


Enterprise Content Management Strategy and Vision

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Enterprise Content Management



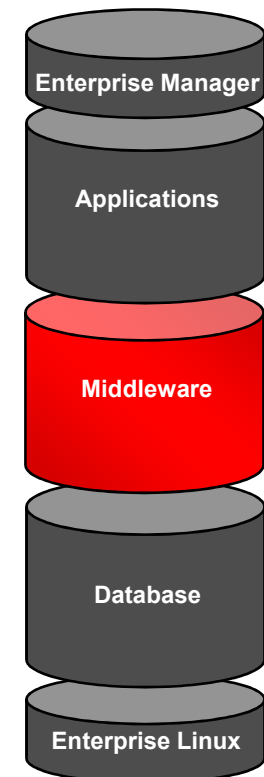
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Oracle Content Management

A Strategic Focus @ Oracle

- Key Component of Enterprise Software
 - Over 90,000 Oracle middleware customers
 - Over 7,900 Oracle enterprise content mgmt customers
- Content Management Critical for
 - Oracle Fusion Middleware
 - Oracle Applications & Fusion Applications
 - Blending structured & unstructured information mgmt
 - Stand-alone E2.0 & ECM business
- ECM Continued Focus Area
 - New features continually added since Stellent acquisition in 2007
 - Key new capabilities in 11g+
 - Growing R&D resources since Stellent acquisition

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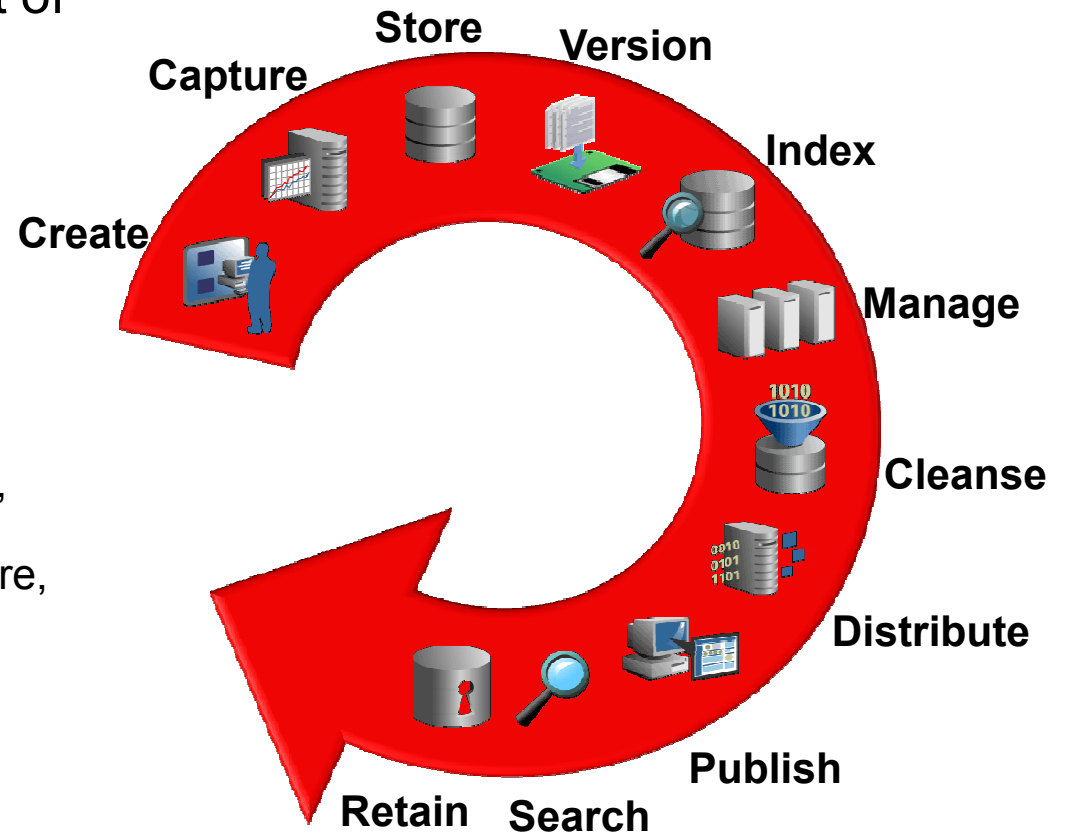
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Understanding ECM Technology

