

Oracle WebCenter Suite Statement of Direction

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INTRODUCTION

The key drivers for today's enterprises are business agility, control, and integration through standards. Business agility allows the flexibility to immediately react to changing market and/or organizational conditions to maximize revenue or minimize potential costs. Control provides the ability to guide and manage the more loosely connected business units required to achieve flexibility. Integration is required as new company acquisitions drive bottom line growth in many industries. The key is in balancing these somewhat conflicting needs. Too much flexibility leads to chaos. Too much control stifles innovation and stagnates the business. Lack of integration through standards forces technology lock-in and slows operational efficiency in deploying systems to enable new business processes.

In today's hyper-competitive global economy, the ability to be agile and respond to change is more important than ever before. Information and the interactions around it have become the key assets of most enterprises, and making correct decisions in shrinking cycle times is the defining operating characteristic of winning companies. This market imperative to access the right information and people at the right time has led to an increased interest in building a next-generation enterprise workplace – one that leverages Web 2.0 technologies and usage patterns to transition the enterprise to an Internet-powered, user-focused, and community-centric social fabric that ties together people, ideas, content, processes, systems, and other enterprise artifacts. Bringing Web 2.0 concepts to enterprises is about changing traditional business models and tapping into the creativity, intellect, and passion of every single employee, partner, and customer. It is about providing a collaborative environment that works to integrate all the different modes of communication and collaboration.

Oracle WebCenter Suite is an integrated set of products built on a standards-based, service-oriented architecture.

This is exactly the environment for which Oracle WebCenter Suite was designed. Oracle WebCenter Suite is an integrated set of products used to create social applications, enterprise portals, collaborative communities, composite applications, and Internet/Intranet web sites all built on a standards-based, service-oriented architecture. The suite combines the development of rich internet applications (RIAs) via dynamic user interface technologies, the flexibility and power of an integrated, multi-channel portal framework and a set of horizontal Enterprise 2.0 capabilities delivered as services that provide content, collaboration, presence and social networking capabilities. Oracle WebCenter Suite provides an open and extensible solution that allow users to interact with services like instant messaging, documents and content management, voice over IP, discussion forums, wikis, blogs and tagging directly from within the context of a portal or an application creating a more accessible and streamlined user experience. Oracle WebCenter Suite is also integrated with Oracle Universal Content Management and other Oracle Fusion

Middleware and Application solutions. Together, these tools and services empower end-users and IT to build and deploy next-generation collaborative applications and portals that take advantage of the creativity and intellect of every user and improve the productivity of key internal and external business processes.

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Oracle's UI strategy is to build the next versions of its business applications with the same open, standards based UI technology stack that is offered to its customers (that is, Oracle WebCenter Framework which is part of WebCenter Suite). Therefore, WebCenter Suite is a key to the development of Oracle Fusion Applications, the next generation of Oracle E-Business Suite, JD-Edwards, PeopleSoft, and Siebel applications. With WebCenter providing the next-generation UI, Oracle's Fusion Applications get a host of advanced capabilities to enrich user experience including:

- Embedded Web 2.0 functionality such as wikis, blogs and discussions
- Built-in collaborative workspaces
- Centralized content management and search
- Seamless portal enablement to aggregate content across applications
- Customization Services that dramatically simplify and speed patching and upgrading of these applications

This statement of direction summarizes Oracle's vision and provides a roadmap for the upcoming Oracle WebCenter Suite Release 11.

ORACLE'S OVERALL PORTAL PRODUCT STRATEGY

Maintain leadership through innovation and continued individual product enhancements that protect customers' investments, including no rip and replace or forced migration.

Integrate the different parts of the Portal portfolio through native APIs and standards-based, producer-consumer patterns to ensure backward capability and new capabilities for all existing portal customers.

Maximize engineering efforts by delivering shared infrastructure through common, standards based componentized services such as WebCenter Web 2.0 Services.

Provide significant new capabilities to augment your portal deployment with pre-integrated Enterprise Content Management, Web Content Management, Identity Management, Business Intelligence, Oracle Beehive, and other Oracle infrastructure components

Offer a product Suite (WebCenter Suite) that includes all of the portal products plus a common set of services to allow customers maximum flexibility in determining the feature set that is best for their situation.

Set a common direction for unified portal framework elements to meet the future needs of portal, middleware and application customers.

