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. Our chosen system has the engineer upload the movie and access third party data based on movie reviews and trailers, which is less work for us regarding database management. While the alternative approach allows for more customization of how we want to show the data and is potentially more cost effective, it is much more work for our engineers.