



# JOURNEY TO DIGITAL RENAISSANCE

BeeCon Brussels  
April 28, 2016



I'm @johnnewton,  
Founder and CTO

It all started ~~525~~ 25 years ago...



Documentum Team – March 1991

# Everyone is Talking about Digital

Cloud



Mobile



Big Data

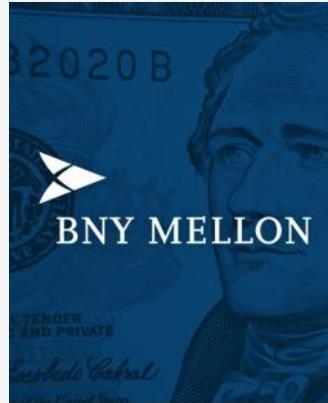


Consumer





BRAND



EMPOWERING  
CLIENTS



POLICIES &  
PRACTICES



INNOVATIVE  
PRODUCTS

Speed of Quality and Delivery  
End-to-End Integration from Inception to Delivery  
Eliminate Waste – Physical, Manual, Time & Disconnect  
It's about People!

# Big Monolithic Stacks are crumbling under the strain

Cloud



IBM



Oracle



Microsoft



SAP



EMC



Mobile



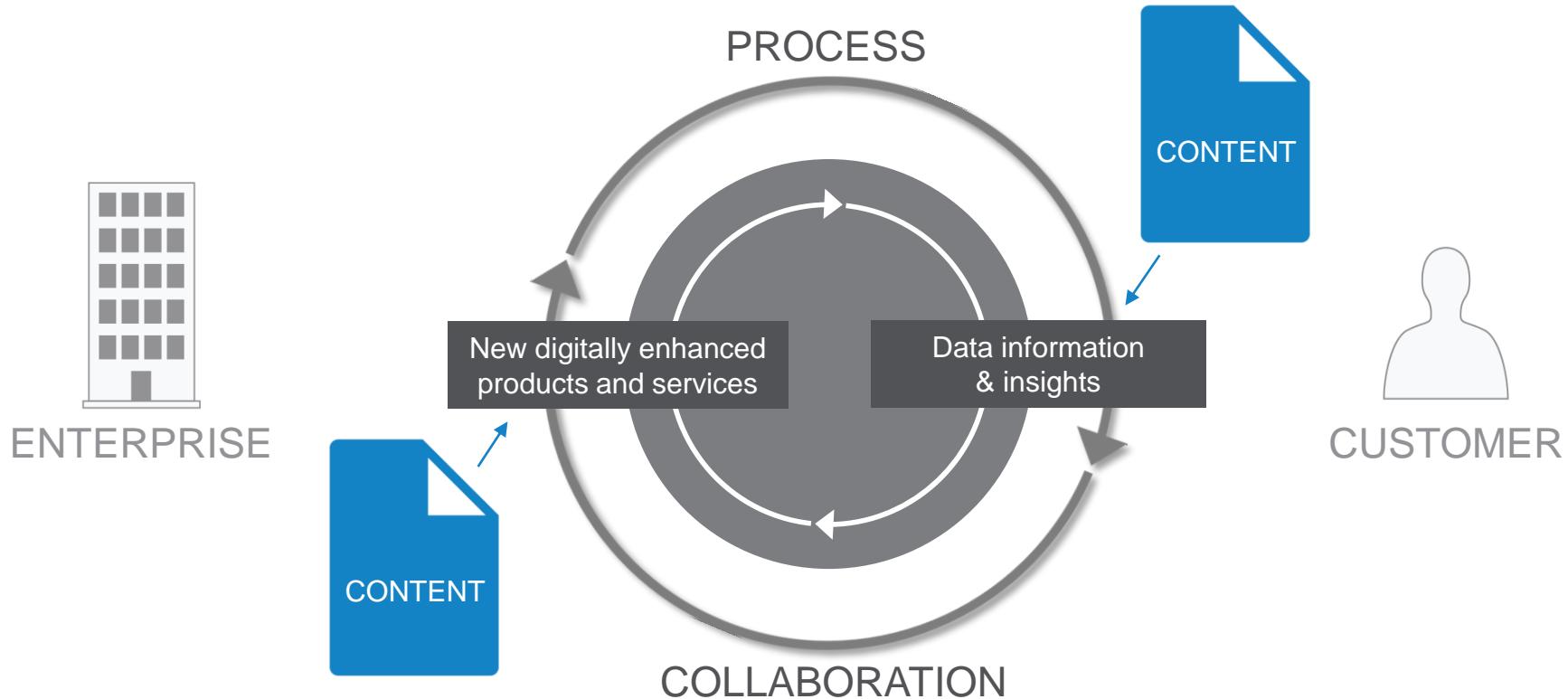
Big Data



Consumer



# Redesigning the Business using Digital Technology

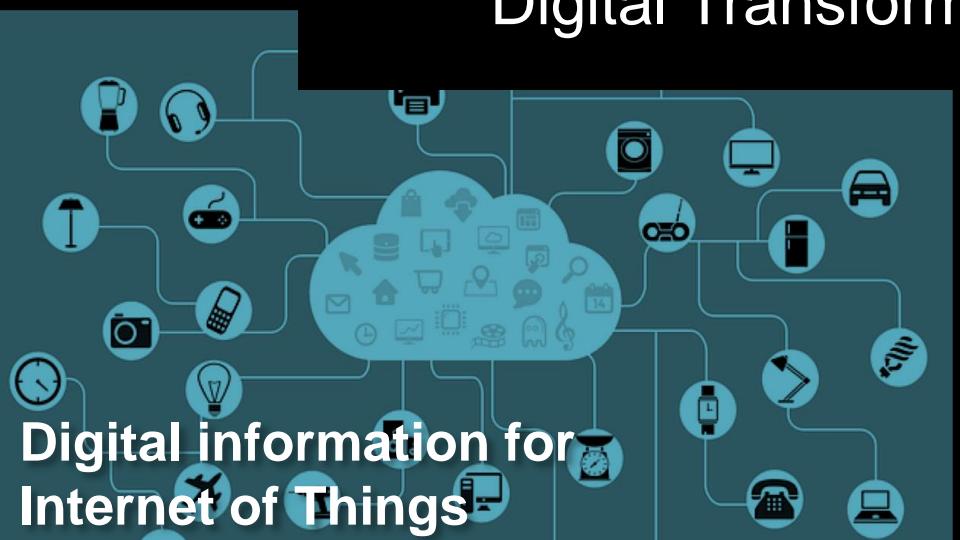




Faster Customer Transaction to Information



## Digital Transformation Objectives



Digital information for  
Internet of Things

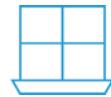


End user designed processes

