People, sometimes, what they think about is just the web apps, and that’s certainly part of what we do, but there’s a whole range of applications that can be done on Bluemix, and services themselves.

So as we think about it, I work with what has been a traditional client, someone like Pitney Bowes, that is now a service provider into Bluemix, which Pitney was one of our very first, and we’re working with them on the exposure of those APIs through IBM API Management, which is now a service on Bluemix, and out in time for them or for another customer, the actual code for the service may also be in Bluemix.

So you start to have, like, I’m creating the service in Bluemix, and connecting maybe into some on-premise resources, creating that, putting APIs onto it, managing it, with the API Management service in Bluemix, exposing that out, if they become a partner to Bluemix, exposing it through the public catalog, or perhaps exposing it through the private catalog to just partners or internals.

So now the company has created this service, exposed it, and now they go and create applications on it, either they or third parties if they’re exposing it publicly, or to partners, and those new applications that are using the API can be rapidly built on Bluemix.

So it really becomes this enormous potential for a very dynamic ecosystem.

It’s very exciting.