One alternative data management system is for Coronado Cinemas to institute its own databases for movies. This would include the movie itself, along with reviews, trailers, showtimes, etc. This would require hand creating the movie database, uploading trailers and reviews for each movie, along with the system we chose. This would also build up a user-based review system. This would allow our own review system.

Pros:

* Could potentially be more cost effective up front/monthly
* Allows for more customization to our database with direct management
* Review system independent of any other, building our brand even further

Cons:

* More labor for engineers to maintain the database
* May need specialty engineers for building/managing the database
* A new review feature would need to be created and implemented, costing more and requiring longer development time
* Potentially less reliable as it would be a new database with a new software interface