Hi, my name is Angel Tomal-Reyes. I work for IBM in the Advanced Cloud Solutions. I've been working for IBM for about 13 years or so. And for the past six months, eight months, I've been supporting the infrastructure that IBM is using to develop IBM BlueMix.

Cloud Foundry is an open source Platform as a Service technology that is developed by about 700 developers in the open source community. Because it's open source, it does not tie anybody into any kind of technology platform of any kind of.

IBM contributes to this open source community. And one of the nice things about Cloud Foundry is it allows developers and organizations to be able to take products into market fairly quickly. It frees developers from having to worry about the infrastructure that is necessary to be able to run their cloud applications or the development of those applications.

And it also, and basically it gives developers and organizations a choice. As a developer you're not tied into any specific framework, any specific infrastructure, or any specific technology or proprietary hardware or anything like that.

BlueMix is an implementation of IBM's Open Cloud Architecture. It is based on Cloud Foundry to enable developers to build, deploy and manage their cloud applications. Because BlueMix is based on Cloud Foundry, it enjoys the ability to be able to inherit very [grown] ecosystems and services and runtime environments.

So, in the past, as a developer, I used to have to, you know, every time I was on a project I had to figure out how to install software, what kind of stuff I need to have operating on the Web or on the cloud, how many servers, how many instances, how many images and that sort of thing.

One of the greatest things about BlueMix is that it allows me to be able to not have to worry about that. With BlueMix, I can simply just go to a Web site or I can use a command line tool and quickly indicate that I want to deploy an application using a specific framework. So, if I want to use Java, I want to use Ruby, I want to use JavaScript, I can do so through a specific configurations.

It quickly allows me to be able to have an environment ready in about 10 minutes, and it allows me also to just concentrate on my development. I no longer have to worry about having to pick an image. I no longer have to worry about picking hardware or even have to discuss how many servers I need for any kind of developers and that sort of thing.

For organizations, BlueMix provides an environment that minimizes the need to technical know-how. Because this is running on the cloud, it also enjoys the cost benefits that cloud brings into the market. So, and also, it reduces the amount of time that the organization needs to react with users' needs. So, for the most part, users say, I want this, and because developers can quickly generate code and applications, they work to quickly deliver this to the users.

In the open beta, BlueMix will have about 12 different services. There is several ones that are very exciting, but the ones that we want to talk about are the ones that deal more with cloud applications.

One of the most interesting ones actually, is JHub. JHub is a development environment that allows developers to quickly begin to track, collaborate with other developers on the Web, and users can actually use RTC, which is Rational Team Concert, to allow them to quickly develop and deploy applications right into BlueMix.

We also have SQL database, which is great. IBM allows users now to be able to deploy databases into databases on DB2 server, right, that are deployed on the cloud. Global data, which is great, too -- another service that allows application owners to be able to provide data source for mobile users.

JSON DB is a database service that allows to add NoSQL database documents to your application. You can quickly insert documents into databases without creating tables, collections, or indexes. Even testing cache -- it's really important, especially if you're writing applications for the Web.

Testing cache is an elastic data grid that stores and persists an HTTP session across a data grid. If the server has an outage, it won't make a difference; you can immediately pick up your session somewhere else.

Another interesting one is actually something called Discussion. Discussion is a service that provides execution of business rules in your applications. If you're writing applications for the enterprise, this is something that, it will really interest all our customers or developers. So, if you want to try BlueMix, where you need to go is bluemix.net, request an ID, and get started.