



# Oracle goes Universal on ECM

4 May 2007

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***Following its acquisition of enterprise content management (ECM) vendor Stellent last year, Oracle has revealed a 12-month roadmap for the delivery of ECM facilities within the Oracle platform. Mike Davis believes that this should give existing Stellent customers confidence in their investments so far, and shows that Oracle is determined to come from the back of the pack to be a major player in the ECM arena.***

The breadth of these offerings, particularly the MOSS integration features of Universal Content Management (UCM), show that Oracle is positioning its ECM offerings to compete, not only with the likes of IBM and EMC, but also Open Text with whom it currently partners.

Oracle executives have been quite open in saying that, until the acquisition of the Stellent technologies and customer base, it did not have a persuasive offering that would appeal outside 'Oracle shops'. With these announcements it now has that potential.

## **Oracle's offerings**

Oracle's new Enterprise Content Management Suite comprises:

- Oracle Universal Content Management
- Oracle Universal Records Management
- Oracle Imaging and Process Management.

These three products are highly integrated. However, because Oracle knows that deploying organisations are going to have a wide range of third-party repositories, it is making the architecture 'hot pluggable' for integration with existing enterprise applications, and even other identity management systems.

Within its overall content management portfolio, Oracle also includes:

- Oracle Information Rights Management
- Oracle Content Database Suite.

Oracle is offering the components of the portfolio to enable organisations or integrators to create 'content management solutions'.



## Universal Content Management

Oracle Universal Content Management 10g Release 3 (UCM) was formally announced on 30 April 2007. Oracle is pushing four features, which it hopes will show that it is more than a match for other vendors in the ECM marketplace.

- Recognising that Microsoft Office SharePoint Server (MOSS) is going to be a widely used repository, Oracle has included MOSS Integration through the use of WebParts for SharePoint. Besides the usual functions of check-in, search, browse folders and access workflow directly from UCM, it enables users to post content from SharePoint into the Oracle repository.
- The File Store Provider Architecture within UCM enables organisations to have both flexibility and granular control in determining how and where content, whether that is documents, executables, CAD drawings, PDF, HTML, XML, flash, audio and video files are stored and managed on the file system. This obviously includes the ability to use Oracle Database 10g.
- Following both its (Oracle's) and Stellent's standards-based approach, UCM has JSR 168-compliant portlet integration, meaning that content can easily be accessed through the likes of BEA WebLogic Portal Server, IBM WebSphere Portal Server or Sun Java Enterprise System Portal Server, without any custom coding.
- Because of the availability of the 400+ filters that it acquired as part of the Stellent technology stack, UCM can provide content conversion from any enterprise application. This means it can transform native formats to PDF, TIFF, HTML and XML, as well as converting multiple image and video formats for viewing, or publishing via the Web.

## Where ECM sits in the Oracle environment

All five of the components of the content management portfolio are placed as part of Oracle's Fusion Middleware. However, Oracle is keen to point out that, like all Fusion Middleware products, the ECM Suite is a multiplatform offering and intended for heterogeneous and even distributed environments.

The Governance, Risk and Compliance (GRC) tools that came with Stellent are not offered under the ECM banner; rather they now form part of Oracle GRC Applications.

## The roadmap

Oracle's roadmap includes new releases of all five components in the next 12 months, tightening the integration and extending the range of connectivity/integration, with the objective of making Oracle's ECM proposition the one of choice for those who are either major Oracle users,



or those who have highly heterogeneous environments for their un/semi-structured content.



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