Improve Productivity & Increase Efficiency with Self-Service Portals

Oracle WebCenter Portal Customers in Action
Self-service is now the channel of choice for today's consumers, and self-service Websites have become an integral element of a Web user's interaction with organizations they do business with. Whether they are customers, partners, or employees – these users expect to interact with the organization from the Web anytime, anywhere, and from any device. And they expect a self-service portal that provides a convenient way to post service issues, place new orders, or view their order histories. A self-service portal lets you stay open for business 24/7 around the world and delivers a high-quality, high-touch experience for customers, employees and partners.

Oracle WebCenter Portal is a Web platform that allows organizations to quickly and easily create intranets, extranets, composite applications, and self-service portals, providing users a more secure and efficient way of consuming information and interacting with applications, processes, and other users.

We invite you to take a look at these various customer success stories and learn for yourself how Oracle WebCenter Portal has helped some of the world's leading companies create self-service portals that improve productivity and increase efficiency.
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“Without our GeoSpace portal, developed using Oracle solutions, 70 government agencies would need to spend a total of US$9 million on application development and US$2.5 million in annual maintenance to enjoy the data sharing capabilities and benefits that this portal offers.”

Chan Chin Wai, CIO, Singapore Land Authority.

The Singapore Land Authority Saves US$11.5 Million in Application Costs for 70 Government Agencies Through Geospatial Data Sharing

The Singapore Land Authority (SLA) is a statutory board under Singapore’s Ministry of Law. SLA’s key business functions include managing government-owned land and buildings, land sales and leases, acquisitions, and allocations. The authority is the leading geospatial agency in Singapore, and it hosts the national geospatial information database.

Using Oracle’s internet, database, and middleware technologies, SLA developed GeoSpace, a portal that provides powerful integrated data and metadata searches for textual and spatial data. The portal enables more than 70 agencies in Singapore to discover, share, and analyze over 360 layers of geospatial data provided by 34 government departments, saving a total of US$9 million in application development costs and US$2.5 million in annual system maintenance costs.

THE NEED FOR INTEGRATED GEOSPATIAL DATA

Government agencies, such as the Land Transport Authority, Urban Redevelopment Authority, and Health Promotion Board, rely on accurate, current geospatial data to allocate and manage land and provide the best possible amenities to the public. Between 2001 and early 2011, SLA used its land information exchange network (LandNet) system to share land data between departments.

Although LandNet served its purpose by providing Web-based access to a central repository of geospatial data, it lacked a fully functional service-oriented architecture (SOA), needed for the capability to decentralize access to Web-based data and metadata-based search and evaluation.
“For Singapore public agencies to make better decisions on planning, operations, and service delivery, we needed to enhance the geospatial information's potential by linking and integrating geospatial and textual data from various sources,” said Ng Siau Yong, director, geospatial division, Singapore Land Authority. “This would allow it to be quickly discovered, evaluated, assessed, and analyzed by multiple government agencies.”

REALIZING THE VISION OF COLLABORATIVE GOVERNMENT

In 2009, the SLA established the Singapore Geospatial Collaborative Environment (SG-SPACE), a national collaborative initiative to create and sustain an environment where geospatial data, policies, and technologies are integrated to foster innovation and knowledge, and share geospatial data between government, businesses, and the community.

The underlying technical platform supporting this operation is GeoSpace, a portal that provides powerful integrated data and metadata searches for textual and spatial data. The portal enables 70 agencies in Singapore to discover, share, and analyze more than 360 layers of geospatial data provided by 34 government departments. This data includes maps and other documents that define geographic locations or objects and their boundaries.

The Web-based application—which integrates with geographic information systems (GIS)—enables staff at these agencies to analyze population figures, types of terrain, and other land-related information to provide graphically richer and more comprehensive transport, health, and infrastructure services to the people of Singapore.

SLA developed GeoSpace using Oracle WebCenter Portal 11g to create the portal, harvest metadata, and provide a framework to enable online discussion forums over a real-time, map-based collaboration platform. Oracle WebLogic Server 11g is used as the application server.

