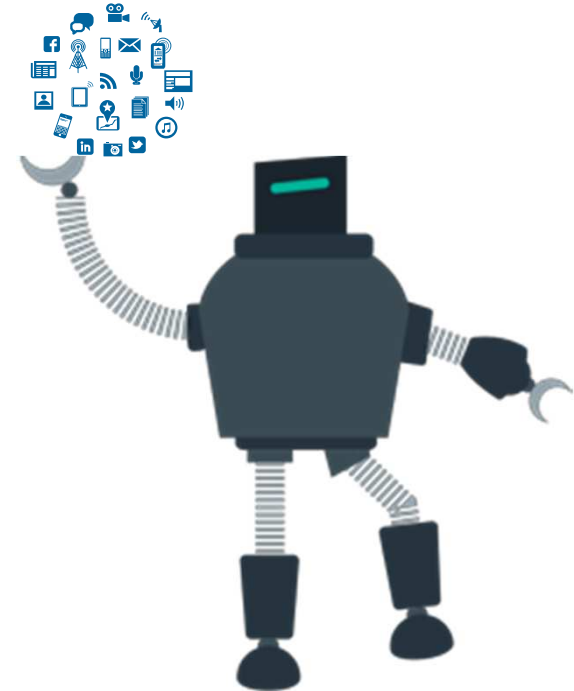
# Pricing – Streaming Analytics

## Standard Plan includes:

- Dedicated application nodes
  - Each node is a 4-core virtual server
  - 12GB of RAM
  - 1Gbits/second Network

**Pricing:** \$3.75 USD / Node hour

**Avg Deal Size:** \$73K USD





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# How do I get started?

## **Gettings Started on Bluemix**

<https://www.ibm.com/cloud-computing/bluemix/>

## **Bluemix quick-start demos & guides**

<https://www.ibm.com/developerworks/learn/cloud/bluemix/quick-start/>