ORACLE WEBCENTER SUITE 10.1.3.2 (currently generally available)

Oracle WebCenter Suite 10gR3 consists of the following major components:

- WebCenter Framework – declarative Java Server Faces (JSF) based framework that enables embedding of AJAX-based components, portlets and content to create context-rich customizable portals and applications. WebCenter Framework is delivered as an extension to Oracle JDeveloper and supports many industry standards such as JCR 1.0, WSRP 2.0, JSR-168, etc.
- WebCenter Services - includes Web 2.0 services that can be embedded directly into existing portals or web applications. Services include discussion forums, wikis, blogs, content management, search, presence, REST-based application integration, usage analytics, and BPEL-based workflow.
- WebCenter Interaction – a set of products formerly known as BEA AquaLogic User Interaction that can be used to deploy configuration-oriented solutions such as collaborative communities, employee portals and Intranets. These features are designed for diverse platforms with native support for .NET and Java environments and provide a range of capabilities from integration services to Microsoft SharePoint integration for knowledge workers. For more details, please see the Oracle WebCenter Interaction Statement of Direction.
- WebLogic Portal - delivers a leading enterprise-class Java portal with federation, publication, and syndication capabilities that include bidirectional integration with other portals and Web applications. This solution includes Web-based configuration tools, content publication wizards, and other run time tools enable distributed portal management and is ideally suited for deploying Extranets, Internet sites and high-transactional websites. For more details, please see the Oracle WebLogic Portal Statement of Direction.
- Additional Value-added Components – WebCenter Suite also includes restricted use licenses of select Oracle Fusion Middleware components such as Content Server, Secure Enterprise Search and Presence/Communications Services that can be deployed as part of a WebCenter Suite deployment.
- WebCenter AnyWhere – a robust set of wireless services that provides multi-channel delivery and enables users to connect and work with WebCenter Framework applications from any connected device including desktop, mobile voice, mobile messaging and mobile applications.

For a full list of the 10.1.3.2 features, please refer to the 10.1.3.2 technical white paper available from OTN:

http://www.oracle.com/technology/products/webcenter/pdf/owcs_10132_tech_wp.pdf

ORACLE WEBCENTER SUITE RELEASE 11

Oracle WebCenter Suite Release 11 is expected to continue to support the goals of WebCenter Suite 10gR3 and expand further with features focused on improving productivity for both technical developers and business users. The main new capabilities planned for release 11 are:

- Extending the existing WebCenter framework with richer design-time capabilities, flexible storage of application metadata, runtime page APIs, more secure application development and easier deployment and management.
- Broadening the set of WebCenter Services to include advanced social network building and relationship features as well as personal productivity services that aggregate and contextualize an individual's activities, worklists, email and other personal content.
- Expanding the integration options for WebCenter Services to include REST and SOAP APIs to provide rapid UI assembly when using WebCenter Suite (including WebCenter Interaction, WebLogic Portal and WebCenter Spaces), particularly in heterogeneous development environments (e.g. Java, .NET, Ruby on Rails, PHP).
- Supporting business users by expanding the development platform with a declarative, browser-based tool, called WebCenter Composer, for extending and customizing JSF-based applications, portals and social sites.
- Creating an out-of-the-box social networking solution, called WebCenter Spaces, which leverages WebCenter Framework and WebCenter Services and enables end-user driven, next-generation community creation and management for increased collaboration and productivity.
- Release 11 is also expected to include many new features for WebCenter Interaction and WebLogic Portal including expanded standards support, richer Web 2.0 services and increased interoperability with Oracle Fusion Middleware and Applications. For specific details, please see the Statements of Direction for WebCenter Interaction and WebLogic Portal.

The rest of this document focuses on the expected new 11g features for the WebCenter Framework, WebCenter Services and WebCenter Anywhere components of WebCenter Suite.

EXTENDING THE WEBCENTER FRAMEWORK

Release 11 is expected to build on top of what was delivered in the 10g Release 3 by extending the WebCenter Framework with new capabilities.

Richer Design-time Capabilities

New capabilities are expected to be added to JDeveloper to help build richer user interactions more productively: rich client JSF View components, Task Flow components for reusable UI services and Resource Catalogs for easier developer reuse.

Flexible Storage of Application Metadata

Customizations applied to a WebCenter Framework application are expected to be saved to a metadata repository, Oracle's Metadata Services (MDS). Release 11 is expected to extend the metadata store to be file- or database-enabled for increased scalability and resilience.

Runtime Page Management APIs

WebCenter Composer is expected to provide APIs that enable developers of custom WebCenter Framework applications to create new pages, maintain page metadata and remove pages, all from a running application.