# New Digital Government as a Platform



Responsiveness to Citizens



Openness and Transparency



Support of Commerce

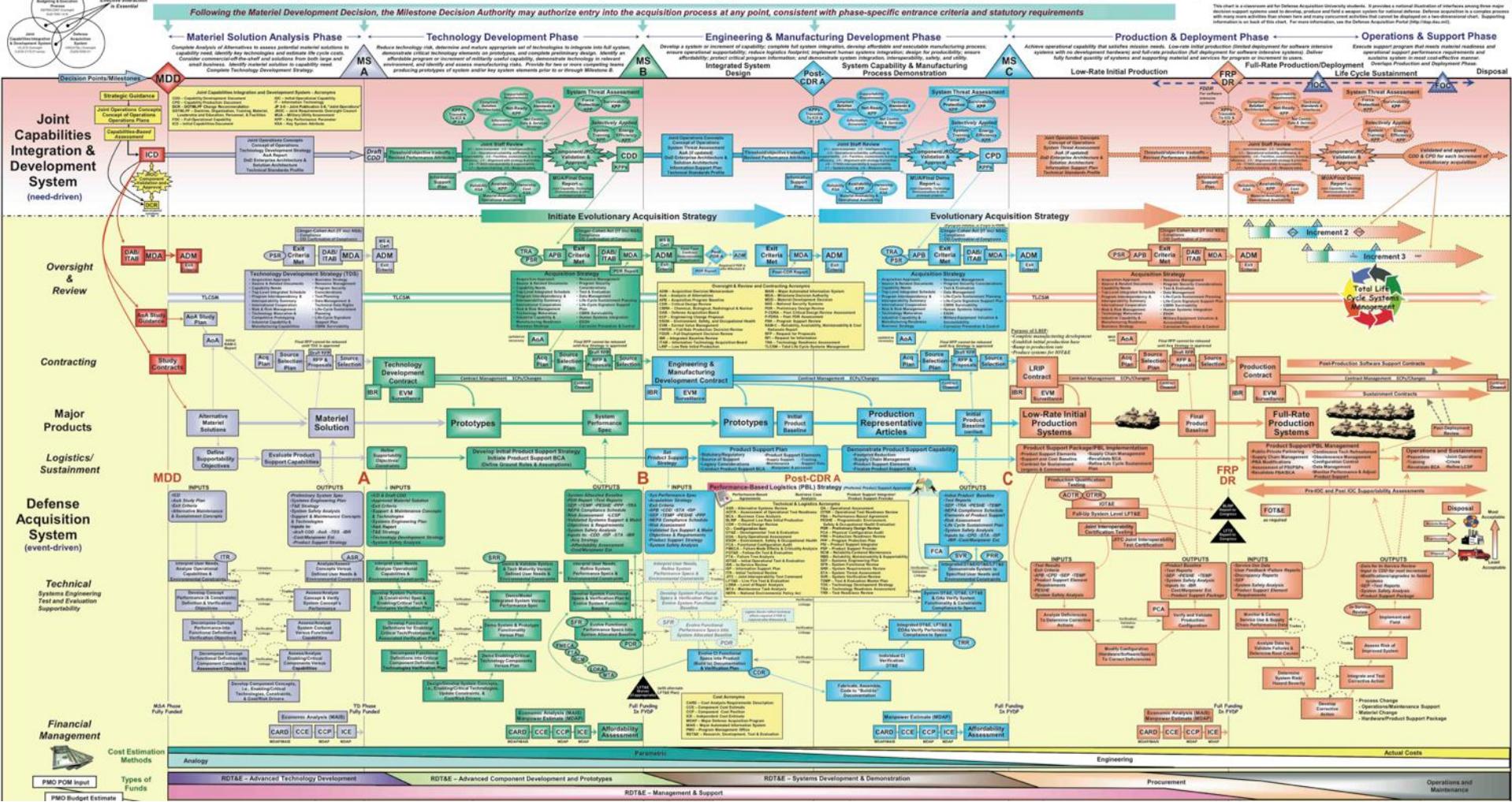


Shared Services

# Digital Solutions – One size does not fit all!

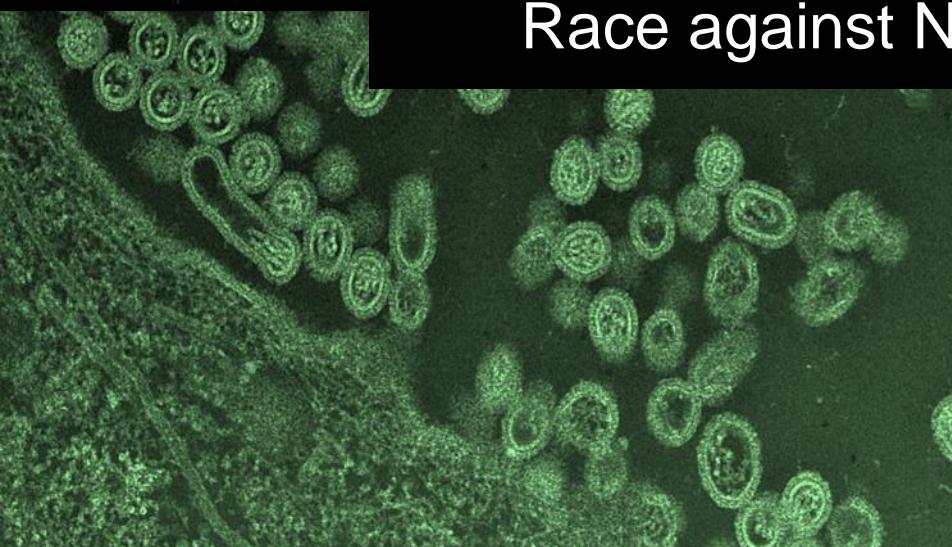


Integrated Defense Acquisition, Technology, and Logistics Life Cycle Management System





Race against New Competition



# Our Vision for Digital Transformation

- People-centered, Information-intensive Applications
- Designed to be Responsive, Intuitive and Mobile-first
- Intelligent Platform for Content and Process Services
- Built faster with Open Source, Standards and APIs
- Migrated to the Secure Hybrid Cloud
- Partner Ecosystem of Digital Solutions
- Success measured by *Time to Value*



# Designing the Digital Enterprise



# Digital and Design Thinking

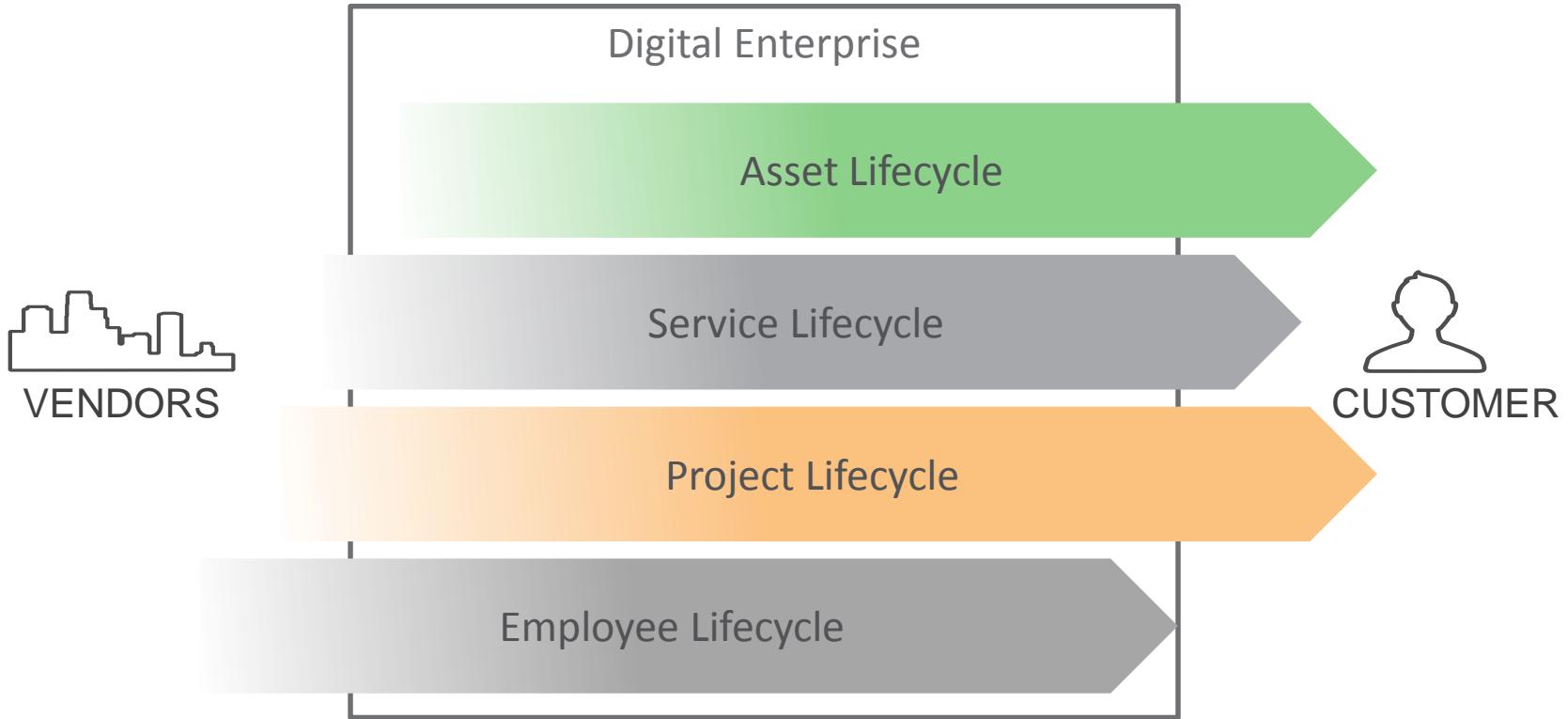


"As industry giants [IBM, GE, etc.] realize that **software is a fundamental part of their businesses**, they are also recognizing the extraordinary levels of complexity they must manage.

