

Alfresco Open Source Social Computing Platform for the Enterprise

Alfresco Social Computing Overview

The Alfresco Open Source Social Computing Platform provides native knowledge worker collaboration tools and services in conjunction with integrations to leading Web 2.0 tools and services such as Facebook, iGoogle, MediaWiki, TypePad, WordPress and Adobe Flex.

The Social Computing Platform enables organizations to implement next generation rich internet applications to mash-up and present internal and external content, bringing social networking capabilities to the business end user, while retaining choice over the selection of best of breed tools and ensuring enterprise-level security and control.

The Social Computing Challenge

The new world of Social Computing changes the focus to:

- **People** - understanding preferences from communication and relationships vs. data and objects
- **Collaboration** - Sharing of ideas and contribution of knowledge in a creative environment vs. workflow and control
- **Content-as-a-service** - Content accessible everywhere, shared drive, repository, Facebook with automatic and appropriate storage, management, security, auditing and retention vs. a content suite and user driven storage
- **Context of Networks** - Activity driven context based on content, projects and team vs. person only
- **People-Centric Tools** - Tech-populism bringing the tools we know and love at home into the office vs. 1990's interfaces and systems.

Alfresco has embraced this major industry trend and incorporated the following capabilities into the Alfresco Social Computing Platform:

- **Social Collaboration** - Knowledge Spaces, Calendars, Discussions, Wikis, Presence (Skype and Yahoo), Social Tagging, and richer Social Networking information for users
- **Integrating the Outside-In** - Out-of-the-box integration of best of breed open source Web 2.0 tools and services - Facebook, iGoogle, MediaWiki, WordPress, TypePad, RSS Readers & Email
- **Integrating the Inside-Out** - Out-of-the-box content publishing to multiple channels - Web Sites, Facebook, WordPress & TypePad
- **Rich Mash Up Architecture** - Creation of new Rich Internet Application (RIA) mash up applications through Adobe® Flex. SDK, integrating front with simple, lightweight scripting APIs
- **Choice** - Choice of operating system, database, application server, portal, content creation tools, collaboration & social networking tools.



The Alfresco Open Source Social Computing Platform

The Alfresco Social Computing Platform is designed to address these needs by providing specific facilities for knowledge workers to collaborate effectively with their colleagues and work with external social networking tools and services in a controlled, secure manner.

Social Networking - Facebook

The Alfresco Facebook Platform allows content-oriented Facebook applications to be developed using the Alfresco. This enables enterprise content capabilities to be mixed with the social networking provided by Facebook. From a technical perspective, Alfresco's Web Script Framework has been extended to support Facebook capabilities. Facebook content applications can be built using simple lightweight scripting, no Java, compilation or other advanced development techniques are required.

Internet Portal - iGoogle

iGoogle Gadgets provide lightweight Alfresco ECM services allowing users to create, edit and manage enterprise content with traditional enterprise control from their iGoogle page. Gadgets are provided for Search, Folder Browsing and also Workflow Task Management.

Blogs

Content created and managed within Alfresco can be quickly and seamlessly published to blogging tools including WordPress and TypePad, allowing organizations to control the content being published by their employees.

Enterprise Wikis

Wikis have rapidly become a key tool for collaborative authoring and knowledge sharing both inside and outside of organizations. Alfresco's integration with MediaWiki allows wikis to be hosted within Alfresco to allow users to create, edit and manage wiki content using MediaWiki's best-of-breed capabilities whilst ensuring the integrity via Alfresco's core ECM capabilities.

Knowledge Worker Collaboration

Alfresco extends its core ECM capabilities by providing a range of knowledge worker tools to allow more effective collaboration on documents, tasks and projects. Via the use of Project Spaces, knowledge workers can manage calendars, contact peers, tag content and discuss issues along side managing their project related content.

Email Capture

Alfresco's embedded email server allows external users to contribute content simply by sending emails. Inbound emails are intelligently handled based on the target object: emailing to a space creates content; to an existing document creates comments and to forums creates topics or posts.

Benefits

- **Choice** - No tie-in to specific operating system, database, application server, portal, collaboration and social networking tools
- **Rapid Innovation** - Easy to mash up and integrate using lightweight scripting, REST style interfaces and Flex
- **Integration of Internal & External** - Combine internal and external content, services and networks seamlessly through user-driven interfaces
- **Best-of-breed and Open Source** - Allows the mixing of industry leading Open Source tools and applications with Open Source packaging and distribution, with no vendor lock-in.



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