ORACLE WEBCENTER SITES: CREATE RICH & ENGAGING DIGITAL EXPERIENCES THROUGH CONTENT INTEGRATION

DELIVERING THE CONNECTED CUSTOMER EXPERIENCE

KEY FEATURES

- Integrated website authoring and design for content originating from disparate sources
- Pre-built integration with cloud-based video hosting systems, including production (Brightcove) and social video (YouTube)
- Connectors for enterprise content management systems, including WebCenter Content, Microsoft SharePoint and EMC Documentum
- Can also be used with other kinds of external content, including Digital Asset Management systems

KEY BENEFITS

- Streamlined content marketing - Eases the processes of creating, managing and distributing web content across multiple systems
- Better customer engagement - Enriches brand websites with video, audio, digital assets and other content to provide engaging customer experiences
- Extensible platform – Solution can be extended for use with any external content system that offers open APIs

Content drives digital experiences. However, creating content-driven experiences presents the challenge of how to bring together video, audio, images, articles and documents from a wide variety of sources, and then deliver it through to brand websites and other online channels. Oracle WebCenter Sites offers a solution that effectively integrates and manages website content from wherever it resides, by connecting the web experience management (WEM) system to external content stores such as cloud-based video services and enterprise repositories – so that web marketers are able to search for, assemble and publish all content from the ease of a single, integrated UI.

Enrich Your Brand Website with Content From Anywhere

Today's brand websites have become centers of marketing and informational content that can originate from just about anywhere – articles and images are served up by the WEM system, video can be streamed from cloud-based platforms like YouTube, corporate branding might be sourced from digital asset management systems, and documents are copied over from enterprise content management (ECM) repositories. For a business user who is managing a brand website or other online channels using web authoring tools, where all this content is coming from should be immaterial. Their working environment should be repository agnostic – with all assets at their disposal, thereby enabling them to create rich, integrated digital experiences and streamlining the web publishing process.

Oracle WebCenter Sites meets this challenge by providing pre-built integrations with external content systems that surface remotely-stored content via the same web authoring UI as items that are natively stored within the WebCenter Sites repository. The business user experience is transparent – external content is searchable, it's displayed in familiar content library structures, it can be dragged and dropped into web pages, and then published using native authoring mechanisms.
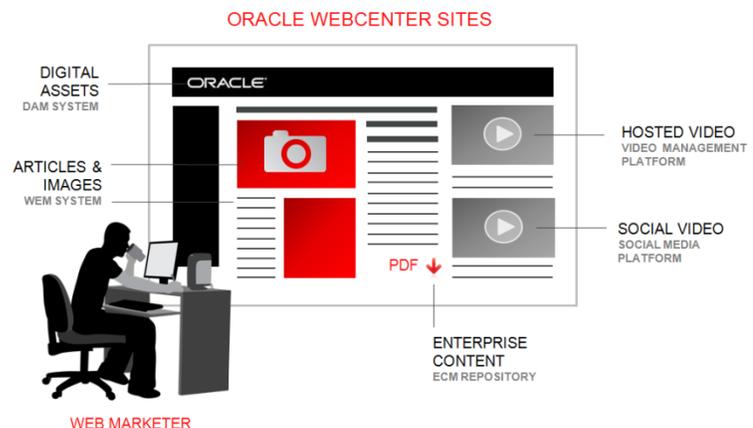

Figure 1. The Oracle WebCenter Sites visual contributor interface provides web marketers with an easy-to-use site authoring experience, aggregating content that can originate from a wide variety of sources

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Oracle WebCenter Sites offers out-of-the-box support for a number of ECM systems and cloud-based video platforms, but its applications are not limited to those integrations; this flexible solution can be used with any content source that provides the APIs to connect into outside systems.

Stream Rich Media from Cloud-based or Other Systems

Many organizations have a presence on social video media platforms such as YouTube or Vimeo. However, video uploaded to those cloud-based systems often has to be incorporated into branded websites, thereby extending its reach and ensuring cross-channel consistency. Similarly, marketing organizations are using enterprise tools such as Brightcove to host and edit HD video, and they require ways to integrate that content directly into public-facing websites.