Oracle SOA Suite 11g, Oracle Service Registry 11g, and Oracle Service Bus 11g, were used to register and provide SOA capabilities for geospatial services and modular applications programming interfaces (APIs), such as creating a system for registering and consuming map and geospatial processing services. This architecture, powered by Oracle Service Bus 11g, enabled the integration of heterogeneous services in a seamless manner, and offered standard features, such as reusability, governance, monitoring, auditing, and reporting of all data services and APIs.

GeoSpace is the first portal of its kind to provide one-stop search for spatial and nonspatial data. The portal is linked with the Singaporean government’s textual data repository—which mainly contains structured textual data, such as national statistics, survey results, and socio-economic information—using a customized Oracle Database and Google Search appliance to provide powerful geospatial and location search capabilities.
The portal could also enable officers from different Singapore government agencies to create online forums and discuss common issues using a map-based collaboration application. Further, it could offer online and offline data modeling capabilities that would enable government officers across the 70 agencies to generate different views of geospatial data, and integrate data, such as field photographs, textual information, satellite imagery, and sensory data, from other sources.

“GeoSpace plays a part in helping realize Singapore’s vision of an integrated government, by enabling agencies to share data, processes, and systems to deliver innovative services to the public,” added Ng.

**IMPROVING SERVICE, CUTTING COSTS WITH INNOVATIVE WEB APPLICATIONS**

SOA—created using Oracle solutions—provides government agencies with reusable GeoSpace data services, tools, and APIs to reduce the time and cost of delivering new services and applications, and it helps avoid duplicating tasks.

The geospatial cloud capability offered by GeoSpace helps government agencies avoid capital expenditure to establish a GIS infrastructure for building their own geospatial applications. They can consume geospatial data and application services directly from GeoSpace to rapidly develop internal systems with minimum cost and effort.

“Without GeoSpace, 70 government agencies would need to spend a total of US$9 million in application development costs and US$2.5 million in annual maintenance costs to enjoy the data sharing capabilities and benefits that this portal offers,” said Chan Chin Wai, CIO, Singapore Land Authority.

“We can make changes to applications 30% faster than previously, due to GeoSpace’s robust SOA framework. In addition, we have eliminated data duplication and reduced storage costs by around 60% (US$1.2 million) by implementing rules—such as a ‘data service format matrix’, which enables an automatic refresh and publication of data services according to preset rules to ensure information is only created once and can be used multiple times.”

SLA and other agencies have created several innovative applications using the GeoSpace system as a foundation. The OneMap portal, for example, enables citizens in Singapore to use maps to discover bus routes, find property prices by area, search for emergency services, and even identify the best areas for bird watching.

Another application from Singapore’s National Environmental Agency is helping Singapore fight dengue fever by disseminating near-real-time data on infection clusters.

“These applications not only help improve the productivity and efficiency of public officers, they offer insight and spatial analytics that enable them to make more informed decisions and better serve the people of Singapore,” said Ng.
REDUCING TIME AND EFFORT REQUIRED TO SHARE RELEVANT DATA
GeoSpace makes it easy for agencies to share spatial data, such as maps, and nonspatial data—such as documents and images—by providing several customized, Web-based geocoding and data modeling tools. This helps reduce the cost of publishing and consuming data shared using GeoSpace.

Agencies also use integrated tools to prepare and package geospatial and textual data before sharing it with other agencies. In addition, information is always up-to-date because it is updated daily, rather than quarterly, as with the previous system.

The number of government departments providing spatial and nonspatial information online has jumped from 14 to 34 since the SLA introduced GeoSpace, an increase of 142%. GeoSpace has also encouraged 1,500 agency staff to use the portal, up from the 363 staff sharing information before the solution was deployed.

FUTURE PLANS
GeoSpace is an important part of the Singapore Government’s ‘iGov 2015’ plan to improve electronic service delivery to citizens. It also forms a major part of the foundation for Singapore’s National IT Master Plan, to improve all central IT services and applications managed by government.

