

# Alfresco Day – Stockholm

## Future of ECM and Trends



John Newton

@johnnewton

12 June 2014

Once upon a time a long, long time ago  
(*20 years ago*)...



Documentum Team – March 1991

# Communists?



There are some new modern-day sort of **Communists** who want to get rid of the incentive for software makers under various guises!



Look who's  
talking!

# Religious?!?

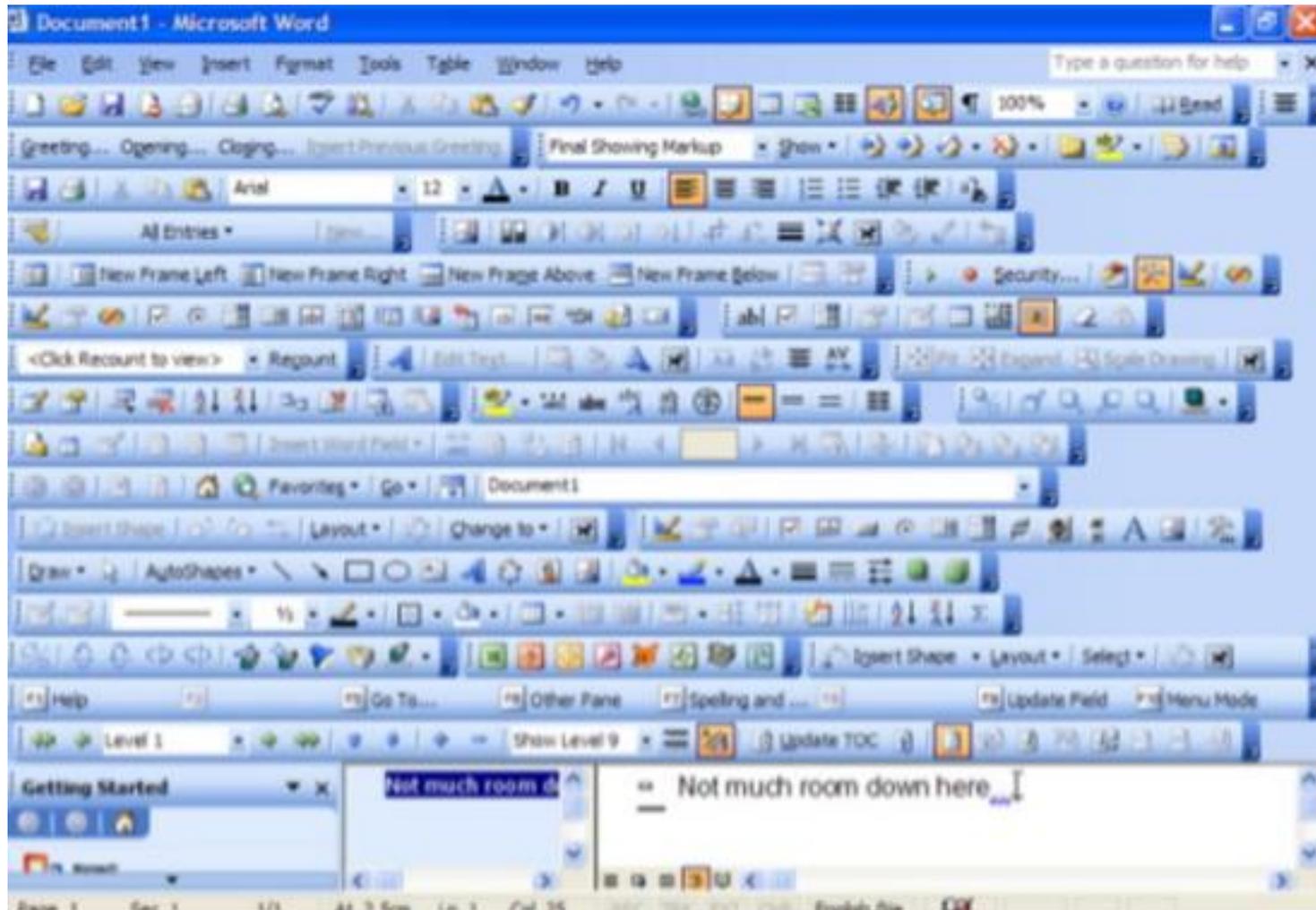


# Anarchy?!?



I said I'm  
checking the  
code change  
in!

# But it wasn't like proprietary software was getting easier...



Or that vendors were becoming more humble with competition...