Managing content through its lifecycle

- Applies appropriate amount of control and support during each lifecycle phase

- **Create:** create & capture documents
- **Manage:** store, version, index, manage documents
- **Distribute securely:** cleanse, filter, manage digital rights
- **Publish:** publish to Web, view, search documents
- **Retain for compliance:** declare, classify, archive, retain



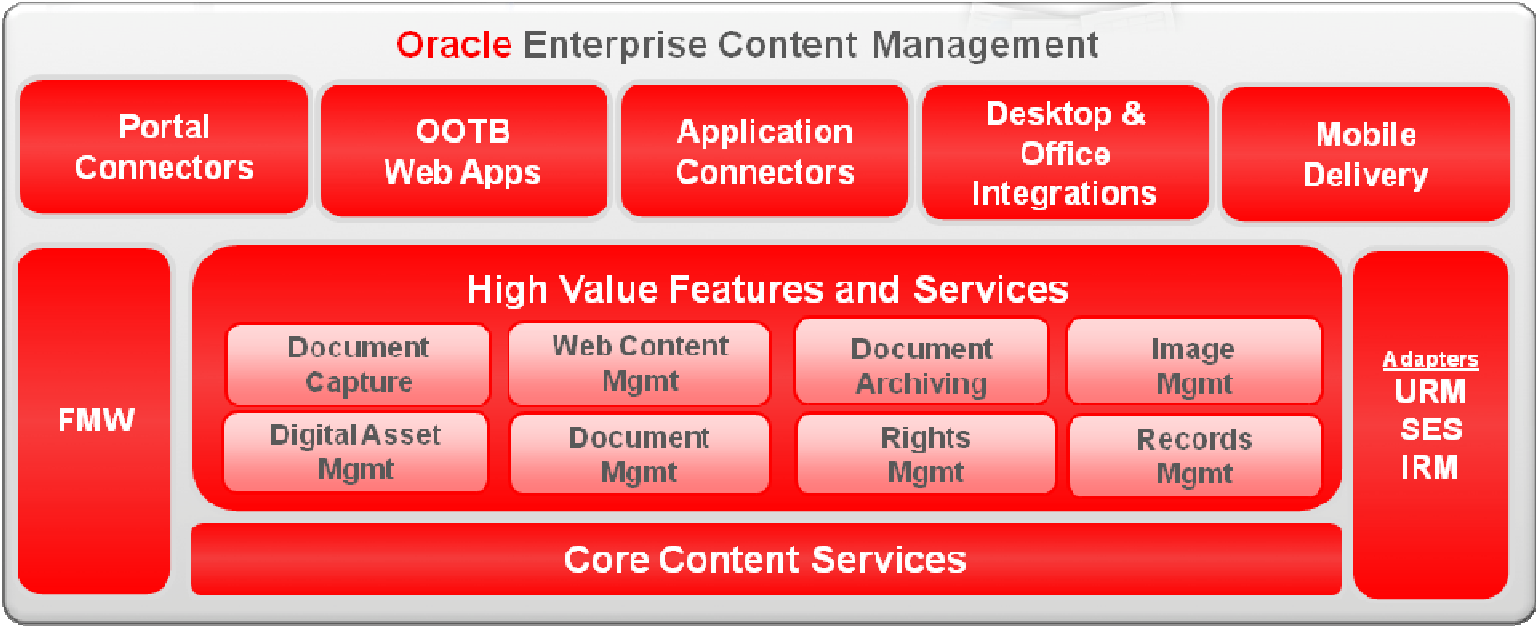


**Simple + Smart
@ Scale**



Oracle ECM

Simple = Unified and Comprehensive





Oracle ECM

Smart = Intelligence and Context



Oracle ECM

Smart = Intelligence and Context

The collage illustrates the Oracle ECM ecosystem through several key components:

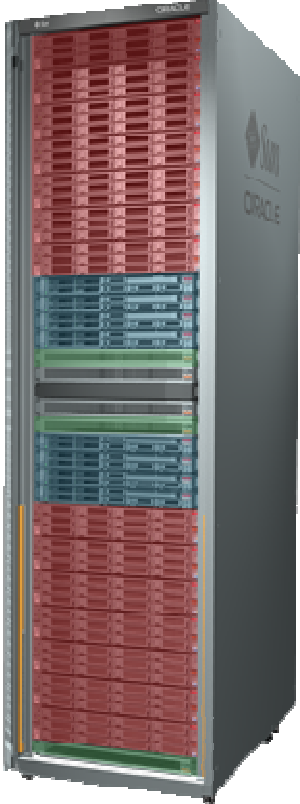
- Document Management:** A screenshot of the 'ORACLE Imaging and Process Management' interface shows a document titled 'application:media.egitika' with various management options like 'Complete Invoice', 'Request Information', and 'Duplicate Invoice'.
- Social Collaboration:** The 'ORACLE WebCenter' interface features a social feed where users like Jane Johnson and Paul Pedrazzi share content, such as a 'DESIGN SITE DETAILS' presentation.
- Workflow Management:** A 'Workflow Info' window displays details for 'Vijay Workflow Test 3', including revision history, author (sjsadm), and current step (slic1).
- Mobile Access:** A Samsung Juke smartphone is shown displaying a mobile version of the interface, highlighting the system's accessibility on various devices.
- Content Management:** A 'Save in:' dialog box shows a file structure with folders like 'Contribution Folders' and 'My Check-Out Content'.

