Enterprise 2.0 & Portals

Intro
- WebCenter Services
- WebCenter Suite
- Enterprise Content Management
- WebLogic Portal and Oracle Portal

“Enterprise social software, also known as Enterprise 2.0, is a term describing social software used in "enterprise" (business) contexts. It includes social and networked modifications to company intranets and other classic software platforms used by large companies to organize their communication. In contrast to traditional enterprise software, which imposes structure prior to use, this generation of software tends to encourage use prior to providing structure.”

Wikipedia

Enterprise 2.0 Platform
- Transactional apps, composite apps, portals, web sites converging

Product Strategy
- Converging UI programming model: WebCenter
  - Based on the ADF framework
  - Transactional Systems, Traditional Enterprise Portals, Professional Websites, Communities and Social Applications
  - Includes integrated functionality from Aqualogic User Interaction
- Across all Portal products:
  - Common set of Services: WebCenter Services
  - Common set of portlet technologies (JSR-168, WSRP, REST)
  - Common Content Management: UCM
  - Common Content Integration: JCR (JSR-170)
- Provide for Current Customers
  - WebCenter Services and Content Management provide new functionality across all Portal and UI products
  - Aqualogic UI, Oracle Portal and WebLogic Portal continue to be supported and enhanced
Product Listing

Enterprise 2.0

Content Management
- Enterprise Content Management Suite
- Universal Content Management
- Universal Records Management
- Document Capture
- Distributed Document Capture
- Secure Enterprise Search

Portal and UI
- WebCenter Suite
- WebCenter Services
- Oracle Portal
- WebLogic Portal

Enterprise 2.0 and Portals

WebCenter Services
- Integrated set of products designed for creating dynamic, highly productive user work environments that take advantage of SOA and enable business users to bring complete context to their daily work tasks.
- Includes a declarative Java Server Faces (JSF)-based framework
- Supports JSR 168, WSRP 1.0, WSRP 2.0
- Runtime customization/personalization for all types of JSF view components
- Allow business users to publish content directly to application pages
- Expose JSF applications as portlets via Oracle JSF Portlet Bridge
- Integrate content repositories using the JCR 1.0 (JSR-170) standard
- Supports key standards
  - WSRP 1.0, WSRP 2.0, JSR 168, JSR 170/JCR 1.0
  - BPEL, JSR 227, JSR 116, JAAS, WS Security

WebCenter Framework
- Use JDeveloper to build context-rich, customizable applications
- Embed portlets in your Java Server Faces applications
- Supports JSR 168, WSRP 1.0, WSRP 2.0
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  - BPEL, JSR 227, JSR 116, JAAS, WS Security

WebCenter Framework
Leverages Oracle ADF for visual application assembly

WebLogic Portal and Oracle Portal
Oracle Ensemble
Mashups, pagelets and simplified Web management

• Former Aqualogic Ensemble
• Enterprise system that lets developers create reusable widgets for mashup applications and allows IT to easily manage a diverse set of Web resources.
• Key functionality:
  - Create reusable widgets from any Web application, regardless of platform
  - Mash widgets into new or existing Web applications
  - Manage Web resources with simple, no-code security and provisioning
  - Measure application usage of any Web application
  - Integrates with existing security and runtime infrastructure

WebCenter Analytics

• Former Aqualogic User Interaction Analytics
• Key functionality:
  - Report and analyze usage metrics
  - Portal pages, communities and applications
  - Traffic, duration, logins and response times
  - Grouping, filtering and correlation
  - Accurate, deep, real-time information
  - Multiple output formats

WebCenter Content Adapters

• Included in WebCenter Services
  - Oracle Universal Content Management
  - Oracle Portal
  - Oracle ContentDB
  - File system
• Oracle WebCenter Adapters
  - Content Integration from external Content Stores into WebCenter
  - Adapters for
    - SharePoint (OEM)
    - Documentum (OEM)
    - Lotus Domino (OEM)
    - MS Exchange (BEA Developed)
    - Lotus Notes (BEA Developed)
    - Licensed separately

Content Integration

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WebCenter Suite

- Complete, open, and manageable user interaction and portal platform
- Integrates Enterprise 2.0 capabilities into ad hoc and structured business processes, as well as custom and packaged enterprise applications.
- Support for industry standards and hot-pluggable compatibility with existing information systems
- Includes components of Oracle WebCenter and Oracle WebCenter Interaction (formerly BEA AquaLogic User Interaction)