Hey You!  
Yeah You!  
You're not going  
anywhere?  
It's time to **renew!**

# Open Source was Built Differently

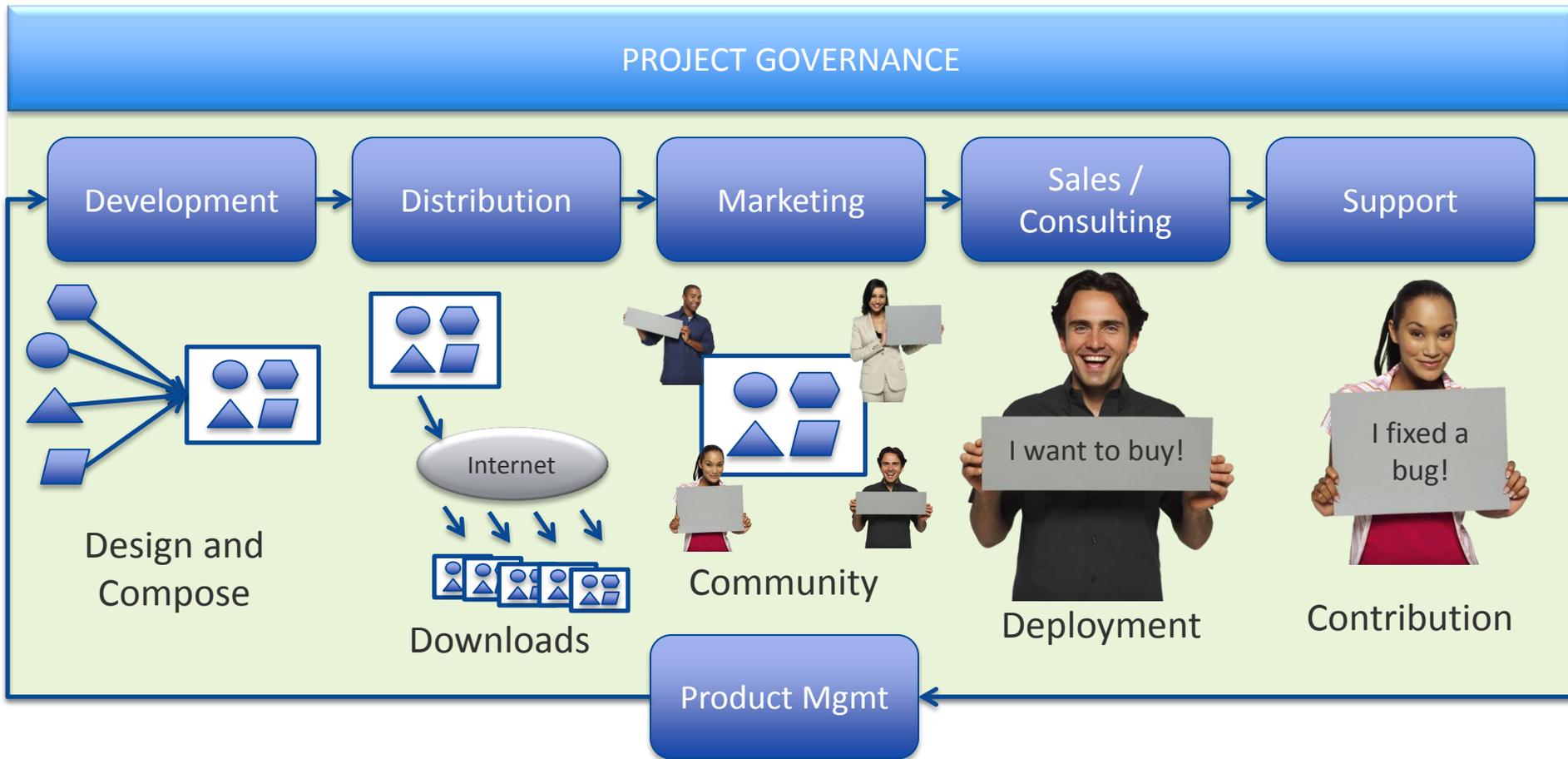


# Quickly Open Source evolved with Linux



Let's stay Open,  
Modular and Free!

# Open Source A New Value Chain for Software



Community participates in ideas, priorities, testing and new components

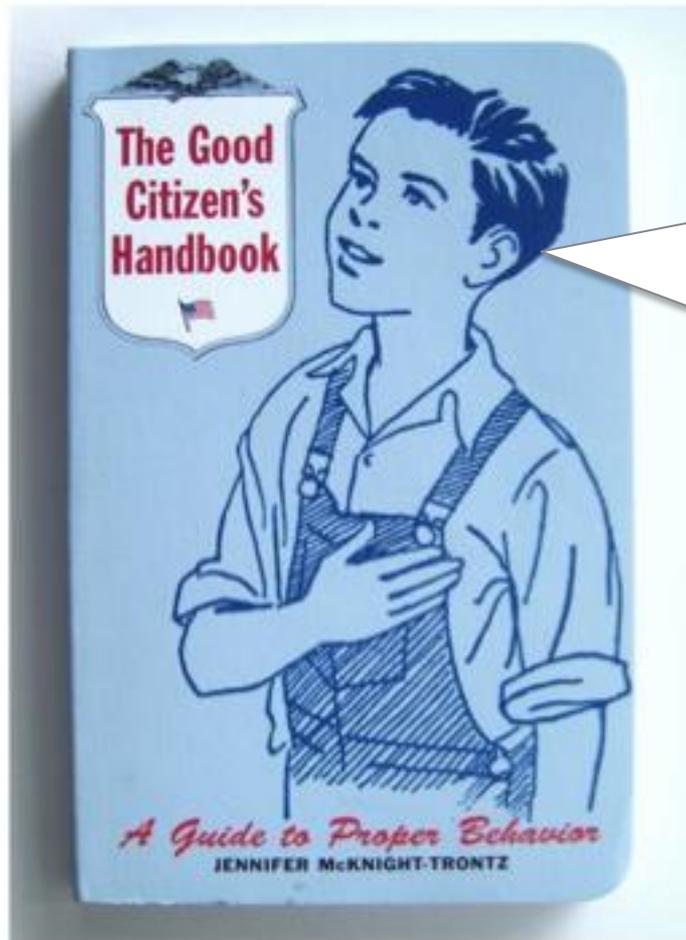
# Strong Governance led to Professional Open Source



Open Source is like Economy Class!  
You get nice champagne in first class, but you still get there at the same time!

Marten Mickos – CEO of Eucalyptus and former CEO of MySQL

# Citizen Developers would create new apps and new innovation...



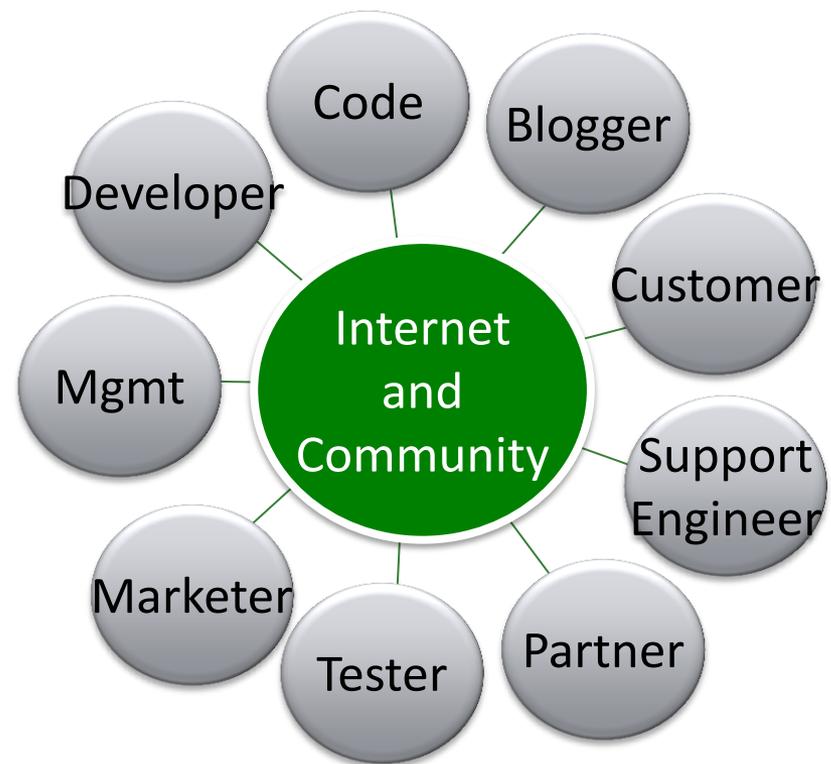
I pledge to build cool applications in my spare time using only the Cloud and some JavaScript code!

# Open Source removed the Lock-in and opened the Architecture...

*Closed Source*



*Open Source*



In 2005, we decided to take the leap...



**The open platform for  
business-critical  
content management  
and collaboration.**

The Alfresco difference is

**OPEN**

with no lock-in!

