

# ORACLE UNIVERSAL CONTENT MANAGEMENT HIGHLIGHTS

## SUMMARY

Fifteen to 20 percent of operating revenue is spent fixing problems that stem from bad data.

—Source: Gartner, as reported by Baseline, June 24, 2005

### BENEFITS

- Minimize risk and control the content lifecycle
- Share content across the enterprise
- Process efficiencies – eliminate redundant steps
- Automate processes – routing, converting Web formats

### RESULTS

- Strengthen customer service and partner relationships
- Improve communication
- Increase employee effectiveness
- Adhere to compliance & government regulations
- Improve creation and reuse of corporate assets
- Reduce costs – shipping, printing, storage

*Establish a strategic enterprise content management infrastructure for content and applications with Oracle Universal Content Management (formerly Stellent Universal Content Management)*

### Key Applications Powered by Enterprise Content Management

- Policies and procedures
- ISO 9001 documentation management
- Material safety and data sheet management
- E-government
- Contract and case management
- Creation and distribution management of large manuals and training information
- Intranet consolidation
- Call center and self-help
- Customer support sites
- Marketing asset and brand management
- Video management
- Partner/dealer extranets
- Multinational Web presence
- Public micro-sites

### What is Enterprise Content Management (ECM)?

Technology that helps organizations manage their unstructured content through all phases of the content lifecycle and apply the appropriate amount of functionality and control where needed.



Figure 1. The content management lifecycle—from creation to retention/destruction.

**CUSTOMER SUCCESS**

**Susan G. Komen Breast Cancer Foundation**

"Thanks to Oracle's content management platform, our public Web site and affiliate extranet are now more dynamic and engaging, easier to maintain, and current. The system empowers the foundation to become a powerful voice in communicating—via the Web—our mission of eradicating breast cancer."

Amir Tabei  
Director of Technology

**Premera Blue Cross**

"It is much easier for customer service representatives to search for and retrieve policy and procedural information on the Oracle-powered intranet."

Gail Workman  
Manager of Customer Service Quality & Communications

**Oracle Universal Content Management Architecture**

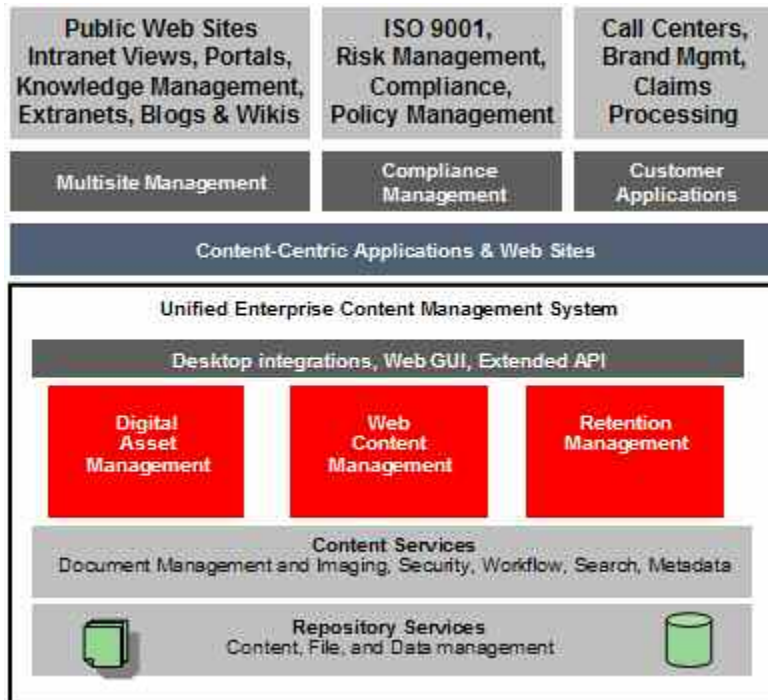


Figure 2. Oracle Universal Content Management offers a unified ECM platform.

**Benefits of a Unified Approach to Enterprise Content Management**

Unified ECM provides the full array of ECM functionality—including document and imaging management, Web content management, digital asset management, and records and retention management—on one platform.

A unified approach removes the barriers to creating composite applications. For example, an organization might need to manage versions of a Web site as records or apply holds to Web content during litigation. Or, an organization might want to easily use digital asset and document management functionality together.

Consolidating the overall architecture on a single code base, security model, and API eliminates Band-Aid integrations, leverages a common IT infrastructure, and minimizes application development and support costs.

For more information on Oracle Universal Content Management, call +1.800.ORACLE1 to speak to an Oracle representative or visit [oracle.com/goto/contentmanagement](http://oracle.com/goto/contentmanagement).

Copyright 2007, Oracle. All Rights Reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.