Secure Application Development

Integration into the new Application Server Release 11 Java Security Platform is expected to allow WebCenter Framework-based applications to support identity propagation for WSRP, through integration with the Oracle Web Services Manager (OWSM), and the ability to utilize a centralized store for sensitive information, such as credentials, via integration with the Credential Store Framework. Release 11 is also expected to integrate with Oracle Access Manager to provide seamless Single Sign-On between different WebCenter components and external applications.

Easier Deployment and Management

The deployment and management of applications is expected to be made easier in 11g through single packaging of code and metadata, more in-depth resource metrics reporting and integration with Enterprise Manager for easier staging lifecycle deployment.



Figure 1: Enterprise Manager Tracking WebCenter Application Performance Metrics

BROADENING WEBCENTER WEB 2.0 SERVICES

WebCenter Services Release 11 is expected to extend the number and range of Web 2.0 services to provide a complete set of leading enterprise-class services for social networking, team collaboration and personal productivity.

WebCenter Services Release 11 is expected to extend the number and range of Web 2.0 services to provide a complete set of leading enterprise-class services for social networking, team collaboration and personal productivity. These services are expected to be delivered as a set of reusable out-of-the-box components that are designed for use within a custom application and the services themselves can be customized and extended to provide an exact fit for application requirements through initial design and upgrade cycles. The level of integration is unique and compelling and allows the services to be accessible in the context of a task or business flow. Each service is designed for the enterprise and expected to adhere to a 1) Consistent security model across all services; 2) Set of standardized framework extensions including lifecycle, provisioning and search; 3) Standards-based UI for Web 2.0 services; 4) REST and SOAP APIs for flexible integration

Oracle WebCenter Services 11g is expected to provide key social networking capabilities to enable tagging, links, page sharing and social network creation. WebCenter Services 11g is also expected to provide a set of personal productivity services designed to interface with standard personal productivity tools such as email.

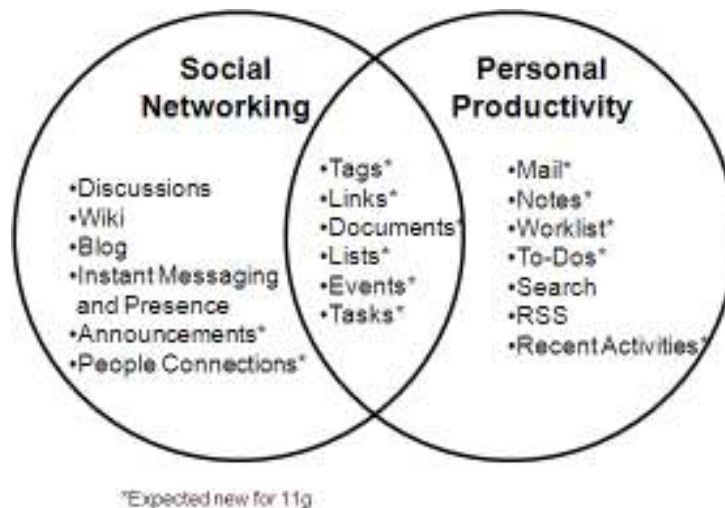


Figure 2: Enterprise-Ready Web 2.0 Services Expected in 11g WebCenter Services

ORACLE WEBCENTER COMPOSER

WebCenter Composer is expected to be a new declarative, browser-based platform that is expected to enable both developers and business users to extend and customize applications. A major benefit of WebCenter Composer is that knowledge workers can be expected to easily create, share, and personalize pages in the running application via a drag-and-drop UI and starting templates. Developers are also expected to be able to use the page editor components provided in JDeveloper to build and modify their applications