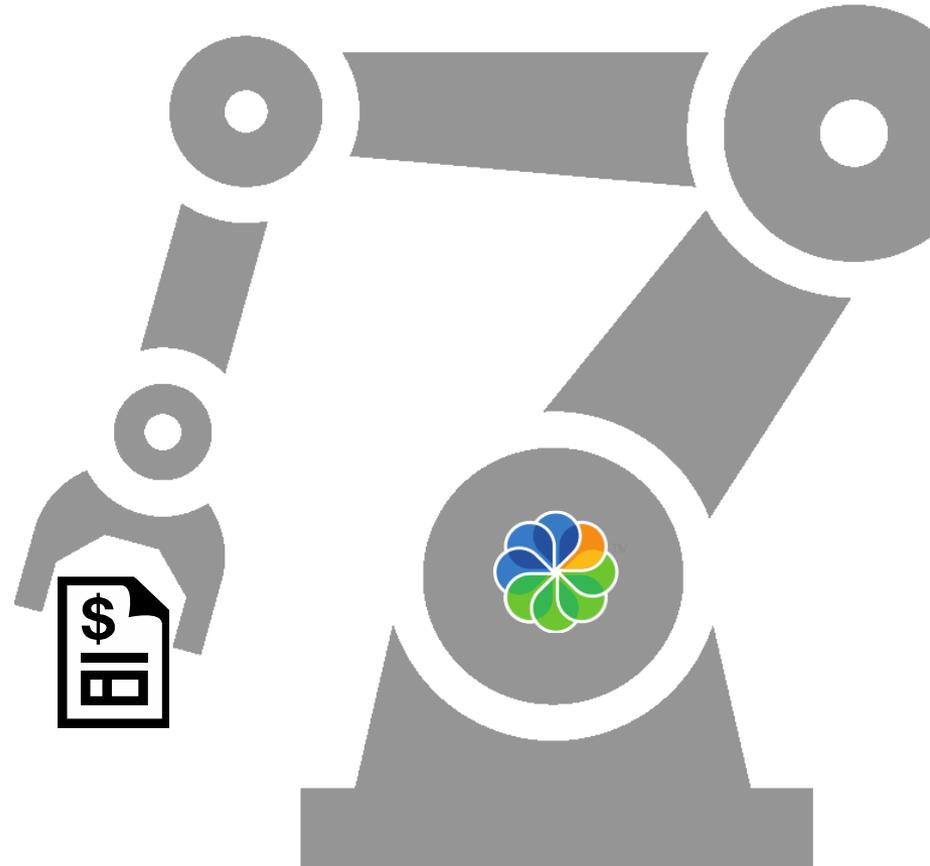


**Performance  
Flexibility  
Integration  
Value**

We ❤️ enabling

# business-critical document processes

insurance claims  
legal contracts  
scanning and imaging  
government records  
patient records  
web sites  
research collaboration  
employee forms  
financial reporting  
request origination  
customer invoices





# Alfresco by the numbers

**4 billion** files

**7 million** users

**1,500** active customers

**180** countries

# How Do We Make Money?

## Open Source Distribution

- ▶ Low cost of distribution
- ▶ Global Reach
- ▶ Community development
- ▶ Community as large as IBM or DCTM



## Dual License for developers

- ▶ OEM, Hosting & Appliances
- ▶ Most popular license
- ▶ Protects embedding opportunities



The face of the GNU  
General Public License

## Support & Services

- ▶ Try before buy
- ▶ Low-touch sale
- ▶ Maintenance and support for production
- ▶ Insurance of certification & indemnification



## Multiple Channels

- ▶ Telesales
- ▶ Local integrators
- ▶ Major SIs
- ▶ OEM embedding



# Open Source ECM creates Value



Customer  
Responsiveness



Productivity  
& Time to Value

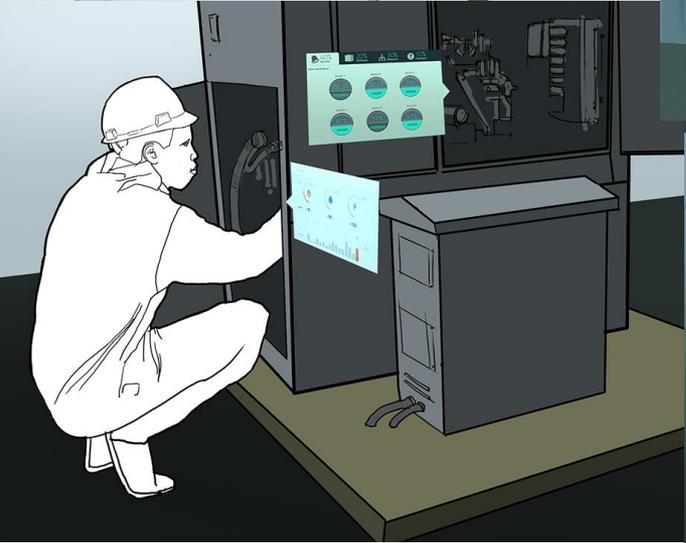
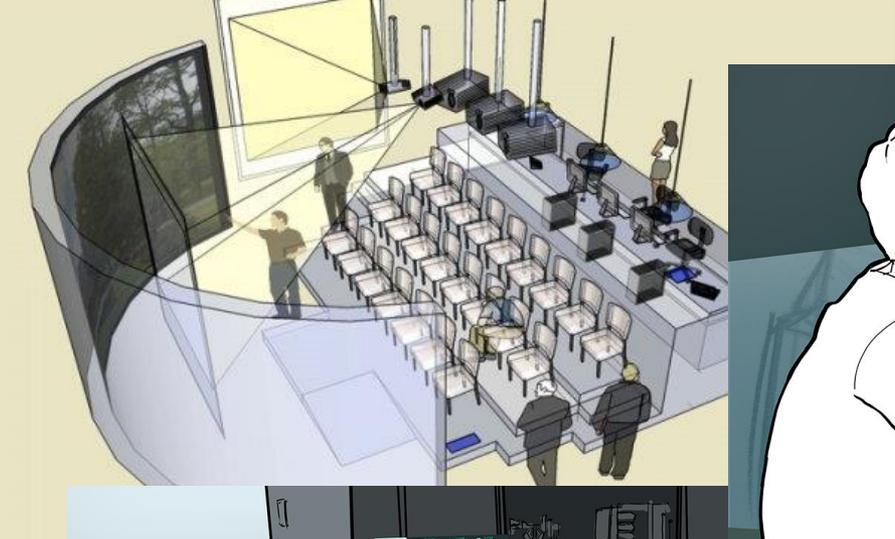