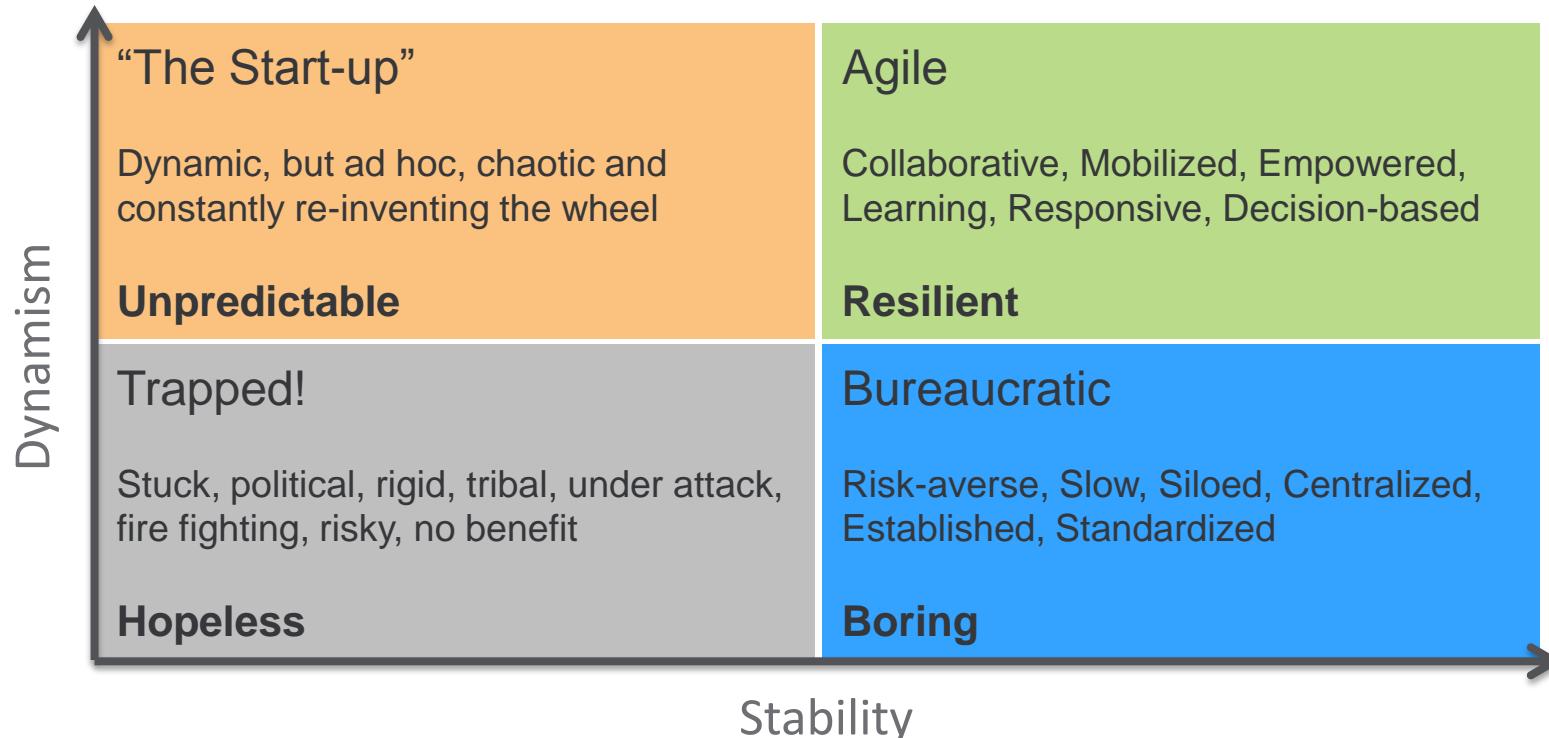
**"Design thinking is an essential tool for simplifying and humanizing.** It can't be extra; it needs to be a core competence."

*"Design Thinking Comes of Age," John Kolko, Harvard Business Review, Sept 2015*

# Design your Digital Journey



# Agility Rhymes with Stability



# Design Digital Journey to match your Digital Business Capabilities

## Design Dynamic Digital Initiatives

Digital  
Initiative  
1

Digital  
Initiative  
2

Customer  
Initiative  
1

Customer  
Initiative  
2

IOT  
Initiative  
1

Open Data

Open APIs

Open Standards

## Stable Platform for Growth and Resilience

Digital  
Service

Global  
Scale

Compliance &  
Governance

Reliable  
Infrastructure

Security &  
Authorization

# Design User Experience

## Connecting People to Work and Information



# Design Business Process and Information



# Design Patterns of Digital Engagement



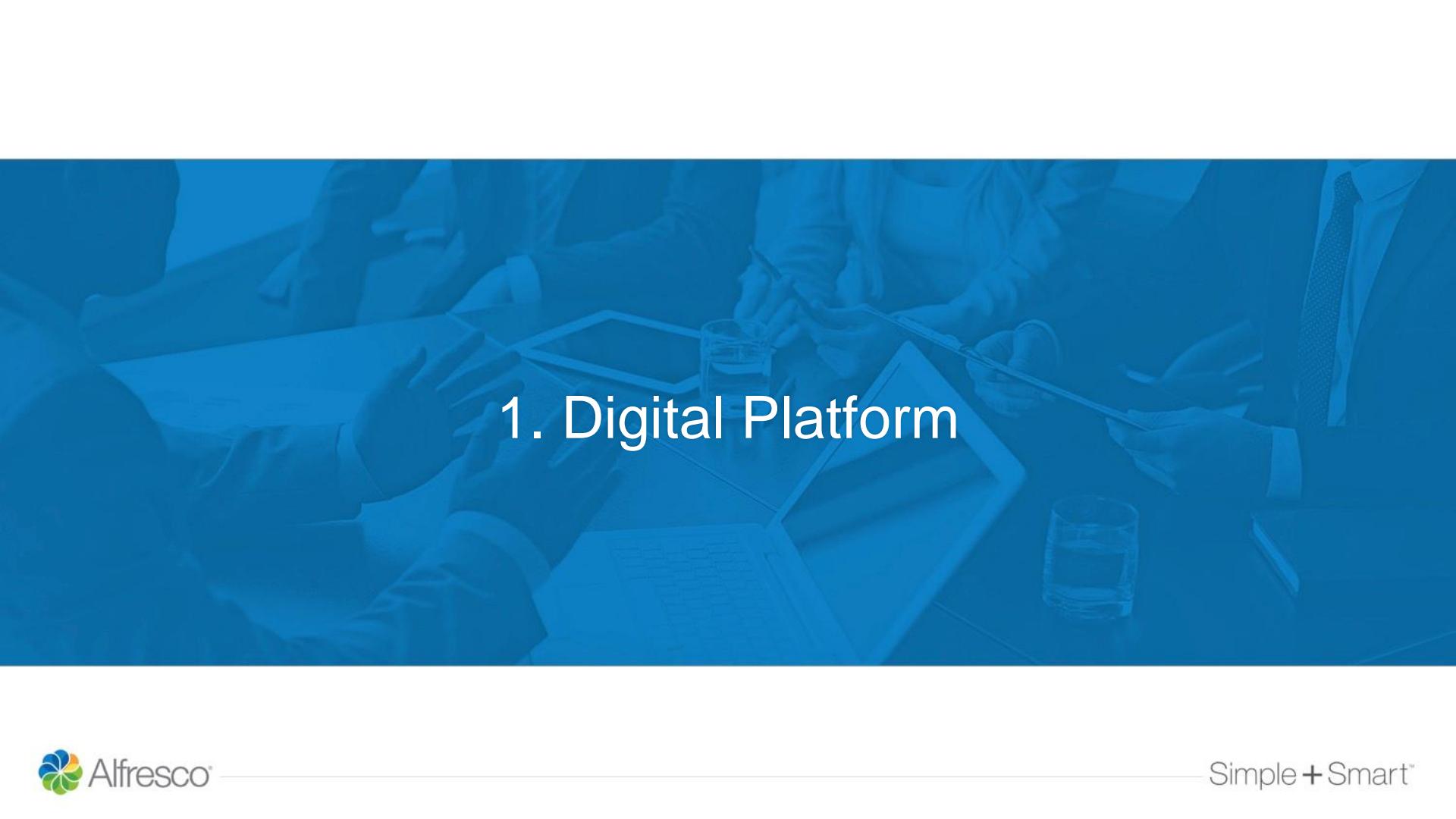
# Design the Digital Development Journey





# Our Strategy

1. **Digital Platform** to provide the intelligent platform for digital content and processes services
2. **Open Source Application Design Framework** to broaden next-generation digital solutions
3. **Migration to Secure Hybrid Cloud** simplified with Amazon Web Services
4. **Intelligent Digital Services using Open Source** for Content and Process Services

A blue-tinted photograph showing several people from behind, gathered around a table. They are looking at tablets or documents on the table. There are glasses of water on the table.