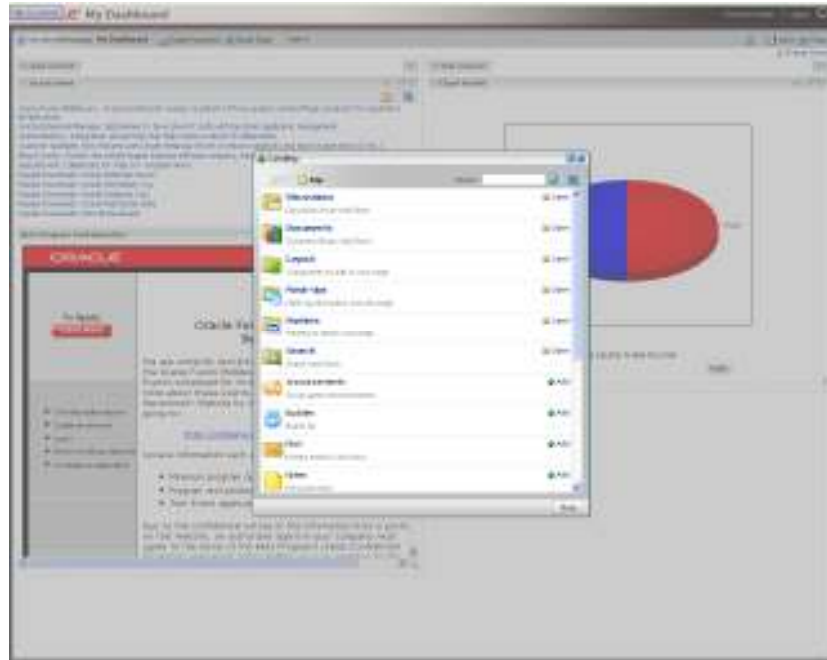


Figure 3: WebCenter Composer

ORACLE WEBCENTER SPACES

WebCenter Spaces is expected to be a self-service solution designed for business users to manage group interactions and individual working environments.

WebCenter Spaces is a new, out-of-the-box social networking application that is expected to integrate functionality from the WebCenter Framework, Services, and Composer in a configurable work environment that enables individuals and groups to work and collaborate more effectively. The Spaces application is expected to be a self-service solution designed for business users to manage group interactions (Group Spaces) and individual working environments (Personal Spaces). WebCenter Spaces is also expected to provide extensive Microsoft Office desktop integration capabilities.

Group Spaces is expected to provide Web-based collaborative workspace for people to work together more effectively. Group spaces are expected to address use cases ranging from small project groups targeted on a specific short term deliverable to larger, enterprise-wide groups of people who share a common topic of interest and want to interact and share information on an ongoing basis as a

community. With built-in templates and a drag-and-drop UI, Group Spaces is expected to enable non-technical users to share information and collaborate by easily creating a common workspace and allowing group members to interact across a broad range of activities including sharing documents, contributing to wikis, joining discussions, managing to-do lists, viewing dashboards and managing workflows from business applications.

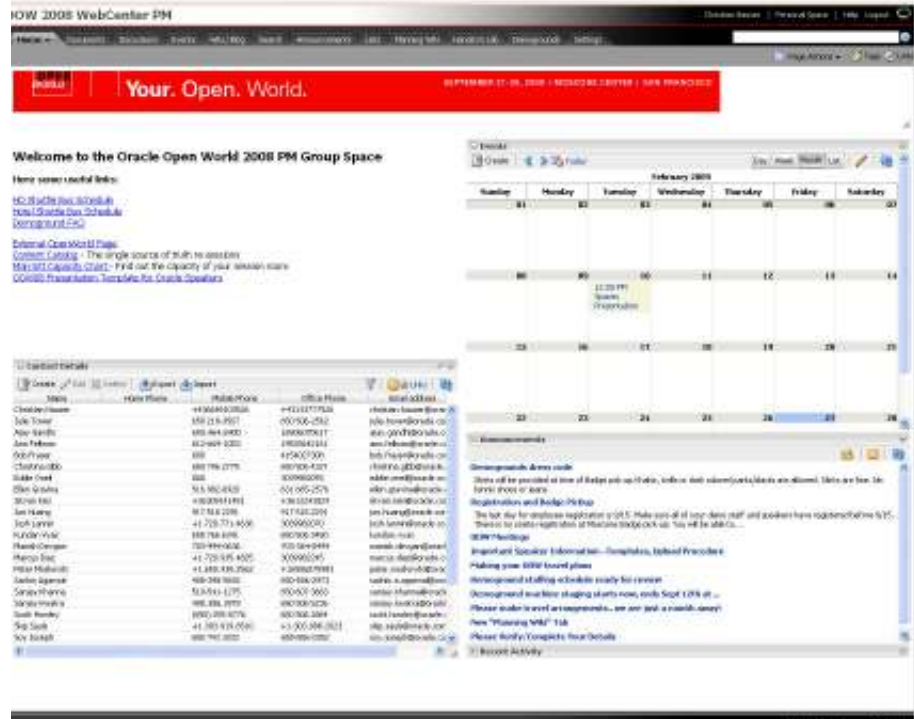


Figure 4: WebCenter GroupSpaces

WebCenter Spaces is also expected to offer extensive Microsoft Office desktop integration using a built-in Office 2007 Sidebar component.