Agility to New  
Market  
or Regulatory  
Demands



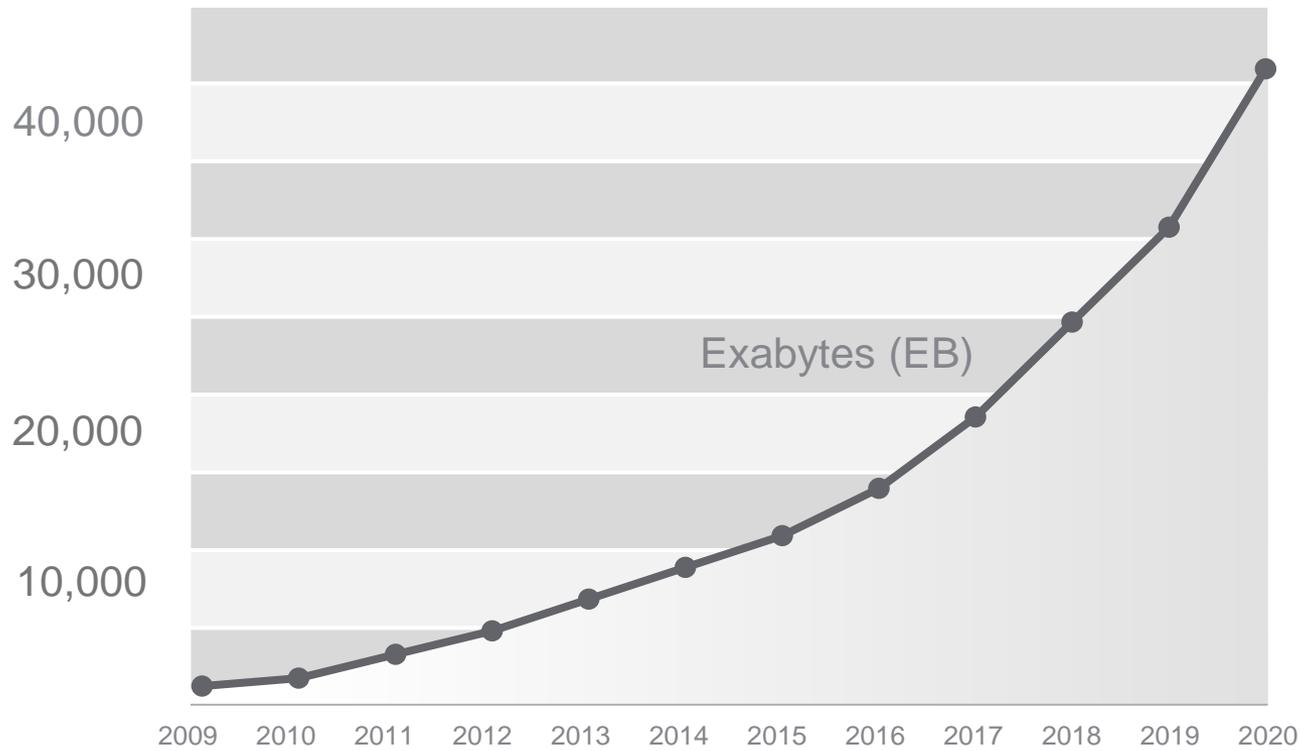
Save Money  
in Efficiency

# Opening the Crystal Ball



# Explosion of Content

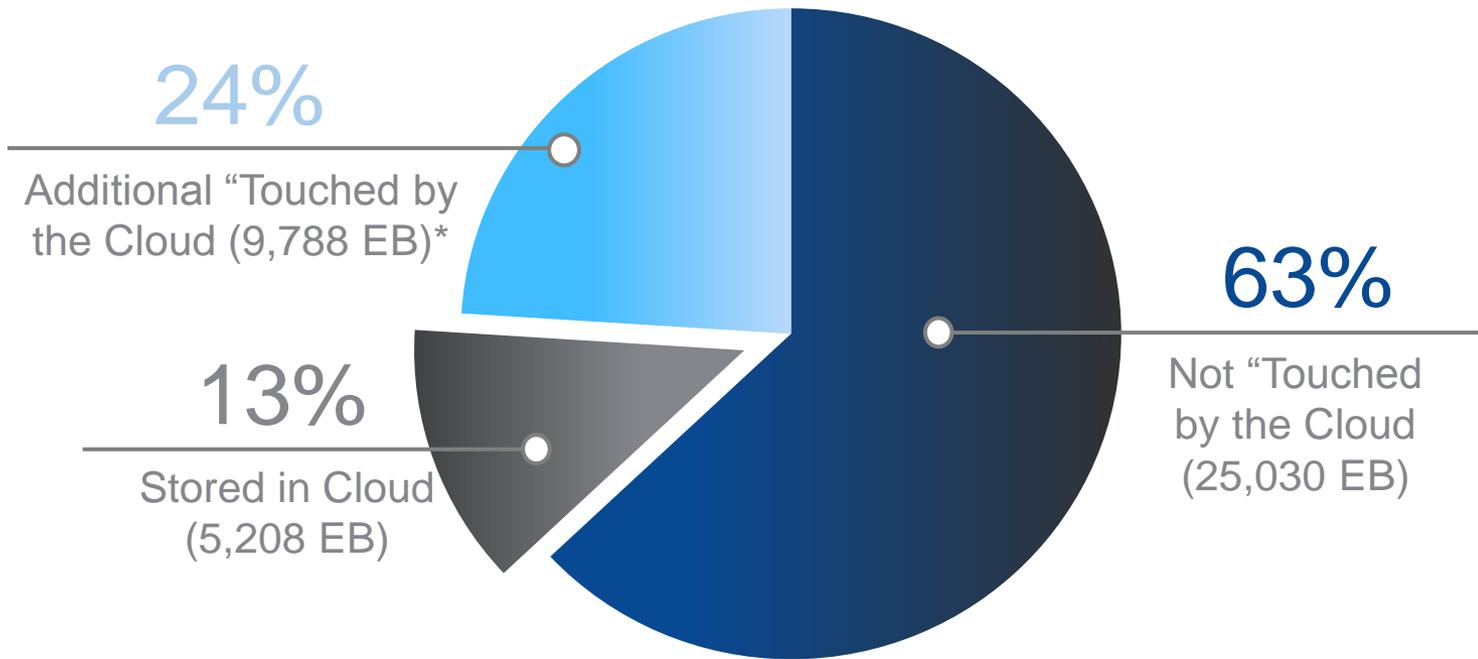
The Digital Universe: 50-fold Growth  
2010 to 2020



Source: IDC's Digital Universe Study 2012

# Is the Future Cloudy?

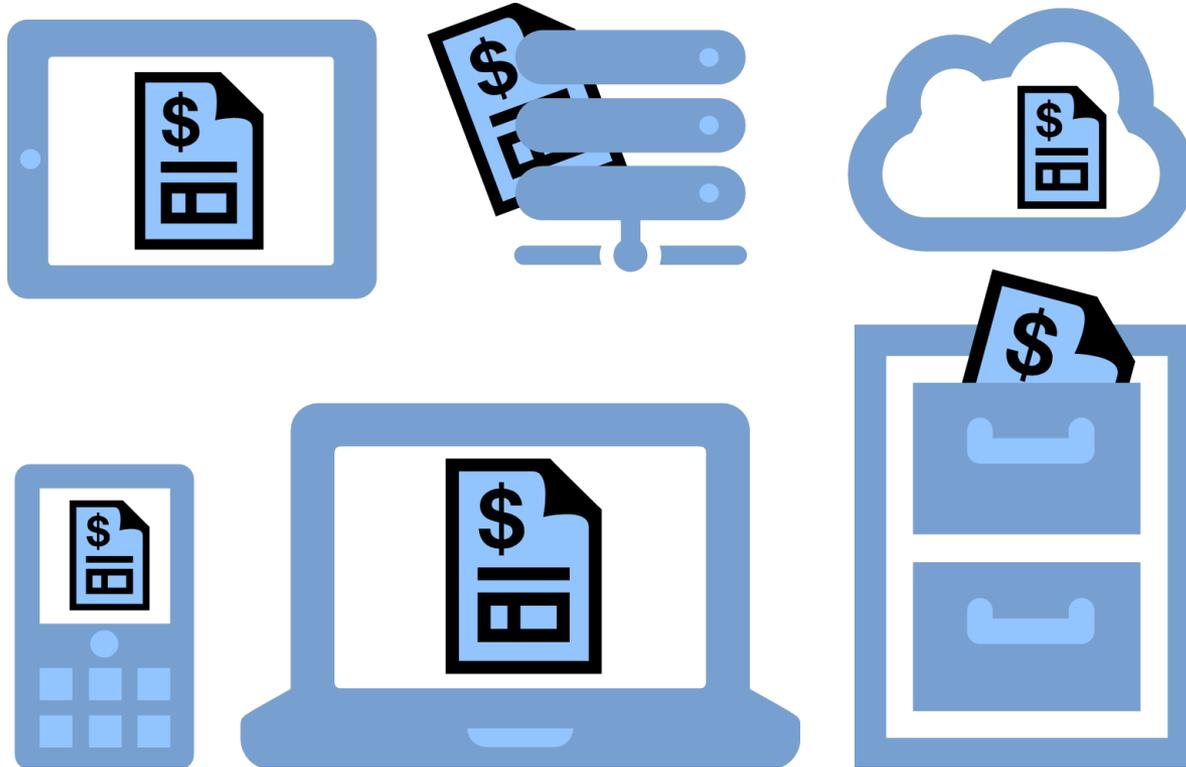
## The Digital Universe and the Cloud (2020)



