



there are definitely other collaborative workspaces and social networks around, but few with a BPM focus.



Security is obviously going to be a serious consideration: even though most companies don't put customer data in their process models (as opposed to the executing processes), the processes may represent intellectual property that provide them with a competitive advantage. They are looking at corporate-restricted versions, such that only users from within your domain can access it; the same sorts of security measures have already been put in place in Blueprint, and you can be sure that other

cloud solutions are going to have to solve the same problem.

They have ambitions to move this beyond BPM and provide a collaborative space for discovery/requirements for other sorts of IT projects: a bit like [ConceptShare](#), but with more of a focus on technology implementations rather than media and design.

I had a chance to talk to [Miko Matsumura](#) of Software AG around the time of the initial AlignSpace announcement; he admitted (which is what I love about Miko) that initially AlignSpace is a lot of big ideas but not much delivered. Like Google with its betas, the idea is to get something out there for people to use, then use their early feedback in order to decide what gets added in next. Although they're trying to focus on "data format promiscuity" in order to allow customers from many BPMS vendors to participate, the process models are publish and subscribe rather than an interactive whiteboard model in their BPM sketchpad. The big focus is on creating fertile ground for the concept of collaborative process improvement, pulling together innovators from across multiple organizations and infecting companies with process innovation. Data formats are only one issue, as he points out: there is as much tribalism and heterogeneity in the people issues as in the systems that they use, and we need to get the tribes to disband, or at least come to a neutral territory.

From a social media standpoint, the AlignSpace presence doesn't get full marks: [their blog](#) hasn't been updated since June, their [Twitter stream](#) is mostly links to other BPM resources rather than any original material or updates on AlignSpace, and on Facebook they have both a [group](#) and [page](#), without a clear distinction between how each is used.

This all sounds great, but as yet, I haven't seen the beta. Yes, that's a hint.