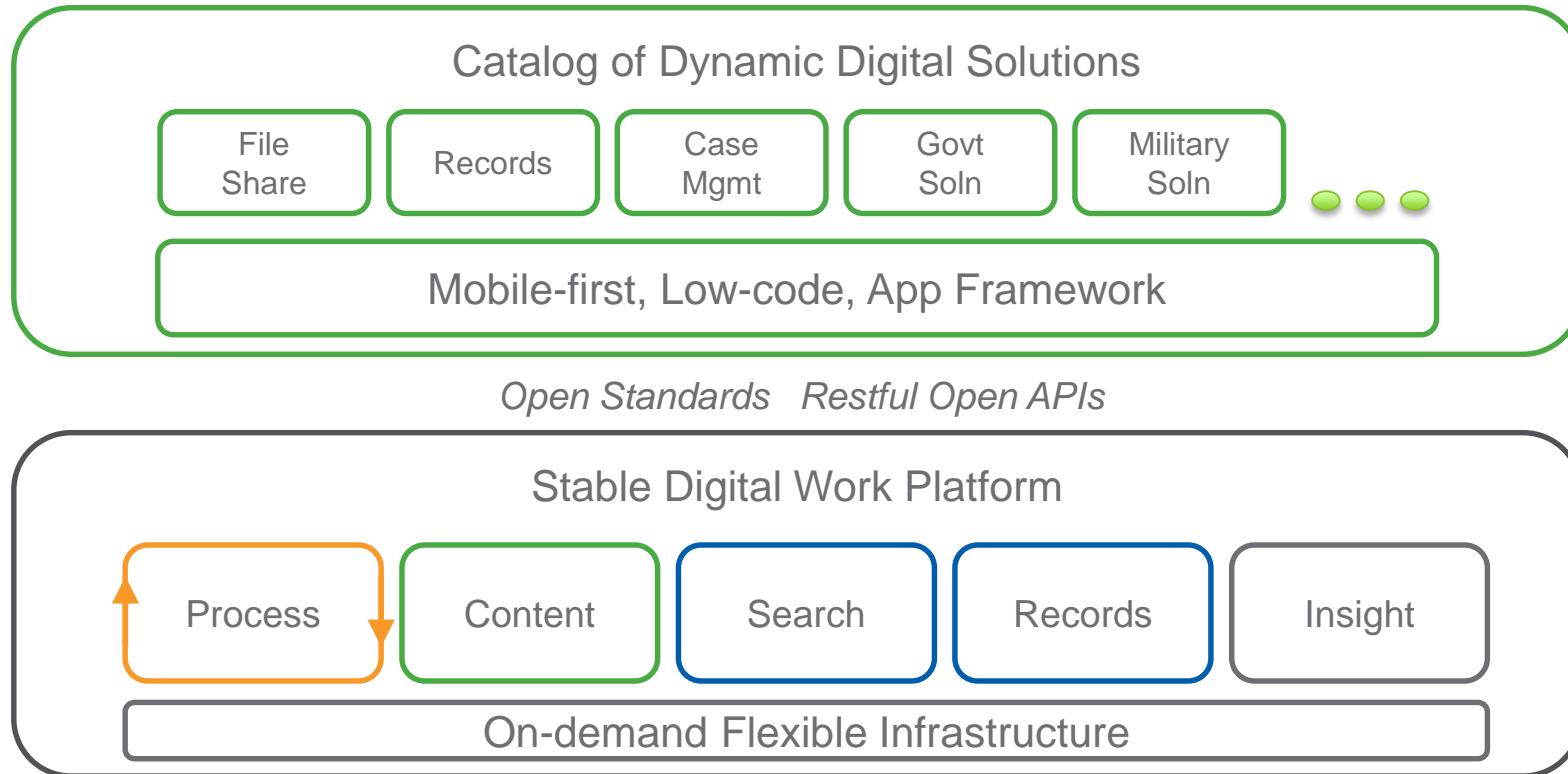
# 1. Digital Platform

# Bank of New York Mellon



“As the lines between front, middle and back office continue to blur, smarter information is essential for effective fund management.”

# Digital Solution Platform

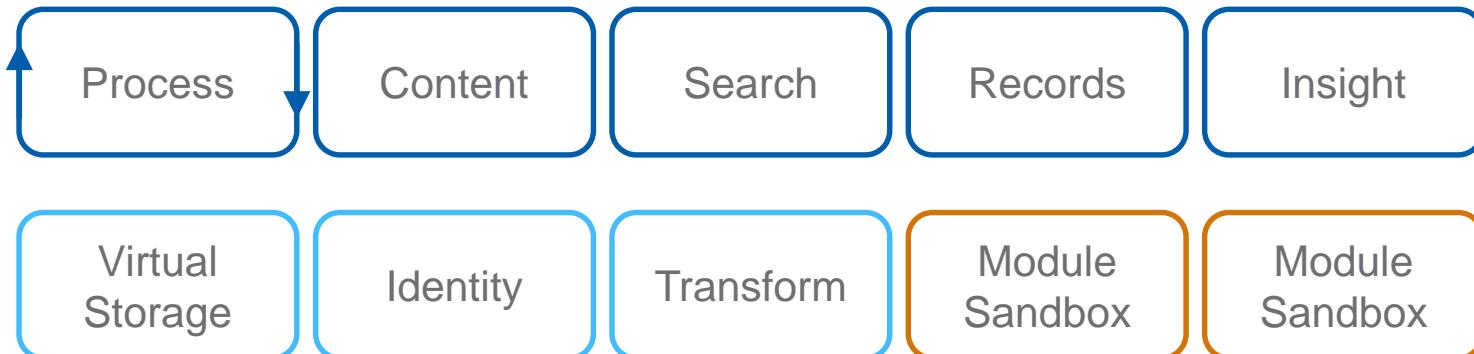


# Digital Work Platform

Standard RESTful Public APIs



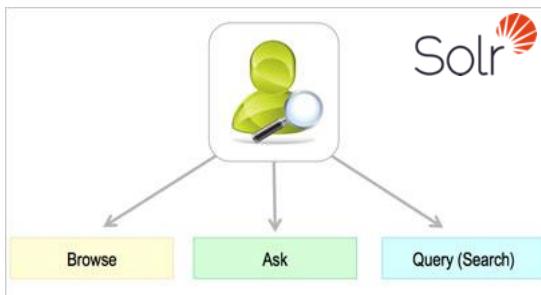
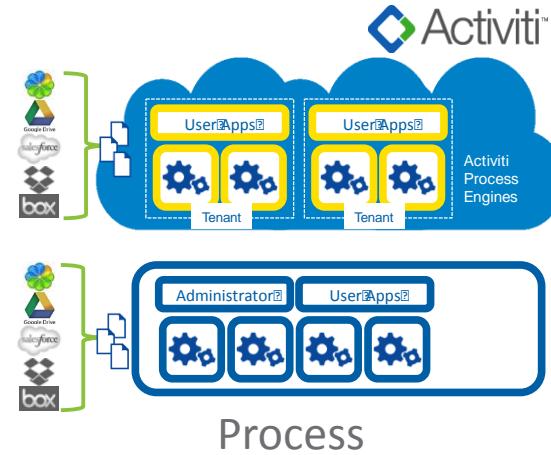
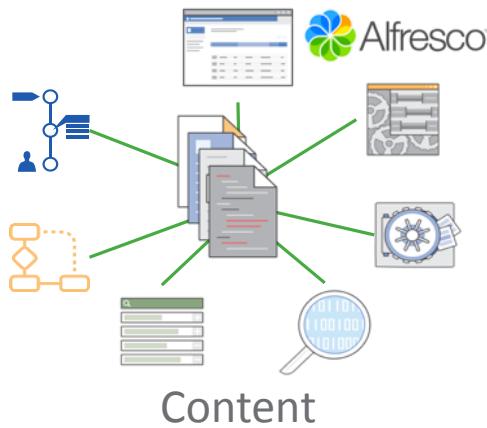
## Container Framework