\*Processed or transmitted by the cloud, but not stored  
Source: IDC's Digital Universe Study

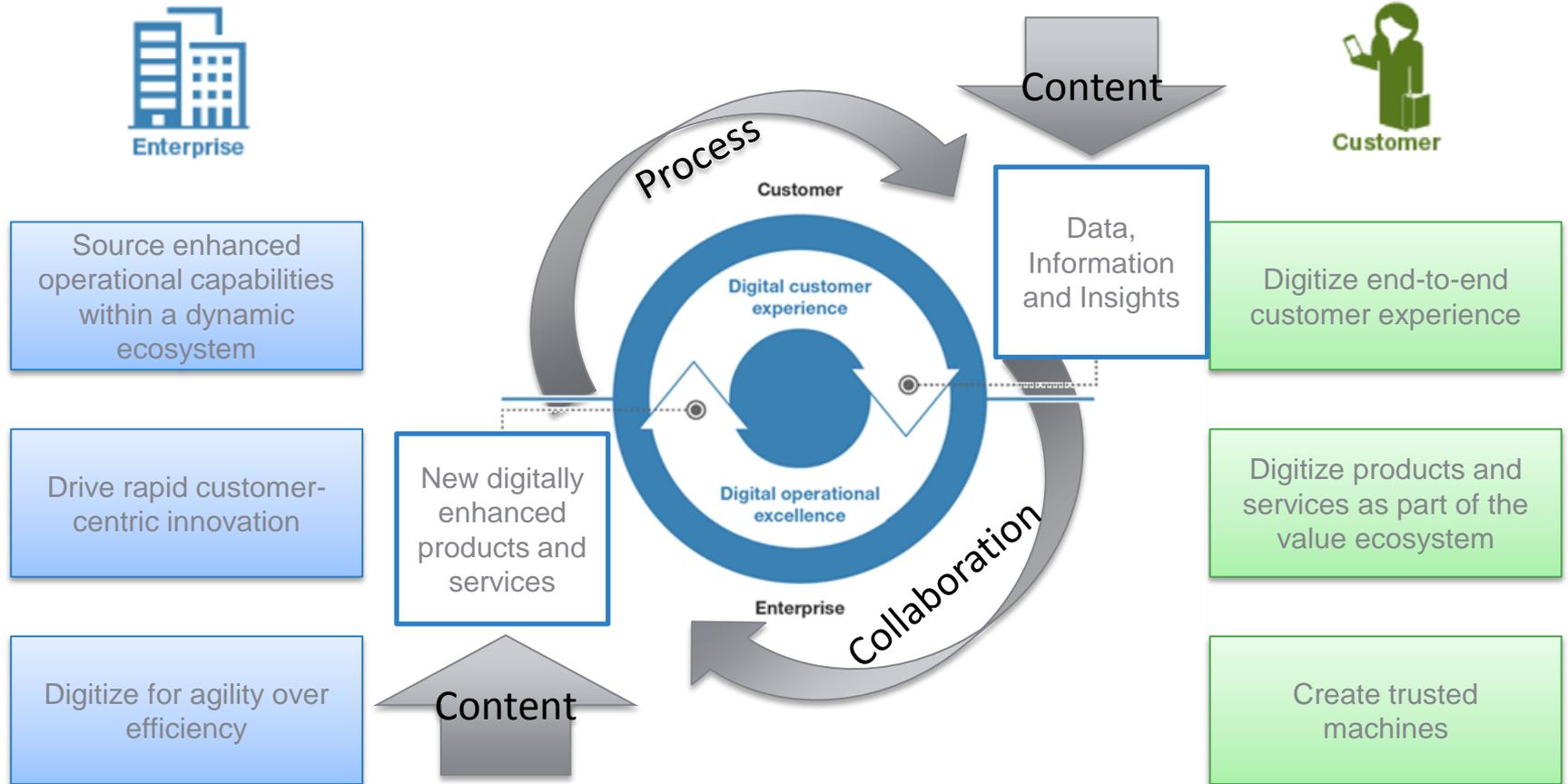
**Consumer file-share and sync banned for 56% of respondents**

# The Future is Ubiquitous Computing



**Your users, customers, processes  
or content needs to be Everywhere!**

# The Future is Digital



Digital operational excellence

Digital customer experience

Source: Forrester

# The Future is Easy

The image is a collage of four overlapping screenshots from the Alfresco software interface:

- Top Left:** A document list titled "Documents" showing files like "CC BL 0408 - Future of ECM.pdf" and "Audience with John Newtons S".
- Middle Left:** A news article titled "Alfresco is now the largest open source content management company in the world". It mentions "Founded in 2005, with offices Over 3.5 million community" and "250+ global channel partner".
- Center:** A "Manage my accounts" window for "jiball - Server - https://tstest.alfresco.com/". It shows a "Local Folder" at "/Users/jiball/Documents/Sync" and "Favorite Alfresco Folders" including "productstrategy", "sko-license-to-sell", and "web-application-team-2".
- Right:** The "Alfresco Outlook Client" interface showing a list of emails in a folder named "SKO". A context menu is open over an email, with options like "Email as Attachment", "Email as Link", "Add to favorites", "Start Workflow...", "Download as PDF...", "Download...", "Open", and "Details".