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Oracle ECM

Scale = Extreme Performance and Manageability

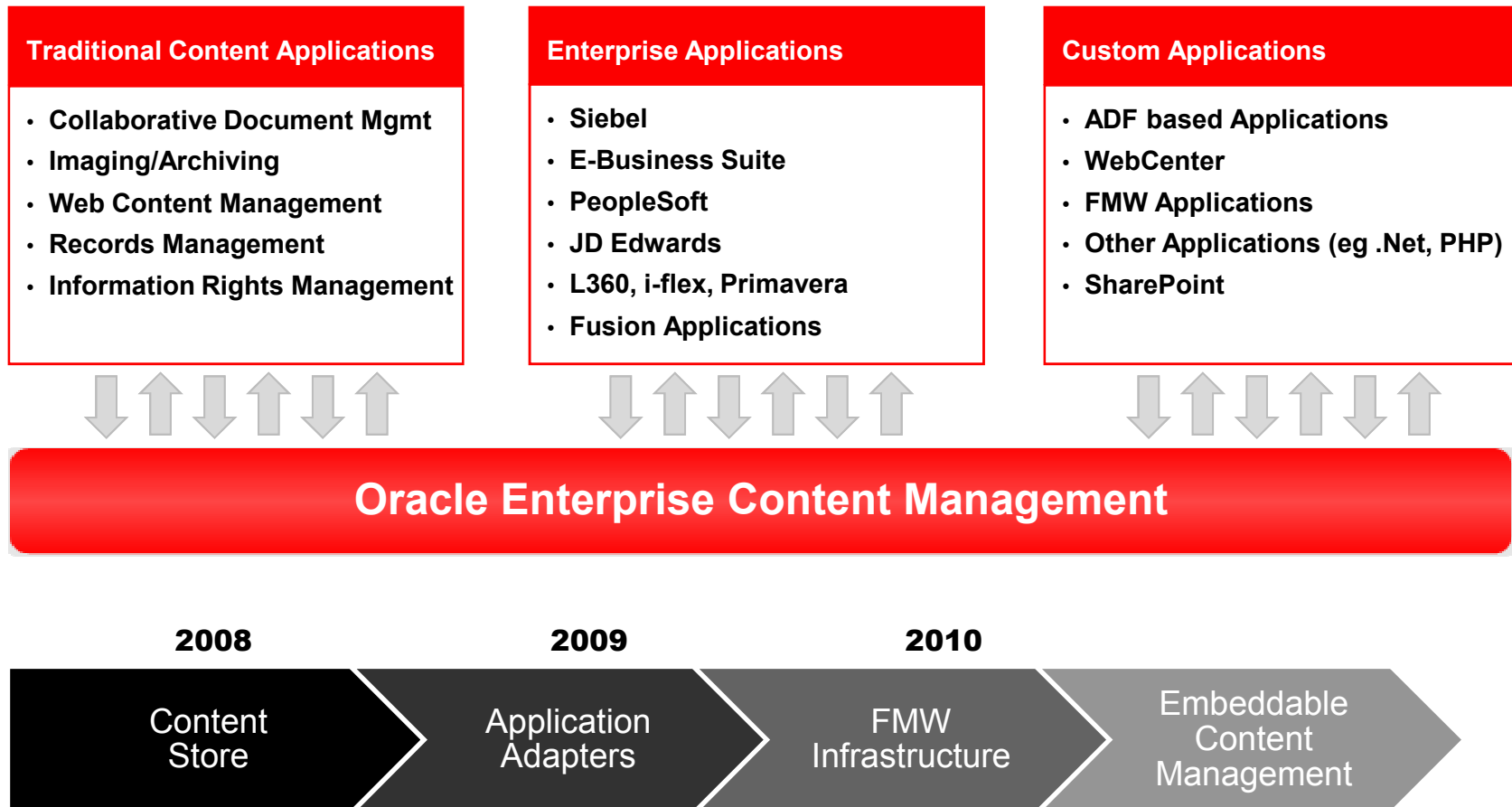




Oracle ECM Product Update

Ubiquitous Content Management

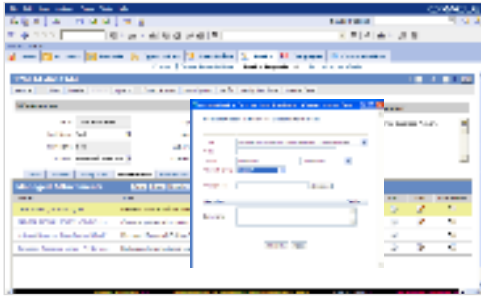
Oracle Content Management Roadmap



Content Management for Applications

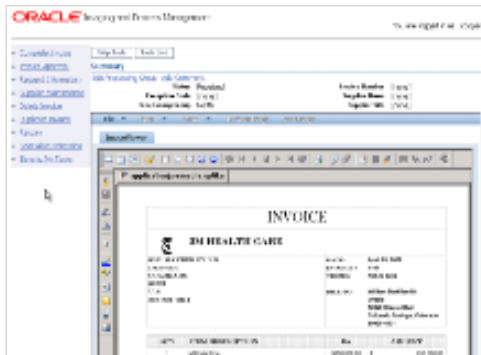
Productized integrations available today

- E-Business Suite 11.5.10+, 12.0.4+, 12.1.1+
- Siebel 7.8.2+, 8.0.0+, 8.1.1+
- PeopleSoft 8.9, 9.0, 9.1



Ad-hoc attachments

- Replace native document stores
- Enterprise class scalability and functionality
- Application content reuse