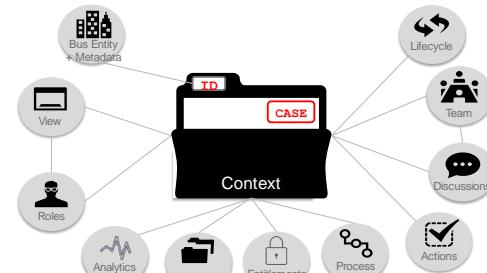
Cloud

On Prem

# The New Digital Services



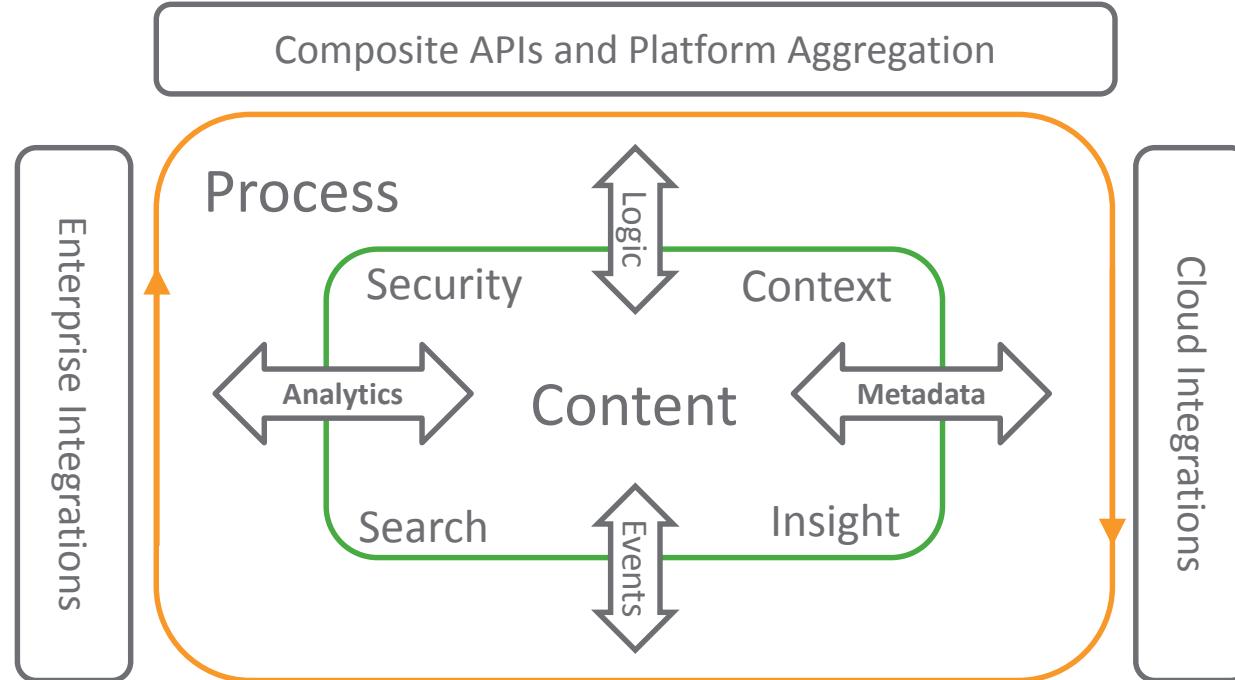
Search



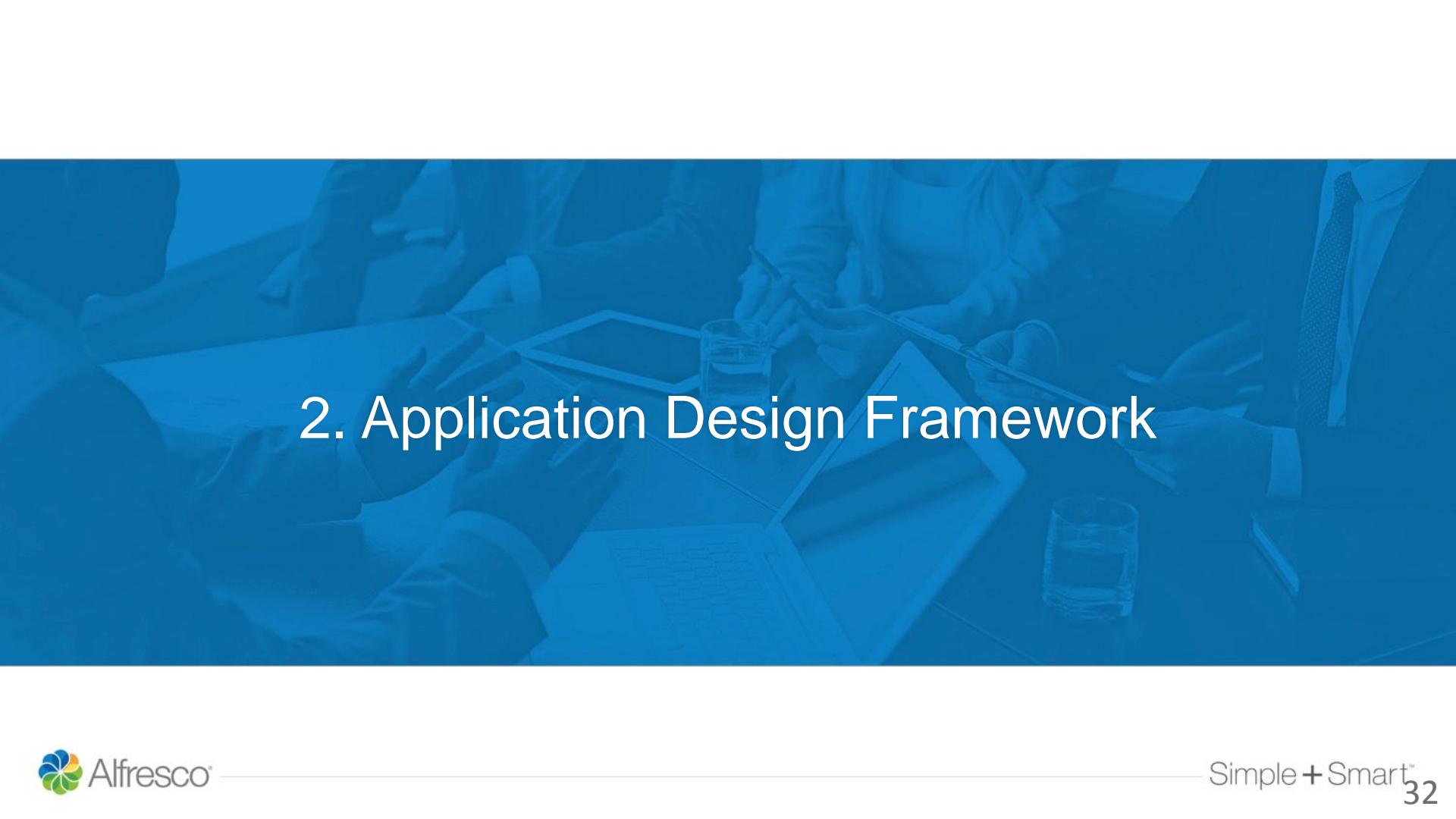
Context – “Active Folders”