# The Future is Collaborative



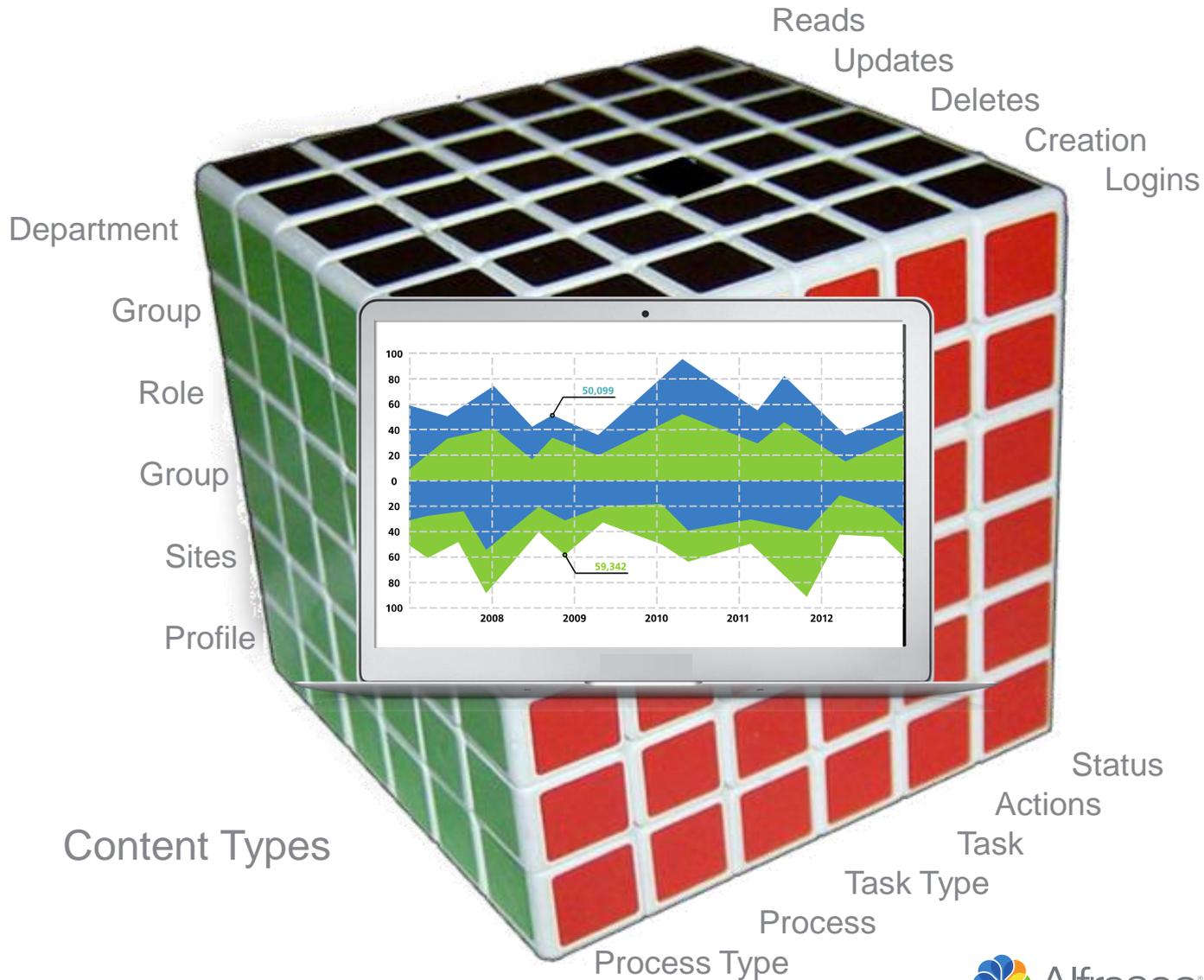
# Automate formerly paper- based processes



# Flexible Workflow & Business Processes



# The Future has Insight



# The Future is Open Data and APIs

**Data is the 21st century's new raw material.** Its value is in holding governments to account; in driving choice and improvements in public services; and in inspiring innovation and enterprise that spurs social and economic growth.

