

# A Modern & Social User Experience

## The Need

Let's face it. Legacy enterprise content management platforms haven't exactly focused on end-users. Companies have adopted them to manage their corporate content and important documents, and enforce business processes. But user adoption and training has sometimes been a struggle, meaning the full value of an ECM deployment has yet to be realized. The fewer employees adopt the system, the lower the ROI.

## Challenges

Legacy, proprietary ECM solutions, designed back in the early 1990's, grew-up in client-server environments dominated by Windows PCs. Today, with the proliferation of mobile devices, browsers and growth of Apple laptops, the interface challenges for enterprise applications are daunting. Adding insult to injury, users have become accustomed to easy-to-use, zero-training consumer web-apps (like Facebook or Google Apps), and are growing tired of clunky, slow interfaces.

## Our Solution

Alfresco 4 Enterprise strikes an amazing balance between being easy to use and full-featured and extensible. The Alfresco Share web interface (how most users will use Alfresco) is intuitive, fast and supports a dizzying array of browsers (IE, Firefox, Safari, Chrome). And new HTML5 features — such as drag-and-drop browser upload of files and folders — makes interacting with Alfresco easier than ever. New features include:

- ⊕ Fast HTML5 Features and Interactions — Drag-and-drop files or folders right onto any modern browser, and quickly upload them into Alfresco
- ⊕ In-Context Editing of Key Metadata — Quickly edit document titles and tags in the document library list view, without having to click into Document Details
- ⊕ Preview Virtually Any File Type — In-browser previews of Documents (Office & iWork), Video, Audio, PDF, and Adobe Creative Suite files
- ⊕ Enhanced Integration with Microsoft Office — Now, with Alfresco's enhanced Sharepoint Protocol support, you can click "Edit Online" in your browser, launch Microsoft Office, and simply save changes to documents right back into Alfresco. No more "checking-out" or uploading new versions
- ⊕ Google Docs Integration for Real-time Editing — Check out or create new Google Docs, right from Alfresco's web interface. Collaborate real-time on documents, and then check them back into Alfresco for safe keeping
- ⊕ Integrated Social Features— Add social context to your corporate content, enabling users to more easily find relevant content, popular content and other relevant users. "Like" content, "Follow" colleagues and see what's happening to your content in the content activity stream
- ⊕ A Powerful Mobile Experience — Alfresco's new mobile apps for iPad and iPhone (developed in partnership with Zia Consulting) allow you to access content, download it, edit it, "like" it, add comments and upload new content right into Alfresco from your mobile device. And, Alfresco's seamless integration with Quickoffice means that Alfresco automatically enabled version control when you make edits to office documents on your iPad

## About Alfresco

Alfresco helps teams share, manage and retain content across the extended enterprise with simplicity that end users love and smarts that IT can endorse. Alfresco enables organizations in more than 180 countries to collaborate more effectively, improve business process efficiency and ensure information governance. Across cloud, mobile, hybrid and on-premise environments, Alfresco is smart enterprise content made easy.

Alfresco 4's modern user experience means:

- Higher user adoption for a higher ROI
- Higher user satisfaction, with HTML5 interactions
- Higher productivity, with seamless Microsoft & Quickforce integrations

