Welcome to the IBM Bluemix Garage
Rachel Reinitz

One of the ways in which we are helping our customers to get going on Bluemix is through a new initiative that I am leading called the Bluemix Garage.

The Bluemix Garage is really a center for innovation.

We are located in the heart of the startup world in San Francisco, in a startup ecosystem builder – we’re in partnership with a company called Galvanize – and literally my garage lab has 25 startups right next door.

You step out of the door of the garage and they are sitting right there at their desks.

And what that allows us to do is work with startups to get them onto Bluemix, but also to bridge between the startups and the enterprises, going both ways.

So what we’re going to do is help the startups reach enterprises, having them in the Bluemix marketplace, saying, oh, you know, here’s an enterprise that might be really interesting to you, and going the other way.

So, enterprises are going to come into the garage to build applications with us.

We’re applying leading agile development methodologies to really build these rapid applications in a way that can change, so that they aren’t that fragile.

We’ll do kind of the quicker prototyping but then, to grow up the applications, we’re going to apply test-driven development, pair programming, continuous integration, and cloud architecture, so that you really get a good, expandable application that you iteratively can add onto.

And married with that, we’re going to use IBM Design Thinking and agile product management to ensure that, from a business perspective, you’re
trying out new hypotheses, you’re reaching new markets, and you’re failing fast.

So that’s what we’re doing and part of that is also the enterprise is reaching over to the startups and saying, oh, that’s cool, maybe that’s some new business models, some new innovation that we can do.

So we’re bringing together the startups and the enterprises with IBM expertise and doing it on Bluemix in the Bluemix Garage.

And you are welcome to come and see us in San Francisco and visit the garage.

It is really cool.

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