High volume document processing

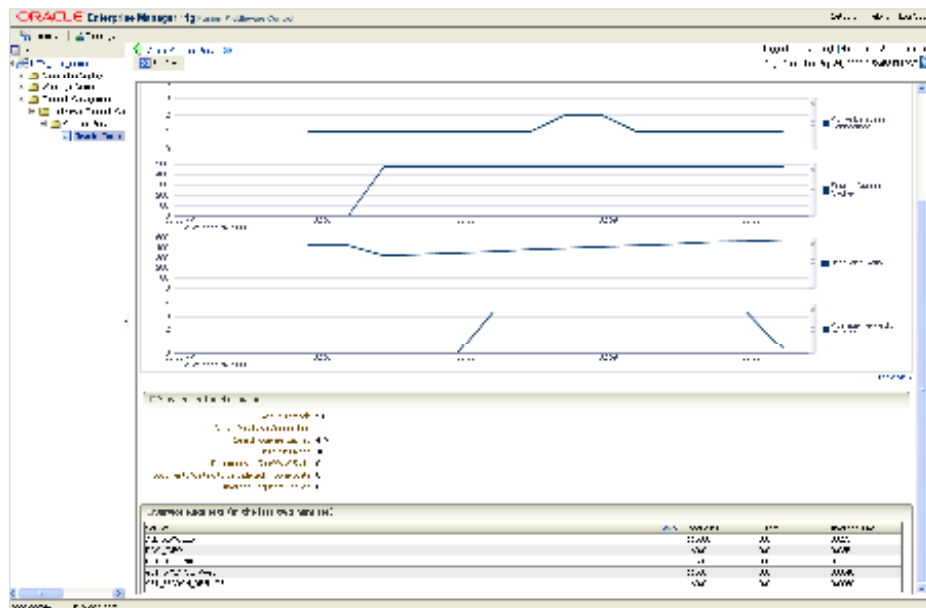
- Automating paper-based processes
- Accounts payable automation, time & expense management, order management
- Provide imaging, capture, and workflow
- New Oracle Forms Recognition

Enterprise Content Management 11g

Standard Infrastructure for Content Applications

WebLogic Server Infrastructure

- WLS infrastructure for J2EE support
- OPSS integration for across the board LDAP and OVD support
- Single Sign On integrations
- JMX infrastructure for MBeans support
- WLS infrastructure for Web Services
- Interfaces based on ADF 11g
- Globalization to 27 languages
- FMW standards for HA, security, diagnostics



Management

- Command line management with WLST
- Enterprise Manager support for
 - Server and configuration management
 - Performance management and metrics

Oracle Universal Installer

- Standard OUI and middleware config wizard
- RCU integration for schema management