A Personal Space is an out-of-the-box working environments that is expected to enable individuals to organize and manage all the information they need in their day-to-day role. A full set of administration, customization, personalization and extensibility features are expected to be included such as a Sidebar that shows tasks that require immediate attention, recent emails, saved searches, important documents, external applications, presence information of team members, events, discussions, and much more. Many of these services are expected to be used to interact with Oracle Beehive directly so that users can interact with their Beehive email directly from WebCenter.

WebCenter Spaces is also expected to offer extensive Microsoft Office desktop integration using a built-in Office 2007 Sidebar component. From within Spaces, users can expect to add/remove content from the Office Sidebar and preview content to be displayed in Office 2007. WebCenter 11g is also expected to include a menu plug-in for Office 2007 that allows in-place insertion of WebCenter Spaces content so that content from a Group Space or Personal Space is displayed in

context with Office 2007 documents using the metadata linking capabilities in WebCenter 11g. Additionally, there is expected to be complete WebDav support for Windows file-based desktop integration for Spaces and any WebCenter custom application.

ORACLE WEBCENTER INTERACTION 11g

WebCenter Interaction 11g is the next planned release under development and is expected to include new Enterprise 2.0 capabilities that extend its collaborative environment from 10gR3 in order to improve knowledge management, communication and teamwork. Furthermore, UI and user experience features introduced in WCI 10gR3 are expected to be enhanced in 11g. WCI 11g is also expected to include improved standards support to better integrate both with Oracle products such as Oracle Universal Content Management and with additional enterprise-class applications and services. Finally, WCI 11g is expected to consolidate many of its underlying services to better leverage existing Oracle technology to enhance deployment. For more details please see the Oracle WebCenter Interaction Statement of Direction.

ORACLE WEBLOGIC PORTAL 11g

WebLogic Portal 11g will focus on a set of feature enhancements, increased standards support and improved interoperability with other WebCenter Suite components. One of the major feature areas expected under development is to provide additional support for portal industry standards such as JSR 286, JSR301 and WSRP 2.0 which helps ensure the protection of customers' investments in WebLogic Portal. As well, the innovative Dynamic Visitor Tools functionality introduced in WebLogic Portal 10.2 is expected to be productized in future releases to meet the needs of customers with its drag-and-drop page customization features. In addition, Oracle WebLogic Portal development is expected to work on providing best-in-class interoperability with Oracle Universal Content Management and Oracle WebCenter Suite components (particularly WebCenter Framework and WebCenter Services) enabling customers to build and share portlets, content, and other information between the two environments. For more details please see the Oracle WebLogic Portal Statement of Direction.

CONCLUSION

Oracle WebCenter Suite allows new classes of user interaction applications to be created and is also the same technology being used for Oracle Fusion Applications, the next generation of Oracle's packaged applications.

As organizations continually reinvent themselves and strive for higher levels of efficiency and productivity, the demands on the information worker are constantly increasing. To meet these ever growing and changing demands, the information worker needs a more flexible and productive work environment. This new environment must be role and task- focused so that all elements of a task for a given process are provided directly in context for the user. Collaboration and communication tools must also be directly integrated into these task-oriented applications, because people frequently need to work together to complete a given task. Additionally, the work environment must go beyond the browser to include all the desktop tools and mobile devices needed by the users. Perhaps most importantly, information workers must have the ability to tailor and evolve the environment based on their own preferences and the needs of their organization.

These requirements are exactly what Oracle WebCenter Suite was designed to address. Oracle WebCenter Suite provides a standards based, robust, and flexible framework (WebCenter Framework), a new set of highly productive tools (WebCenter Composer), and a complete set of pre-built applications (WebCenter Spaces), processes, and Web 2.0 services (WebCenter Services) with which to work.

Oracle WebCenter Suite allows new classes of user interaction applications to be created; the WebCenter Framework is also the same technology that is being used for Oracle Fusion Applications, the next generation of Oracle's packaged applications, and is therefore highly strategic to Oracle's direction going forward.

The result is that with WebCenter Suite, Oracle is providing its customers with an industry-leading set of application tools, technologies and frameworks to rapidly and cost-effectively build a variety of enterprise solutions from SOA-based composite applications to intranets/extranets and social networking applications.

Purpose

This document provides an overview of features and enhancements included in release 11g. It is intended solely to help you assess the business benefits of upgrading to 11g and planning for the implementation and upgrade of the product features described.

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Due to the nature of the product architecture, it may not be possible to safely include all features described in this document without risking significant destabilization of the code.



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