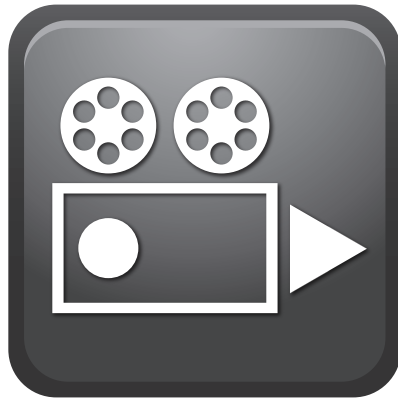


Management Information Systems 16e

KENNETH C. LAUDON AND JANE P. LAUDON

CHAPTER 11 MANAGING KNOWLEDGE AND COLLABORATION

CASE 2 **Alfresco: Open Source Document Management and Collaboration**



(a) **Alfresco Tour Video**

URL <http://www.youtube.com/watch?v=p266dTL6oJQ>; L=3:00

(b) **Alfresco Document Management at City of Denver— Customer Case Study (part 1)**

URL <http://www.youtube.com/watch?v=01bUAsD5t8E>; L= 4:50

(c) **Alfresco Case Study: The New York Philharmonic**

URL <https://www.youtube.com/watch?v=UWI5RZRC56A#!>; L= 4:34

SUMMARY

A central element in managing organizational knowledge is developing systems that can manage the documents which lie at the heart of all organizations. Prior to the development of document management systems, organizations relied on physical copies of documents to conduct their business which was both costly and ineffective. Document management systems digitize physical documents and store the files in a database. This allows documents to be accessed and shared both internally and with customers. While all large enterprise software firms provide document management systems, Alfresco is unique because it is an open source software platform and much more affordable than solutions from traditional vendors.

CASE Alfresco Software, Ltd. Is a software firm based in the United Kingdom that offers an open-source enterprise content management and collaboration platform. Alfresco's platform provides content management, Web content management, collaboration, content platform and repository, image management, and content management interoperability services to

continued

enterprise customers. The company was found in 2002 in Maidenhead, United Kingdom, by former executives of Documentum and Oracle. Documentum was one of the original document management firms in the 1990s that developed software to manage, organize, and store millions of documents. They specifically focused on unstructured information found in documents, images, audio, and video, as opposed to structured information typical of customer record systems, which have a fixed format of fields and records. For instance, Documentum developed a customized system for Boeing to organize, store, maintain, and selectively publish the thousands of pages of information for the Boeing 777 training manuals which contained multiple file types, including text, photos, and drawings.

Alfresco built on this early foundation by developing a document sharing and collaboration platform based on open-source software, open standards, and licenced under various open-source licenses. An open-source license is a copyright license that makes the source code available for everyone to use. This allows end users to review and modify the source code for their own customization and/or troubleshooting needs. Open-source licenses are also commonly free, allowing for modification, redistribution, and commercial use without having to pay the original author.

There are different versions of the Alfresco software, as well as different licensing fees. The Alfresco Community Edition is free software, open source and open standard. The Enterprise Edition is commercially licensed and proprietary, but builds on the open-source foundation. Modifications do not have to be shared with the larger community. The Alfresco Cloud edition is a SaaS version of the Enterprise edition that operates on Amazon Web Services (AWS) as of 2012. In 2015 Alfresco developed an iPhone app so users can connect with the cloud-based software. Alfresco received the Gartner Visionary designation for ECM software as a service. In 2018 Alfresco began implementation of its Digital Business Platform in financial services by automating the loan application process using facial recognition software (Amazon's Deeplens video camera), and Amazon's Alexa voice recognition to complete loan applications.

VIDEO CASE QUESTIONS

1. How does Alfresco support a mobile business environment?
2. Why is Alfresco superior to email for supporting collaboration?
3. What were the factors that caused the City of Denver to go with the Alfresco platform as opposed to more typical proprietary software from other vendors?
4. What business process will Denver seek to automate in the future using Alfresco, and why use a document management system to automate this process?
5. What problems did the New York Philharmonic seek to solve with Alfresco?
6. What benefits does Alfresco provide the Philharmonic?

continued

COPYRIGHT NOTICE

Copyright © 2020 Kenneth Laudon.

This work is protected by United States copyright laws and is provided solely for the use of instructors in teaching their courses and assessing student learning. Dissemination or sale of any part of this work (including on the World Wide Web) will destroy the integrity of the work and is not permitted. The work and materials from this site should not be made available to students except by instructors using the accompanying text in their classes. All recipients of this work are expected to abide by these restrictions and to honor the intended pedagogical purposes and the needs of other instructors who rely on these materials.