WebCenter Interaction

Personalized Interface to Content, Search, Applications

- Features
  - Advanced presentation: assemble content and application services into personal pages, communities
  - Universal search: people, content, projects, applications
  - Reach: Employee, partner and customer facing

- Benefits
  - Enterprise knowledge management system
  - Reduce training, support costs

WebCenter Interaction Collaboration

Collaborative Communities

- Features
  - Collaborative workspaces
  - Advanced sharing: document, tasks, calendars, discussions
  - Distributed publishing
  - Contextual content
  - Built for departments, groups

- Benefits
  - Supercharge stale departmental Intranets
  - Improve information sharing, capture, reuse
  - Departmental business process improvement

.NET Application Accelerator

- A suite of components to support portlet authoring in .NET
  - Web Control Consumer 3.1 - Allows ASP.NET web sites to be consumed in a portal
  - .NET Portlet API 1.1 - VisualStudio.NET support
  - .NET WSRP Producer 1.1 - Produce ASP.NET applications to compliant WSRP Consumers
  - Use WSRP to produce ASP.NET web sites
  - Declarative WSRP portlet authoring
  - Consume ASP.NET portlets in a pure-Java environment

SharePoint Console

- Enterprise-class Information Discovery for Windows SharePoint
- Packaged Content Service to crawl Windows SharePoint Services sites
- Dedicated SharePoint Console to provide a starting point for searching SharePoint resources

Enterprise 2.0 & Portals

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Oracle Enterprise Content Management
Strategic solution for Content Management

- Comprehensive ECM to meet all infrastructure needs
  - Server and repository consolidation
  - Automation of process-oriented imaging applications
  - Core document management service
  - Enterprise content management platform
- Ability to manage all content stores, including legacy systems
  - Federated enterprise records and retention management
- Solution to secure information beyond managed environments
  - Enterprise-wide information rights management
- A broader strategy for total information management
  - A platform to manage both structured and unstructured content

Oracle Universal Content Management
Unified ECM Platform

- Single repository
- Common core functionality
- Easily enable / disable additional content mgmt capabilities
- Consistent user experiences
- Single interface & API
- Platform for multiple business applications

Enterprise 2.0 Customers

- Hub Group
  - Global Provider of Inter-Modal Logistics & Transportation
  - J2EE Portlets as a common means of reuse
  - Integrating Existing systems with dynamic pages
- Schneider National
  - $4B Shipping & Logistics Company growing to $10B in 3 yrs
  - eBusiness Suite TM and Siebel CRM integrated Dashboard
  - Social Computing platform for employees, partners, & customers
- FAA
  - Administration Department Managing US Air Transportation
  - Required social capabilities to tap into critical thinkers to improve overall service
- Union Pacific
  - Largest railway company in the US
  - Improve deliveries by tapping into engineer’s expertise

Enterprise 2.0 Customers

- American Airlines
- Boeing
- DuPont
- IBM
- KPMG
- Merrill Lynch

Enterprise 2.0 Customers

- Amgen
- Bristol-Myers Squibb
- Eli Lilly and Company
- GlaxoSmithKline
- Pfizer

Enterprise 2.0 Customers

- Prudential Financial
- Unilever
- Unicredito Italiano
- Zurich

Enterprise 2.0 Customers

- Best Buy
- Cadbury Schweppes
- MasterCard
- Starbucks
- Unilever

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**WebLogic Portal**

**Continue and Converge**

- Continued development
  - Introduction of planned new features
  - New features to leverage the converged platform
- Benefit to existing customers
  - WebCenter Services enhances existing deployments
  - ECM / WCM around existing WebLogic Portal implementations
- Statement of direction available on OTN:

**Oracle Portal**

**Continue and Converge**

- Continued development
  - Planned features to leverage future platform
  - 11g feature plans remain unchanged
  - WSRP 2.0 Support, JCR support, Portlet-Bridge enhancements
- Benefits for existing customers
  - WebCenter Services enhances existing deployments
  - Site Analytics key customer request
  - ECM / WCM around Oracle Portal (incl. portlets)
- Statement of Direction available on OTN

**Q&A**

**Wrap Up**

**Agenda Recap**

- Welcome and Product Roadmap
- Drill Down Session: Application Infrastructure & Transaction Processing
- Drill Down Session: SOA, BPM and Governance
- Drill Down Session: Enterprise 2.0 and Portals

**For More Information**

- News, product info, customers
- BEA specific info
- Technical info, product forums, downloads
- Partner news, events and more

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