



BeeCon 2016

# Community Edition Product Vision

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Con 2016



# Objectives of Community Edition



## 1. Be the Default ECM Solution

—drive ecosystem expansion through increased market share and developer base.



## 2. Spread Community Contributions

—help users of our products identify and leverage community resources throughout our ecosystem.



## 3. Foster Product Innovation

—bring external contributions back to the company and leverage the community for validation and feedback.



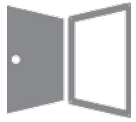
## 4. On-ramp to Paid Offerings

—more community deployments and a shorter incubation period.





# Values



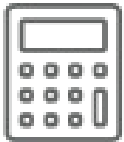
Open Innovation



Transparency



Adoption



Conversion





# Target Use Cases

- Small deployments
- Evaluation of new features or exploration on new projects
- Keep ECM completely in-house
  - Committed to self-support





# Community Edition Product Vision

Grow Alfresco market share and drive innovation by nurturing a vibrant open source community unified around the most complete, customizable, and widely adopted ECM system for the small business and departmental markets.





# Planned for Community Edition

- Less than ~100 users
- Single-server
- Non-mission critical
- Horizontal capabilities
  - document management, collaboration, case management, compliance, business process management





# Probably Enterprise Edition

- Proprietary connections and 3<sup>rd</sup> party plugins
- Scalability, high availability, advanced security, and related configuration
- SaaS products and 3<sup>rd</sup> party plugins
- Specialist applications and niche use cases
  - Contract Management and Media Management





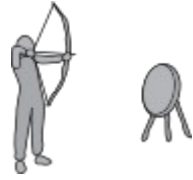
# Adoption Strategy

Build the ideal product

Drive wide adoption

Identify potential upgraders

Organically grow remainder





# More Information

## Details for 5.1 Release:

<https://www.alfresco.com/blogs/developer/2016/03/29/applying-the-open-core-model-in-alfresco-5-1/>

## Various open source business models:

<http://richard.esplins.org/siwi/2015/01/22/right-business-model-your-community/>

## Contact me:

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In other words: This is our current strategy. Alfresco's open source strategy has evolved, and will continue to do so.

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