Simple + Smart™

# Integrate Process and Content Together

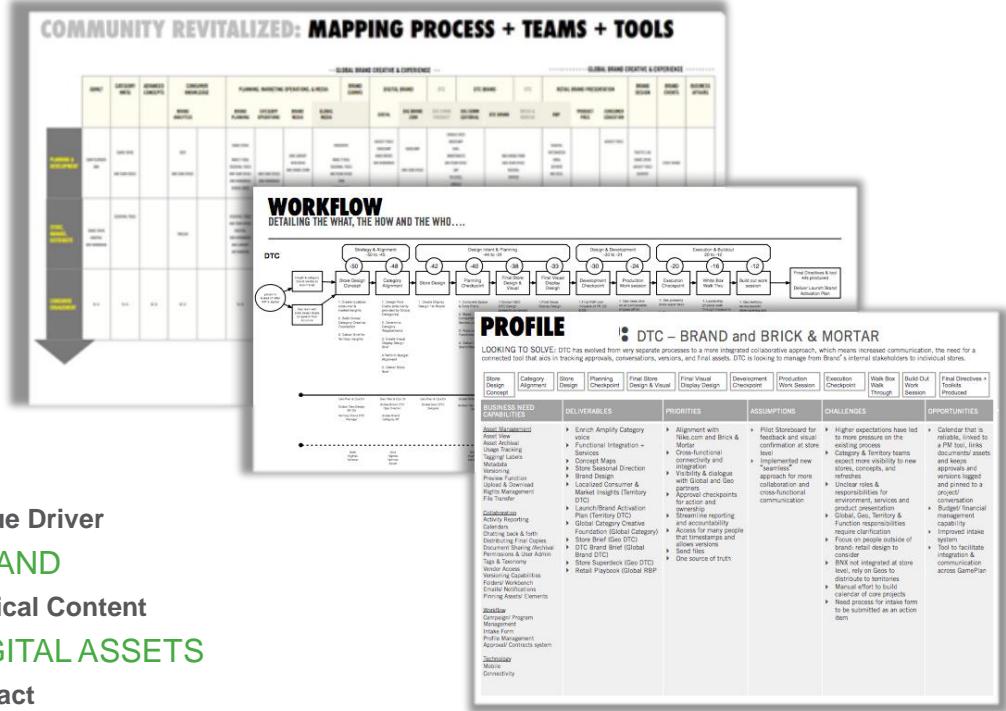


Better Transparency, Accountability, Audit, Analytics  
across the Organization

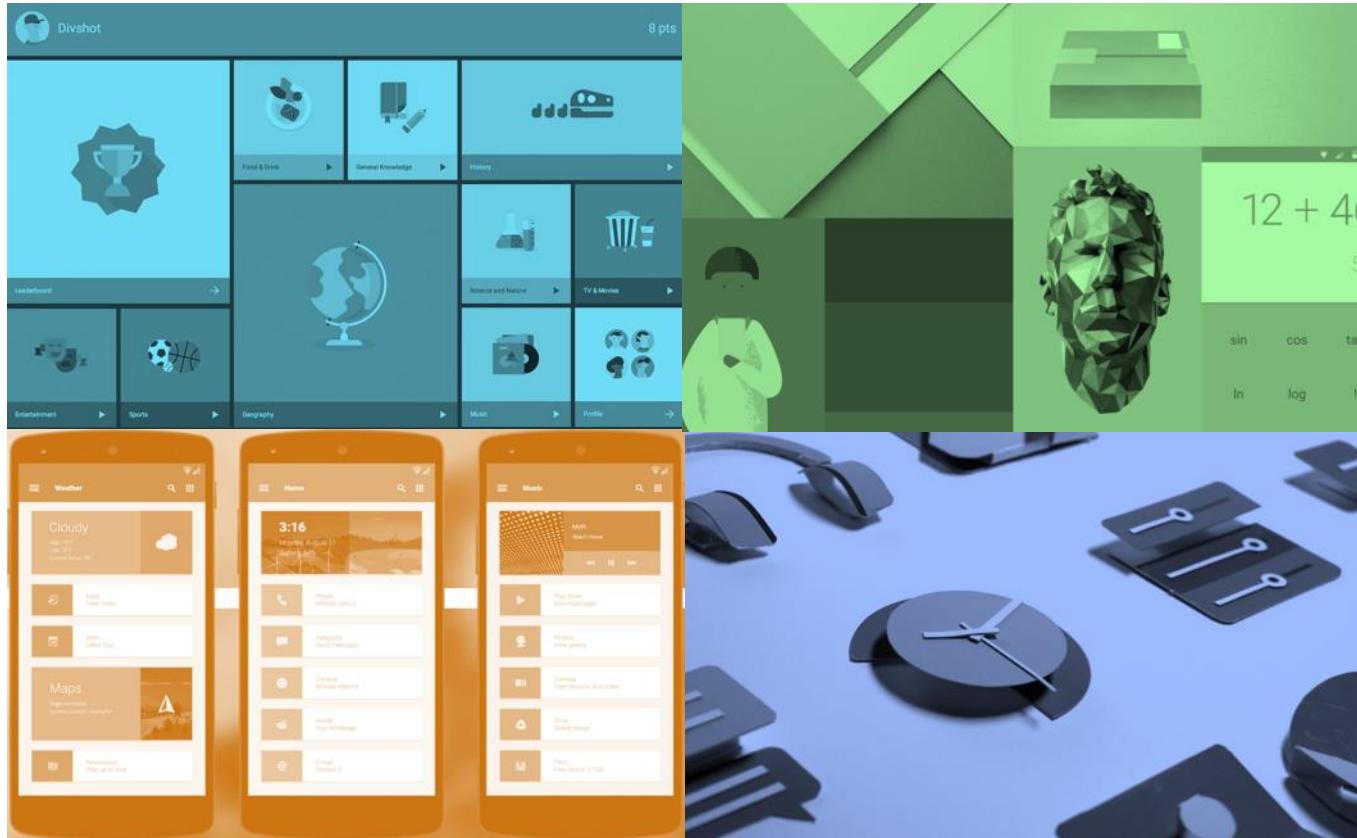
A blue-tinted photograph showing a group of people in a meeting room, viewed from behind. They are looking at a large screen displaying the title of the slide.

## 2. Application Design Framework

# Nike



# Why Material Design?



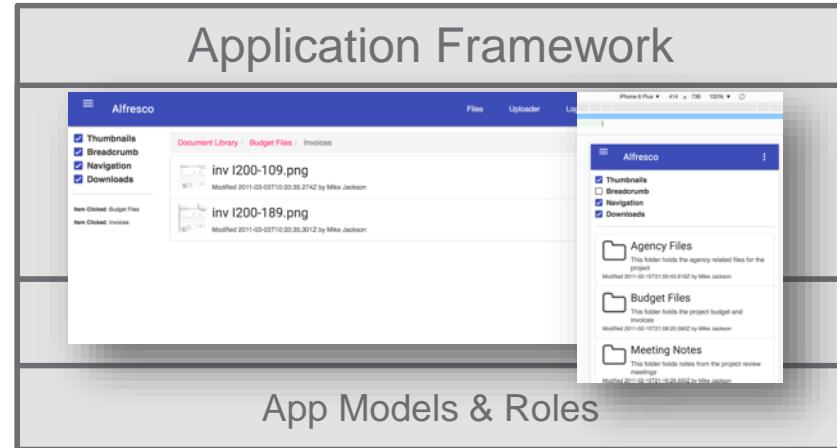
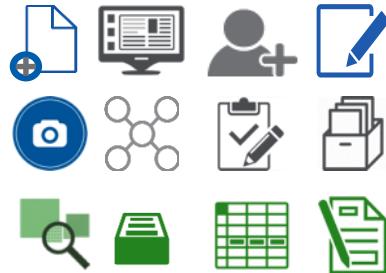
# Why AngularJS?



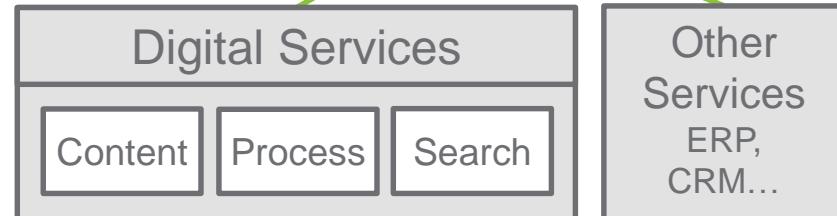
**ANGULARJS**  
by Google

# Helping Developers Design and Build Digital Apps

Component Stencils  
& Palette



Community-driven  
Collaboration

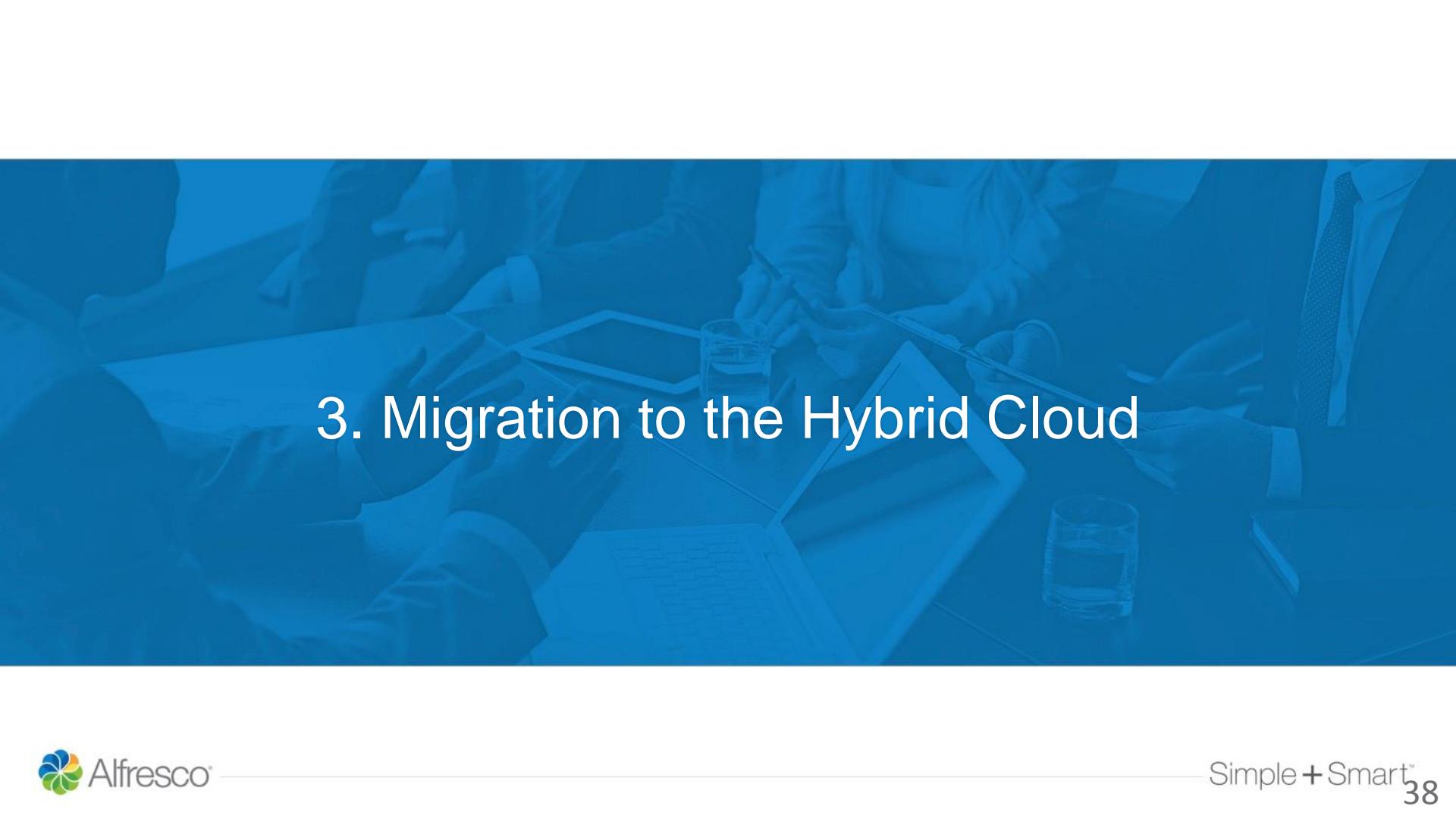


# What about Share, Surf and Aikau?

The collage consists of five overlapping screenshots from the Alfresco platform:

- Share:** A document library view showing files like "ASN Question 1 response.docx" and "DON TRACKER SRS - Rev(A)\_User Stories\_MBAS.docx".
- Surf:** A dashboard view with a pie chart titled "Tasks from not organization-ready for today" and a donut chart.
- Aikau:** A task management interface showing a "Tasker Initiatives" section for "DRAFT COIN FOR SHIPBOARD SYSTEMS" and a "Responses" section for tasks assigned to "NATIONAL SEA SYSTEMS COMMAND (NAVSEA)" and "SECNAV".
- Share:** A second view of the document library.
- Surf:** A second view of the dashboard.

**Information used for demonstration purposes only**



### 3. Migration to the Hybrid Cloud

# General Services Administration



## Value Driver

### POLICIES & PRACTICES

## Critical Content

### CENTRAL FACILITIES REPOSITORY

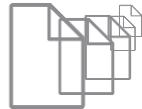
## Impact

### COST SAVINGS & EFFICIENCY

- Single source of truth for all building-related information
- Accessible on-demand through any GSA-enabled device
- Future ready and compliant with security standards
- Lower total-cost-of-ownership over legacy solution

“It is essential that we continue to invest in and implement innovative open-standards technologies... in order to achieve major quality and productivity improvements.”

# Why Cloud?



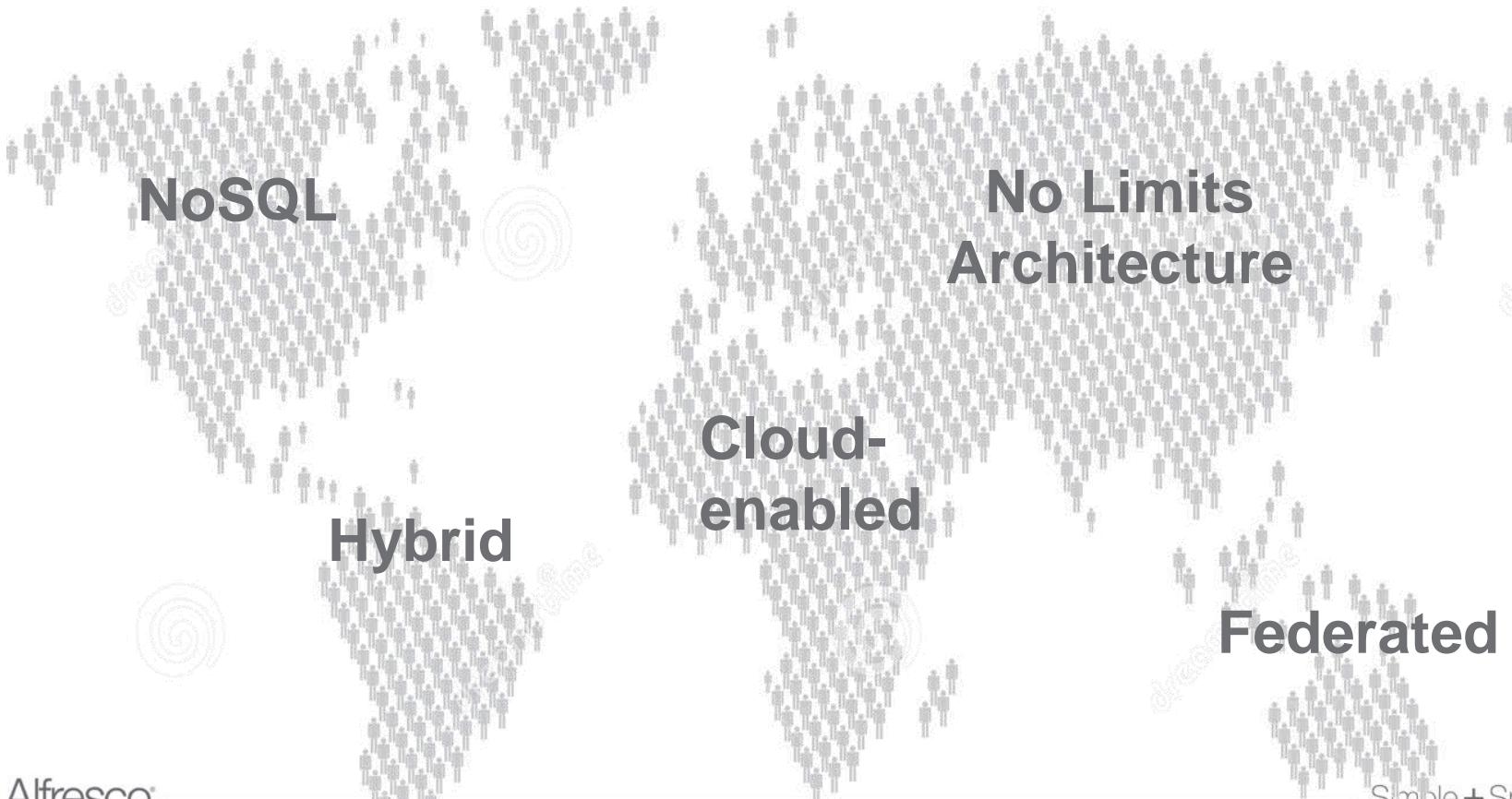
>1 Billion  
Documents @ >1,000  
Docs / Sec



Azure  
Google  
The Rest

81% growth year-on-year  
“Fastest growing large IT Company”  
Major Enterprises moving onto AWS  
**10X more compute power than  
rest combined**