These systems can be leveraged by Oracle WebCenter Sites to stream hosted content directly into web pages being delivered by the WebCenter Sites platform. From within the WebCenter Sites content authoring UI, Brightcove, YouTube, or other externally hosted content is displayed within the content library structure or via search results, and can be incorporated into web pages using standard web authoring functionality such as drag-and-drop. Once approved for publishing, the content appears embedded within the website, while remaining hosted in the external system – it is merely a pointer to the content that is being streamed from outside the WebCenter Sites environment.

Surfing video hosted by YouTube

Web marketer can search, view and drag 'n drop the video from within the WebCenter Sites authoring UI

And then publish as a 'reference' into web pages

Figure 2. Oracle WebCenter Sites integration with YouTube

The integration with Brightcove offers the added benefit of enabling access to video management services from directly within the WebCenter Sites Contributor UI. Brightcove appears as an application within WebCenter Sites, enabling authorized users to toggle between both environments for a seamless video editing to site authoring experience.

Extend the Reach of Enterprise Content Beyond the Firewall

Not all enterprise content that is created behind the firewall is ultimately meant to be consumed there. Policy documents, press releases, financial statements, digital assets and so on, are all destined for public-facing websites. Instead of having to manually download finalized content from an ECM system and then upload into a WEM system, wouldn't it be easier if once the content was ready for external distribution, it simply got published directly as a content item from one system to the other?

Oracle WebCenter Sites provides a connector to Oracle WebCenter Content that enables organizations to do just that. Business users can select enterprise content items stored within WebCenter Content to be copied over into the WebCenter Sites web content repository, assigning metadata to them that is consistent with the taxonomies used by WebCenter Sites. Then, users are able to see those items within the web content libraries, and use them for site authoring just as they would with content natively stored within WebCenter Sites. When a

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version of the original content item is updated in the WebCenter Content respository, the document is automatically synced and updated within WebCenter Sites, thereby ensuring that proper version control is maintained.
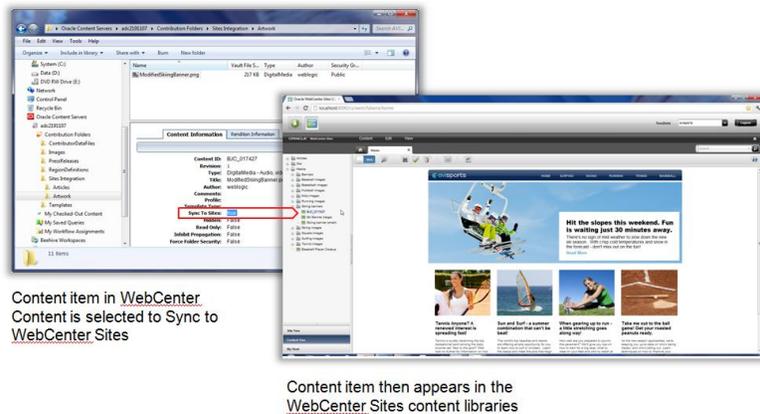

Content item in WebCenter Content is selected to Sync to WebCenter Sites

Content item then appears in the WebCenter Sites content libraries

Figure 3. Oracle WebCenter Sites integration with Oracle WebCenter Content

The connector can be leveraged by other enterprise systems that support the creation of web content. For example, digital asset management solutions with existing support for Oracle WebCenter Content and Oracle WebCenter Sites can be leveraged to enhance the handling of rich media assets in Oracle WebCenter Sites, so that web marketers have access to a broad set of logos, banners, and other assets in various renditions.

Similar ECM connectors are also available for Microsoft SharePoint and EMC Documentum.

Streamline the Creation of Content-Driven Digital Experiences

Oracle WebCenter Sites empowers web marketers by streamlining the creation of compelling, content-rich digital experiences that drive customer engagement.   By making it easy to pull together content from multiple sources and then publish it from within one integrated working environment, your marketing team can in effect turn your branded website into a digital experience platform.

Contact Us

For more information about Oracle WebCenter Sites, visit oracle.com/webcenter or call +1.800.ORACLE1 to speak to an Oracle representative.

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