*Francis Maude*  
*UK Cabinet Minister*



# The Future is Integrated



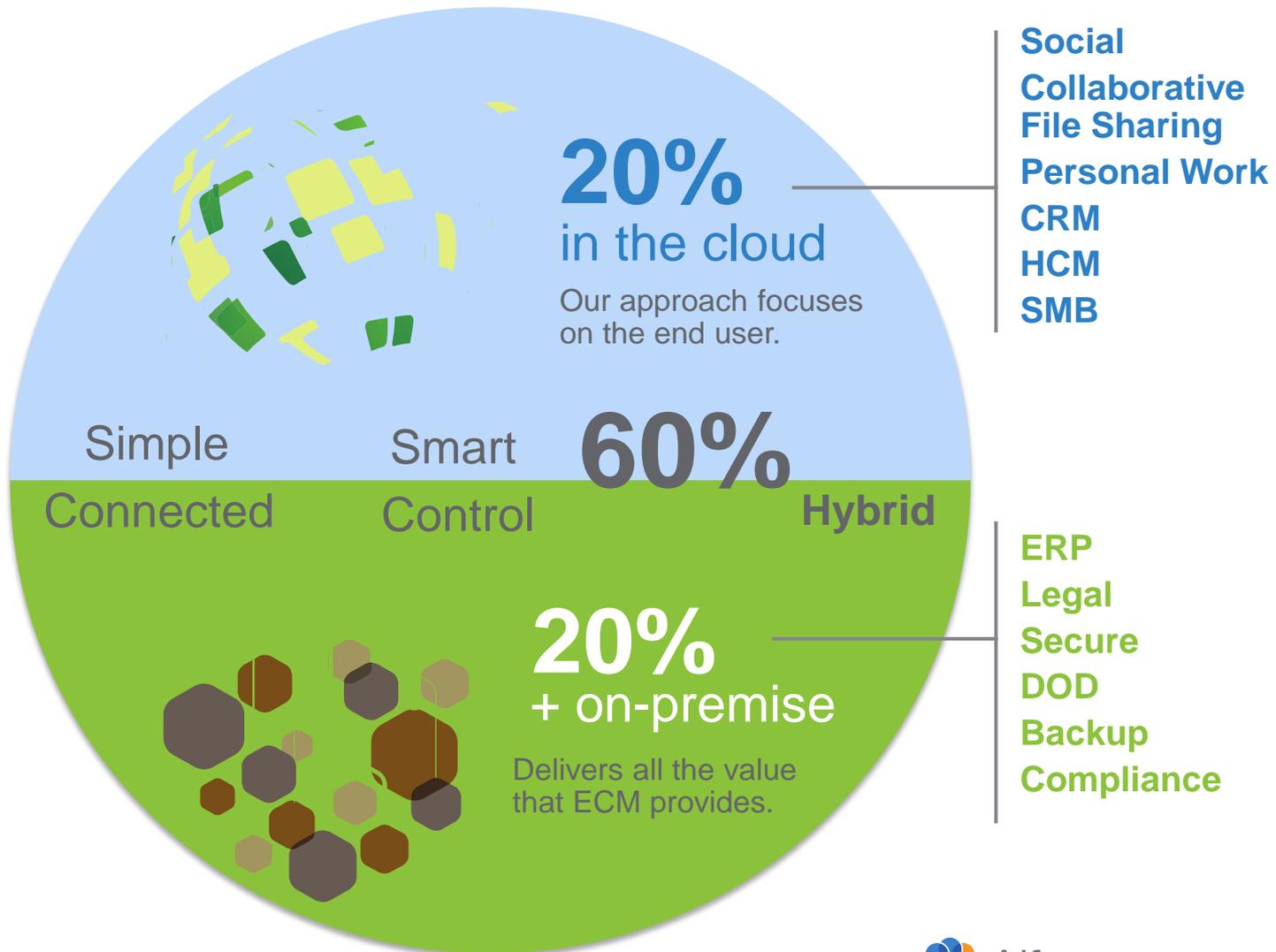
# The Future is Easy Whole Solutions



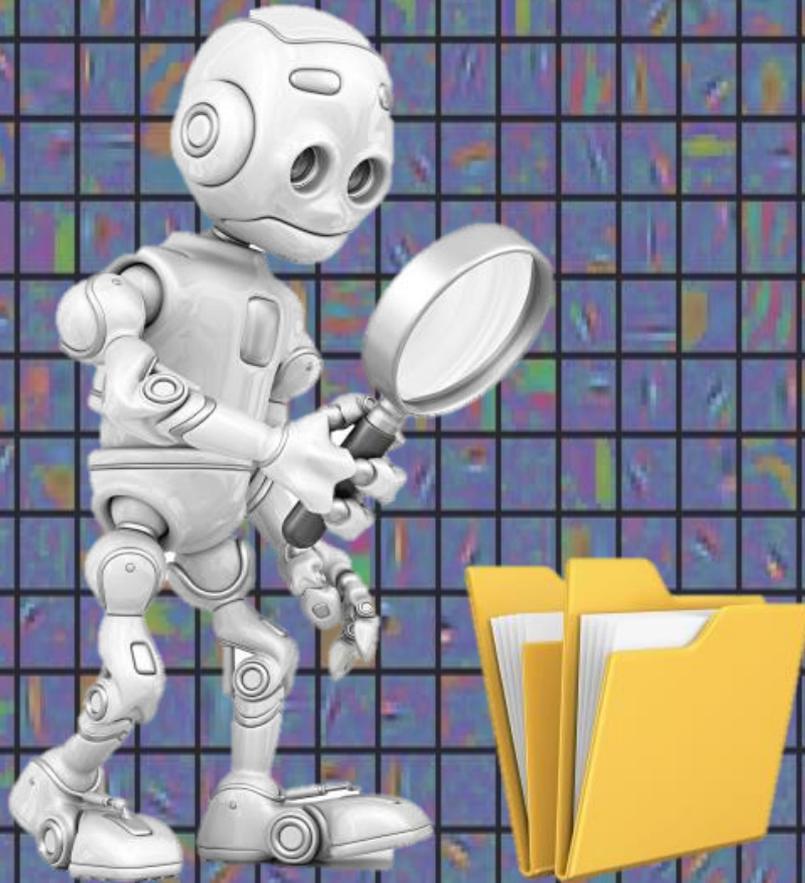
# The Future Must Be Secure and Compliant