# Span and Deploy the Global Enterprise



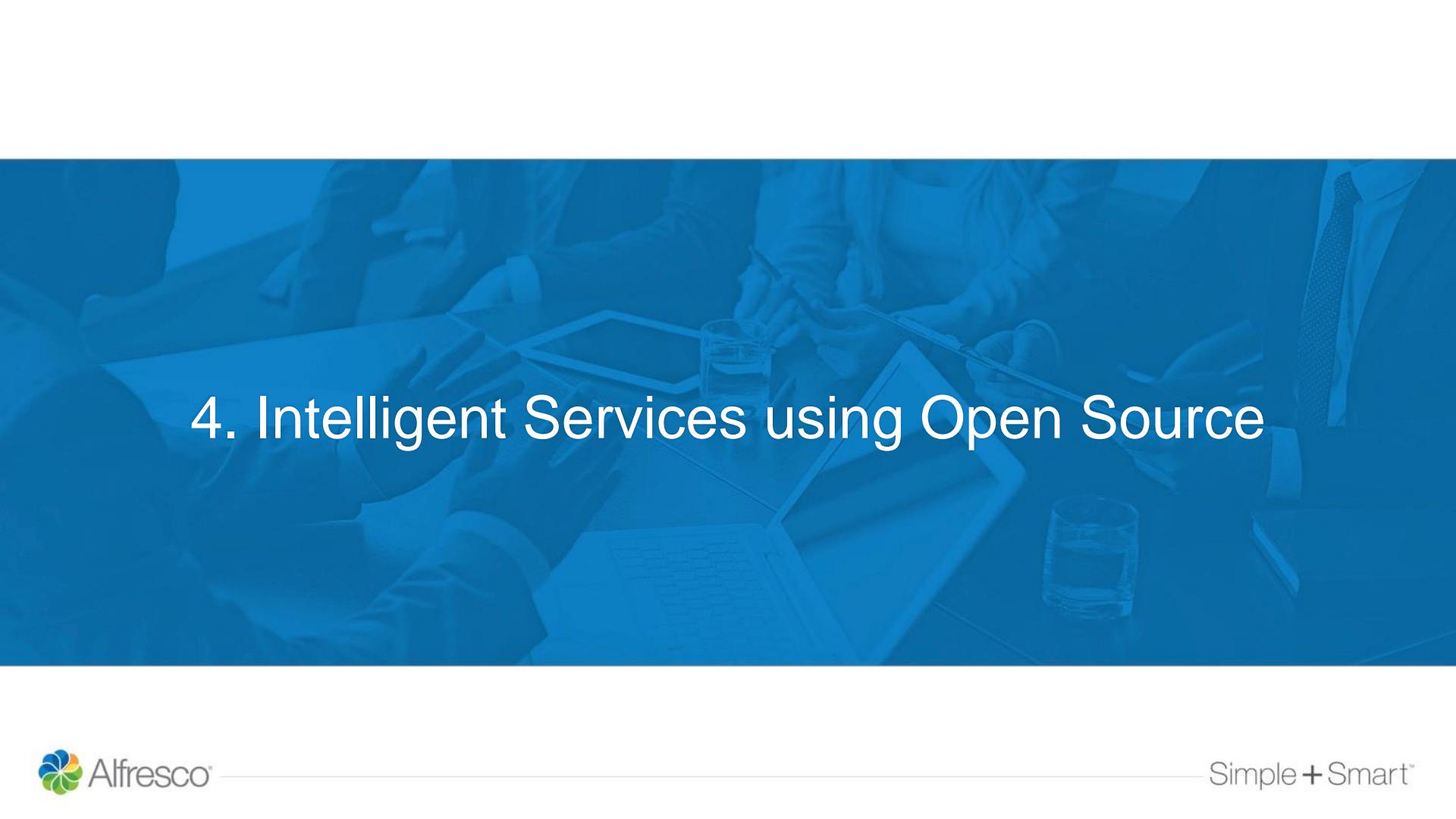
# Delivered at the Speed of the Cloud



3-6 Months  
Questionable Scale  
Little Redundancy  
Lots of \$\$\$



< 30 mins  
10x Faster  
Elastic, Fault-Tolerant  
Open, Cost Effective

A blue-tinted photograph showing several people in a professional setting, possibly a conference or meeting. They are seated around a large table covered with documents, laptops, and glasses of water. The scene is slightly out of focus, creating a sense of activity and collaboration.

## 4. Intelligent Services using Open Source

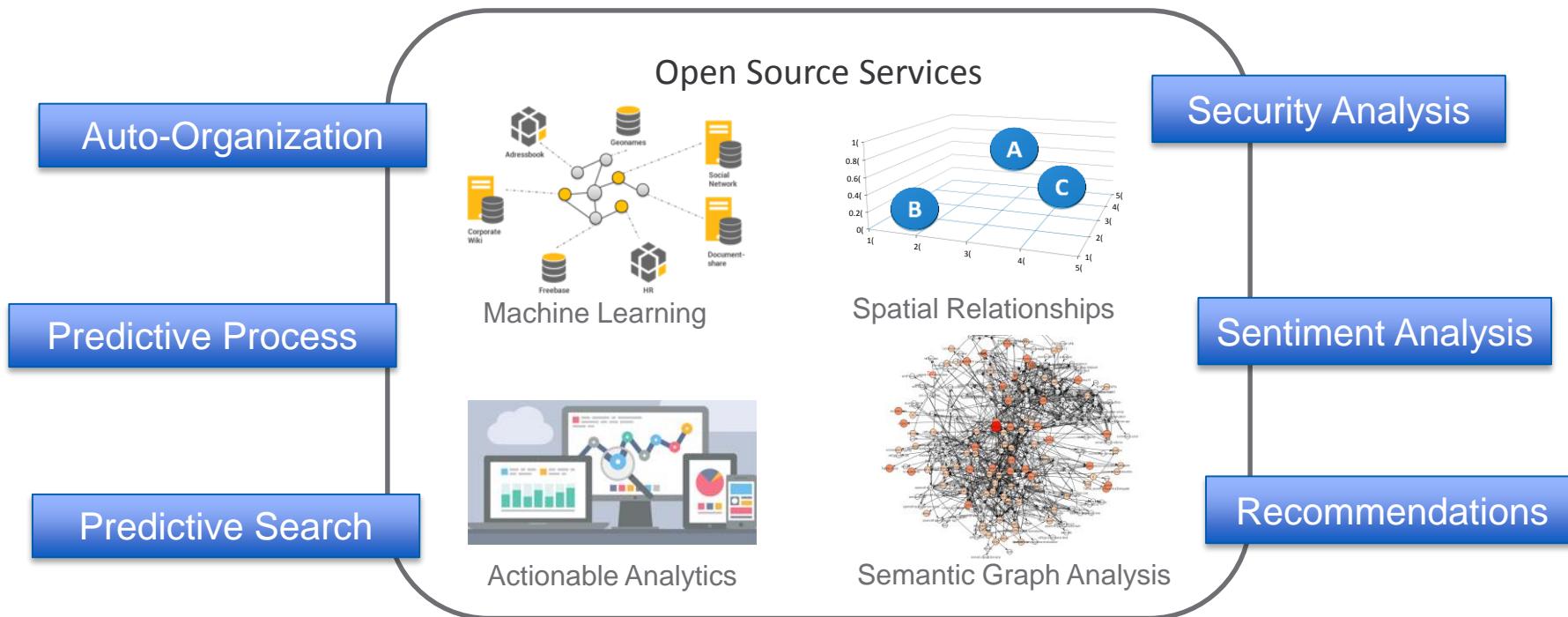
# And Open Source Innovation



No dominant platform-level software infrastructure has emerged in the last ten years in closed-source, proprietary form.

*Mike Olson, Founder of Cloudera*

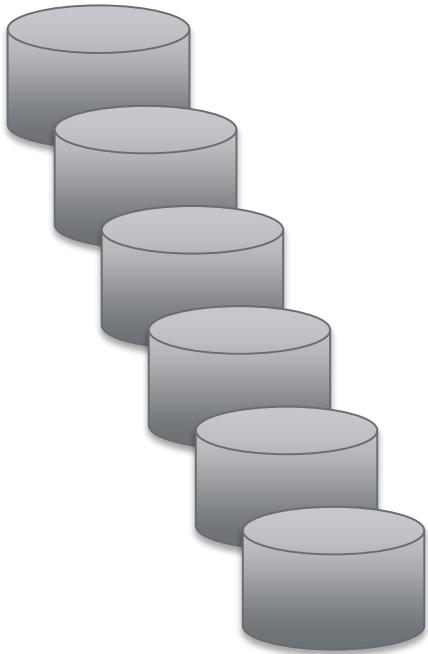
# Open Source Evolution Toward Intelligent Services



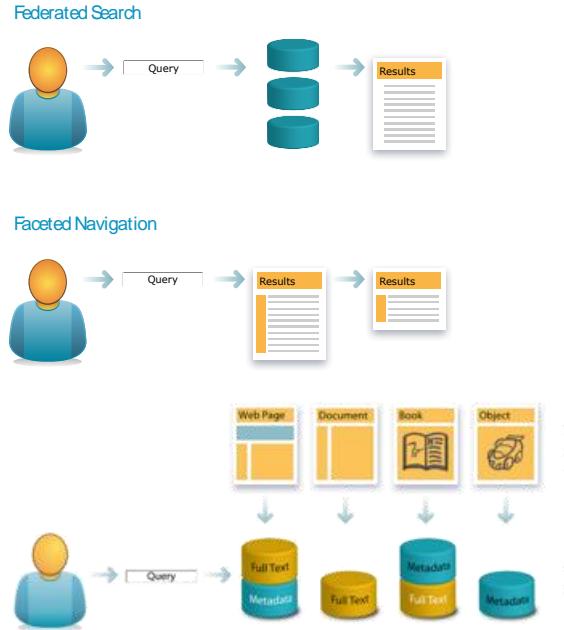
# Search and Context



## Super Scalability



## Advanced Search



## Insights

*Federation*

*Analytics*

*Semantics*

*Graph Analysis*

*Machine Learning*

## Recap Our Strategy

1. **Digital Platform** to provide the intelligent platform for digital content and processes services
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# Conclusion

- Design Thinking for the Digital Journey
- Stable Hybrid Platform for Digital Services for Agility
- Intelligent Content & Process Services for Effectiveness
- Rapid, standards-based development for Ecosystem
- Open Source, Standards and API leads for Innovation
- Digital Platform for Digital Enterprise
- It's about People!



It's about the People!

@johnnewton

A classical painting depicting a grand harbor scene. In the background, a large, multi-tiered temple with a golden dome stands on a hill. In the foreground, a large crowd of people in white tunics gathered on a stone pier. A prominent feature is a tall, four-columned pedestal topped by a statue of a winged figure holding a torch. Several sailboats and small boats are in the water. The sky is filled with soft, warm light.

# THE NEW DIGITAL HORIZON

@johnnewton

# Legal Notices

## Forward-Looking Statements:

This presentation makes a number of statements regarding Alfresco's future business plans, product strategies, and product-development roadmap.

These statements—while accurate as of the presentation date—do not constitute binding commitments by Alfresco to pursue any particular initiative described in this presentation. Alfresco reserves the right to change or discontinue any product strategy and/or development effort in its sole discretion as business needs dictate.

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