

# ORACLE WEBCENTER SERVICES

## KEY FEATURES AND BENEFITS

MOST COMPLETE,  
STANDARDS-BASED SET OF  
ENTERPRISE 2.0 SERVICES

### FEATURES

- Enterprise 2.0 services include Wikis, Blogs, Tags, Links, RSS, Recent Activities, People Connections, Activity Graph, Activity Stream, IM, Presence, Discussions, Announcements, Mail, Search, Worklists, Personal and Group Tasks, Calendar and Ratings.
- Easily blend Web resources via mash-ups into any existing application.
- Gather and analyze metrics on page, portlet and content usage.

### BENEFITS

- Extend the value of your existing enterprise portal.
- Maximize productivity by creating a context-rich enterprise portal with Enterprise 2.0 services.
- Seamlessly blend Enterprise 2.0 services, analytics and mashups into your existing portal deployment.

*Oracle WebCenter Services provides a comprehensive set of standards-based components that enrich existing portals and Web sites with the industry's most complete and open set of Enterprise 2.0 capabilities. These Social Computing Services include wikis, blogs, online awareness and communications, content collaboration and social networks. Oracle WebCenter Services works with all Oracle portal offerings, enabling organizations to enhance their existing enterprise portals and Web sites, and empowering users with Enterprise 2.0 services that work with their existing information systems.*

### Refresh Enterprise Portals with Enterprise 2.0

In today's dynamic economic environment, organizations are focused on extracting additional value out of their existing information technology infrastructure. A practical option is to modernize existing portal deployments with rich Enterprise 2.0, content and community-based services. As a result, organizations can get more value out of their enterprise portal deployments, better react to ever-changing market conditions and deliver a context-rich experience that meets and exceeds your users' requirements for ease-of-use and responsiveness.

### Oracle WebCenter Services – Enhance Existing Portal Investments

Oracle WebCenter Services provide a comprehensive set of Enterprise 2.0 features that enable companies to enhance their existing portal investments. Oracle WebCenter Services include three key capabilities – WebCenter Enterprise 2.0 Services, WebCenter Framework and WebCenter Composer plus Business Dictionary. Together, these three components enable you to inject standards-based, Enterprise 2.0 services and other valuable content, applications and communications capabilities directly into any standards-based enterprise portal - including Oracle Portal, Oracle WebLogic Portal or Oracle WebCenter Interaction (formerly BEA AquaLogic User Interaction) and empower business users to make changes at runtime, as business needs change.

### Embed Enterprise 2.0 Into Portals with Oracle WebCenter Services

Enterprise 2.0 technologies have changed the Internet landscape by empowering individuals and enabling communities across the globe. The challenge for enterprises is to weave these Enterprise 2.0 technologies into the fabric of their users' existing work environment. Oracle WebCenter Services contains a complete set of standards-based, componentized, enterprise-ready services that are designed to be embedded directly into existing portals to enhance the value and create a more

relevant context for your end-users. The Enterprise 2.0 services available to increase employee productivity and foster social computing include:

- Wikis and blogs enable community authoring of documents and sharing of ideas and also allow for the gathering of feedback on those ideas.
- Tags and links allow users to easily mark, connect and share information with others.
- RSS feeds are available to track new or changed information related to tasks, processes or activities in a WebCenter environment.
- Discussion forums enable sharing of group knowledge and easy creation of communities around specific topics.
- Instant Messaging and presence enable real-time awareness and communication with available users in the context of a business task.
- People connections, activity graphs and activity streams enable users to quickly assemble and visualize their social business networks and track user activities.
- Oracle Ensemble is a flexible enterprise mashup system for blending Web resources in Web applications or portals via REST-based integration.
- Oracle WebCenter Analytics provides comprehensive reporting metrics on activity and content usage within portals or composite applications.

WebCenter Services also includes a set of personal productivity services that are designed to work directly with personal productivity tools such as e-mail, search and tasklists. For example, the worklist service surfaces business processes in the context of the current business scenario and enables users to view and take action on all tasks and notifications from a central place, enabling a user to quickly respond. Other services such as RSS, search and recent activities provide users an aggregated view into their most relevant content and information.

#### **Context-Rich Portals with Oracle WebCenter Framework**

Oracle WebCenter Framework is used to inject the Enterprise 2.0 service, such as the blog or wiki service, into your existing portal deployment. It is a robust, standards-based portlet development environment that enables you to rapidly build and deploy Java Specification Request (JSR) 168 portlets, Web Services for Remote Portlets (WSRP) 1.0 and 2.0 portlet producers and includes a JSF Portlet Bridge that allows easy conversion of any Java Server Faces (JSF) application into a JSR 168 portlet. The Oracle WebCenter Framework also gives you the ability to integrate other content, applications or data sources to create a context-rich portal or custom Web application.

#### **User-driven Customization and Mashups with WebCenter Composer**

Business users can utilize WebCenter Composer's visual page editing features on the fly to easily customize any page and select components from the Business Dictionary to add new content to the page. The Business Dictionary provides a role-based view of available components for a user to add to their application or portal. These components can include information from a variety of enterprise resources such as enterprise applications, managed content, rich media, business processes or

**RELATED PRODUCTS**

Oracle WebCenter Services works with all Oracle portal offerings and enables organizations to enrich their current portals and Web sites and empower their end users with Enterprise 2.0 services that work with existing information systems.

## RELATED PRODUCTS

Oracle WebCenter Services works with the following Oracle products:

- Oracle WebLogic Portal
- Oracle WebCenter Interaction (formerly BEA ALUI)
- Oracle Portal
- Oracle WebCenter Suite
- Oracle Universal Content Management

business intelligence systems. Together, the Business Dictionary and Composer gives users access to a powerful, yet easy to use, set of tools to personalize and extend their WebCenter portals and applications without involving IT.

**Integrate and Interoperate with Oracle and Beyond**

Oracle WebCenter Services comes with a variety of adapters and pre-certified interoperability with content management repositories, complex human workflows and multiple device access. Content is easily integrated and published using the Java Content Repository (JCR) / JSR 170 standard. Adapters are available for Oracle Universal Content Management, Oracle Portal, file systems and third-party systems, such as Documentum, Microsoft SharePoint and Lotus Notes. Oracle BPEL Worklist service enables you to integrate complex workflow tasks into your application and expose them in a portlet. Finally, WebCenter Anywhere brings the benefits of a unified work environment to all types of mobile technologies, including connected devices such as PDAs and Smartphones, Mobile Voice, Mobile Messaging and Telnet-based devices for industrial users. With WebCenter Anywhere, the productivity and efficiency of context-rich portals are available to users no matter what device they use or where they are located.

**Increase Productivity and Agility with More Effective Applications**

The integration of Enterprise 2.0 technologies into existing business processes can deliver high value to your existing portal investments and enrich user interaction. Oracle WebCenter Services extends the value of your existing portals with Enterprise 2.0 services that make users more productive and sites more manageable and effective.

**Contact Us**

For more information about Oracle WebCenter Services, please visit [www.oracle.com/goto/webcenter](http://www.oracle.com/goto/webcenter) or call +1.800.ORACLE1 to speak to an Oracle representative.



Oracle is committed to developing practices and products that help protect the environment

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