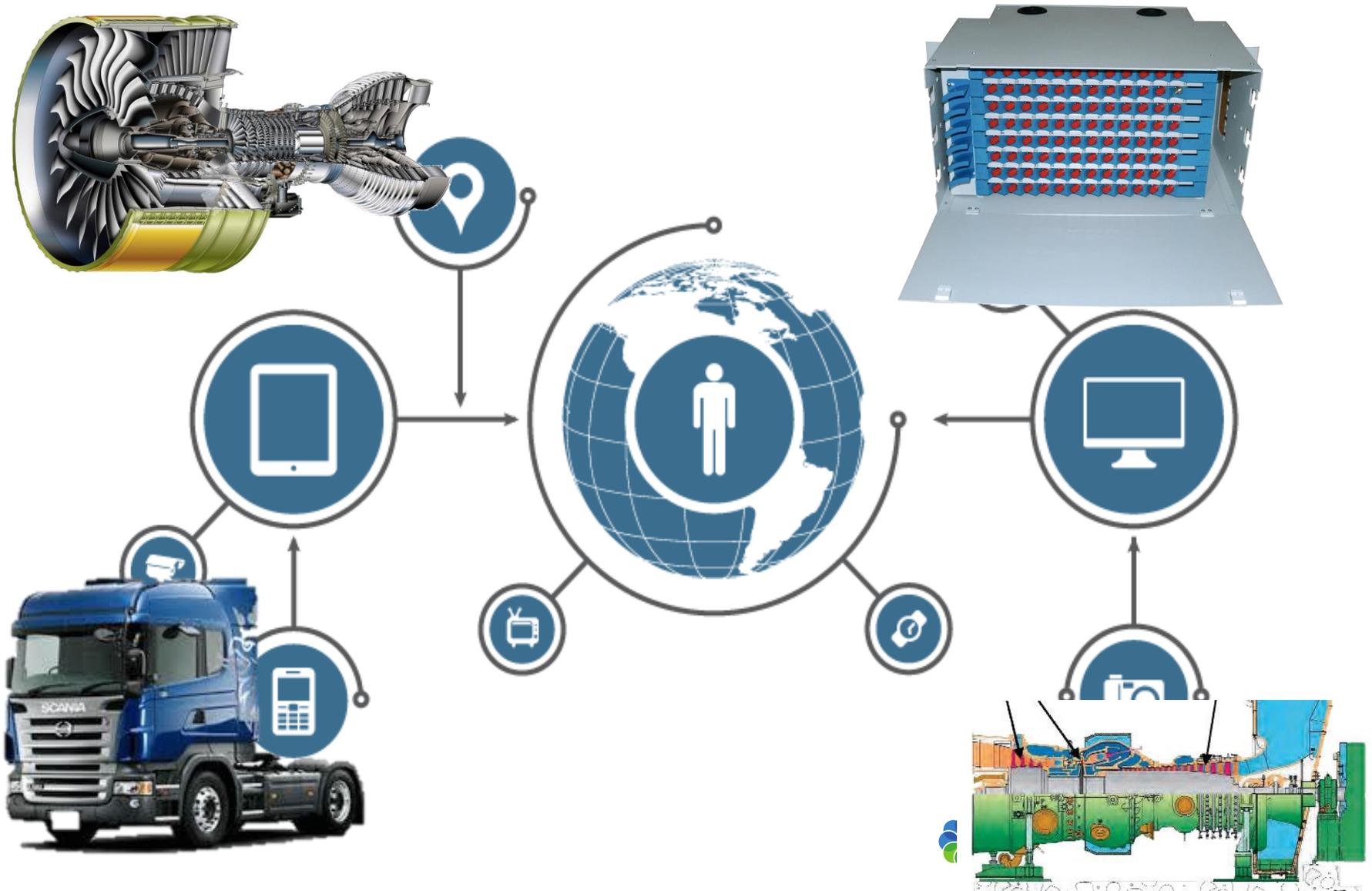
# The Future is Hybrid



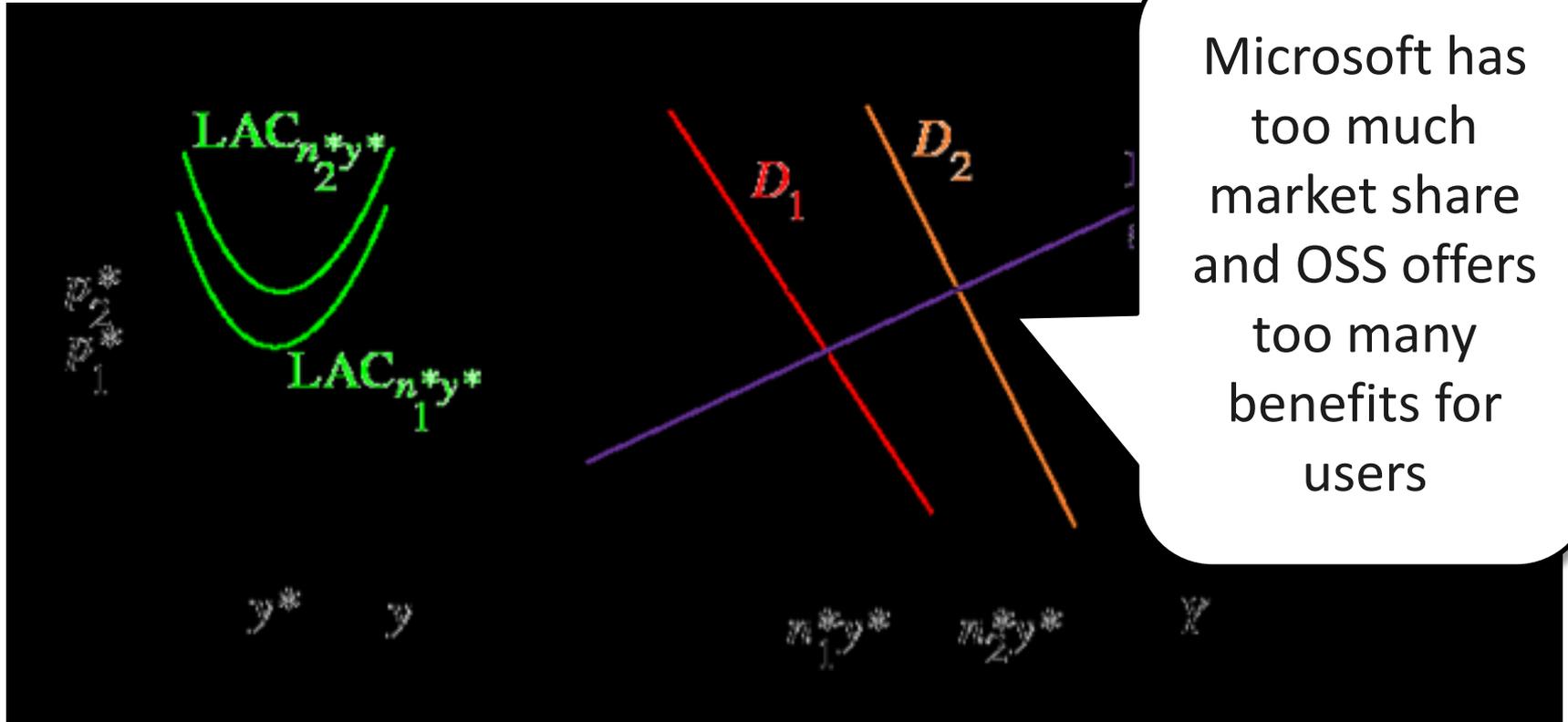
# The Future is Semantics, Machine Learning & Artificial Intelligence



# The Future is the Document of Things



# Proprietary vs. Open Source: Who Will Win?



State of Equilibrium

<http://tinyurl.com/msoss>

# The Future is the Power of the Crowd



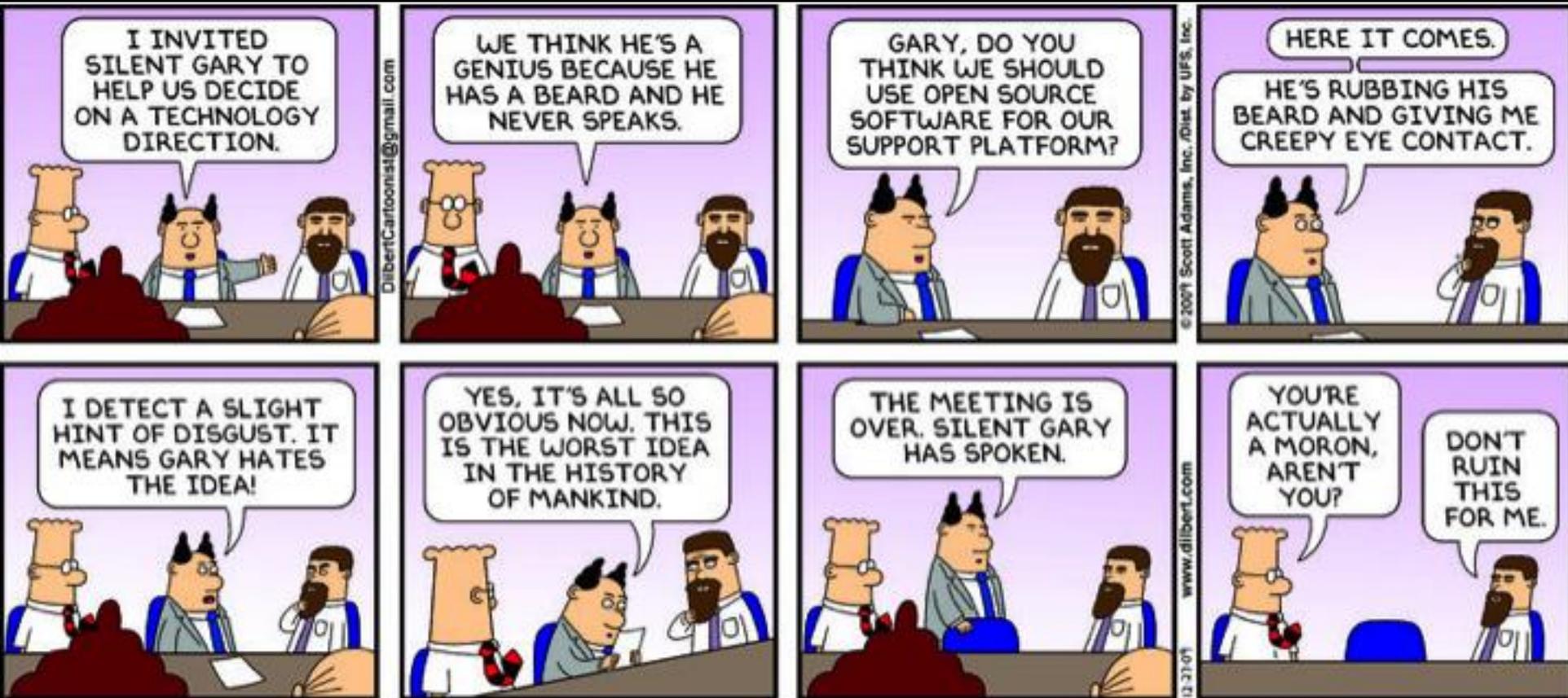
“Diversity trumps ability” – this is a mathematical truth, not a feel-good mantra.

– Scott Page, University of Michigan in *The Difference*

# Open Source Check List

- ✓ No lock-in
- ✓ Lower cost of development, marketing, sales and support
- ✓ Lower cost to customer
- ✓ Community drives innovation
- ✓ No anarchy or religiosity

# How do you perceive open source?



<http://dilbert.com/strips/comic/2009-12-27/>

Dilbert - Scott Adams 27 Dec 2009



Thank you

@johnnewton