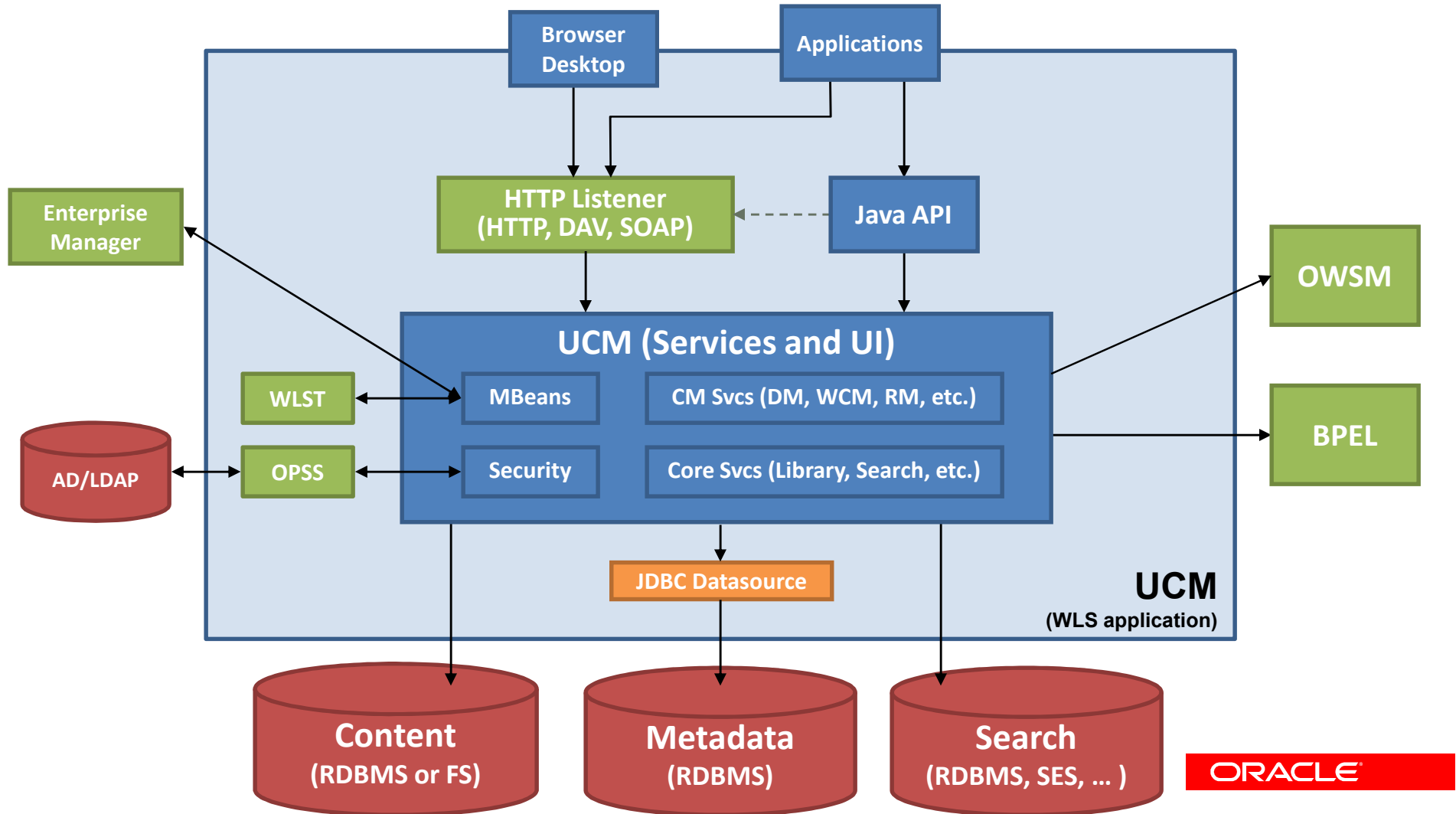
Leveraging other FMW products

- BPM Suite, BI Publisher, RTD, SES



Universal Content Management 11g

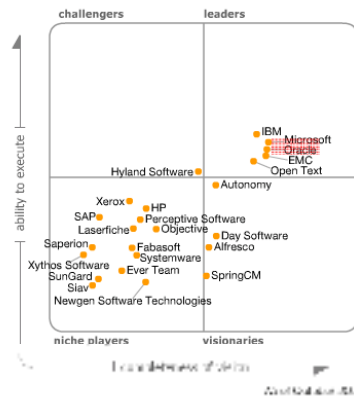
Leveraging Fusion Middleware



Analyst and Press Perspectives

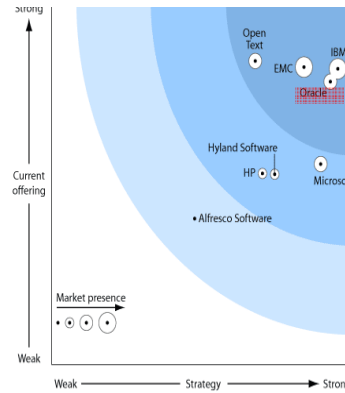
A Leadership Role

Gartner



Gartner ECM Magic Quadrant, Oct 2009

The Forrester Wave™
Smart data for smart decisions

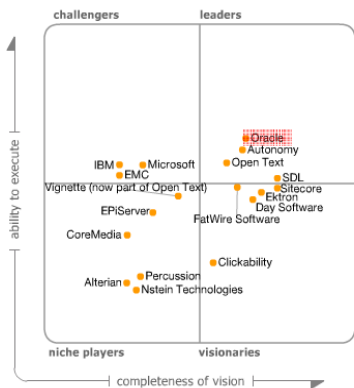


Forrester ECM Suites Wave, Nov 2009

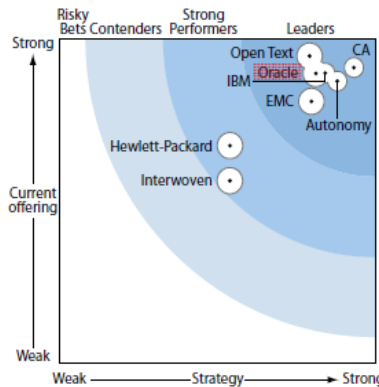
InfoWorld



InfoWorld Magazine, Feb 2008



Gartner WCM Magic Quadrant, Aug 2009



Forrester Record Management Wave, Q2 2009

Ringling the changes

Vodafone, the world's leading mobile telecommunications company, sought:

- To provide a single technology platform for all Vodafone websites worldwide
- Call centres, retail outlets all working from the same versions of unstructured data

Oracle's solution has delivered:

- Global Intranet
- Sealed Board Meeting Minutes
- Knowledge Base for Call Centres
- External Websites
- Vodafone OneBill



The background of the slide is a promotional poster for the movie Iron Man. It features the Iron Man helmet in the foreground on the left, with its glowing blue eyes. Behind it, the faces of the main characters are shown: Tony Stark (Robert Downey Jr.) at the top right, Obadiah Stane (Jeff Bridges) in the middle, Pepper Potts (Gwyneth Paltrow) on the right, and James Rhodes (Terrence Howard) at the bottom. The overall color scheme is dark with blue and red highlights.

It's marvellous

IRON MAN

05.02.08

Marvel Entertainment is one of the world's most prominent character-based entertainment companies. It is working with Oracle to optimize...

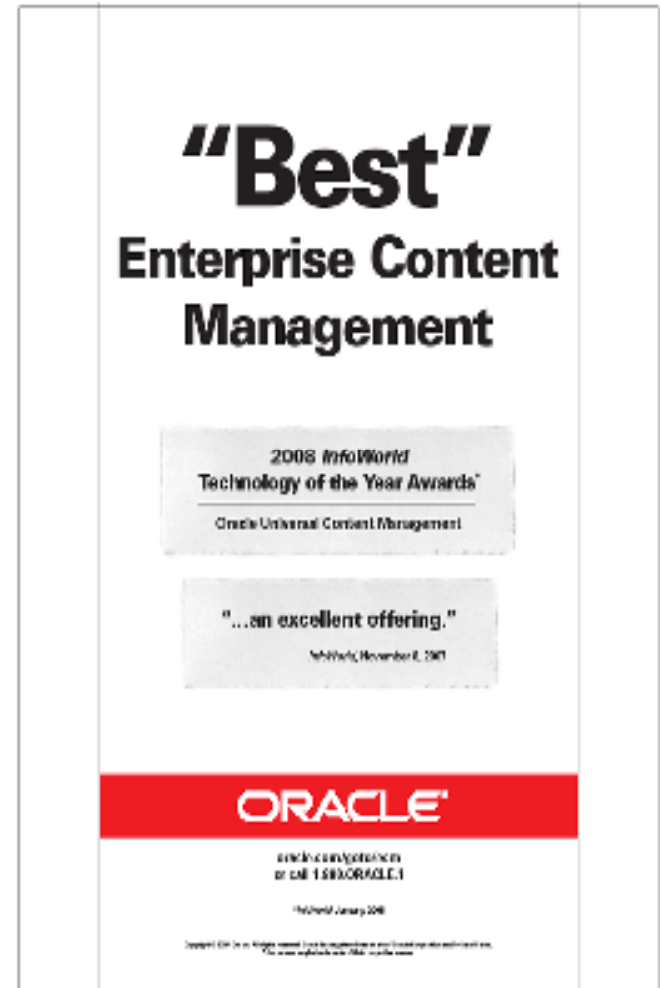
- Digital asset management for Licensing and Publishing divisions
- Workflow and collaboration for Production and Brand Assurance departments
- General document management for the enterprise.

MARVEL[®]

ORACLE[®]

“Best” Enterprise Content Management

- Broadest ECM Offering
 - Unified ECM
 - Web Content Management
 - Capture and Process Management
 - Federated Records Management
 - Information Rights Management
- Leveraging Fusion Middleware
- Highly Scalable Content Infrastructure
- Integrated into Oracle Applications, Middleware, Database, and Sun Storage



SOFTWARE. HARDWARE. COMPLETE.

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