“Government agencies have started building their own geospatial systems using GeoSpace’s APIs and Web services,” said Chan. “These include applications, such as a slope analyzer, time series analyzer, and site suitability analyzer.”

CHALLENGES
• Eliminate duplication of geospatial data—such as maps, and documents that define geographic locations—and nongeospatial data, such as textual documents and images, across government agencies in Singapore
• Unlock vast amounts of geospatial data by linking and integrating data from various government departments and other sources, so it can be discovered, evaluated, and assessed by multiple agencies
• Enable 70 government agencies to share and analyze geospatial and nongeospatial data
• Develop innovative Web-based applications that improve services that the government provides to Singaporeans
SOLUTIONS

• Enabled 70 government agencies in Singapore to discover, share, and analyze more than 360 layers of geospatial data provided by 34 government departments

• Saved government agencies a total of US$9 million in application development costs and US$2.5 million in annual maintenance costs, by deploying SOA to take advantage of reusable data

• Enabled agencies to make changes to applications 30% faster than before due to GeoSpace’s robust SOA framework

• Cut storage costs by 60% and eliminated data duplication, by implementing rules to ensure spatial information in GeoSpace is only created once and can be used multiple times

• Ensured up-to-date geospatial information is always available for agency staff to analyze, by updating it daily rather than quarterly

• Increased the number of government departments in Singapore providing online spatial and nonspatial information from 14 to 34, an increase of 142%

• Encouraged 1,500 agency staff to use the portal by improving data sharing, compared to 363 staff sharing data before the solution was deployed

• Reduced the cost of publishing and consuming geospatial data and nongeospatial data, and made it easier to share across multiple agencies, by using customized, integrated, Web-based geocoding and data-modeling tools

• Improved productivity, served the Singaporean public more effectively, and enabled staff to make better informed decisions by developing richer and innovative Web services

• Allowed different government officers to potentially collaborate and work more effectively by discussing common issues through online forums

• Provided online and offline data modeling capabilities that could enable government officers to generate different views of geospatial data and integrate data from other sources
WHY ORACLE

The SLA’s initial LandNet solution was the first geospatial system in the world to use Oracle Database with Real Application Clusters, which enabled the agency to deploy a single Oracle Database across pools of servers to provide protection from unplanned server outages.

As GeoSpace potentially needed to serve hundreds of data services and thousands of tools and API services used by several agency applications, adequate monitoring, faster service response, and high service availability were critical to its success. SLA decided to remain with Oracle technologies as it could see Oracle Service Bus 11g offered the reliable infrastructure it required.

The authority then chose Oracle WebLogic Server 11g as a stable application that can quickly adapt to and support potential changes in GeoSpace. It chose Oracle WebCenter 11g, as it was imperative that GeoSpace was highly integrated with the rest of the architectural components but still provided social-media-style collaboration and portal features, such as real-time, map-based communication, discussion forums, and document sharing.
“We chose Oracle WebCenter Portal over products from other vendors, such as Microsoft, for Oracle’s superior security, simple architecture, and integrated technology stack that costs less and delivers more than competitors’ offerings. By automating our human resource processes, we saved 100 work hours per week, accelerated contract processing by 100%, improved our customer experience, and delivered service excellence.”

Jonathan Knowles, Executive Director, Technology & Innovation, Entity Solutions.

Entity Solutions Gains Competitive Advantages, Saves 100 Work Hours per Week, Processes Contracts 100% Faster, and Improves Customer Experience

Entity Solutions is one of Australia’s leading workforce management service organizations. The company provides holistic engagement, management, and value-added services for white collar contractors (also referred to as independent professionals and independent contractors) and the organizations employing them. It also offers migration, back office, business establishment, and management services. Entity Solutions serves more than 400 corporate organizations, recruitment agencies, and more than 2,500 independent contractors.

Entity Solutions’ core, brand value and competitor differentiator is service excellence. To continue to lead its competitors in delivering advanced workforce solutions, it strives to provide individualized and streamlined core support services. Entity Solutions decided to automate its human resources (HR) capabilities to support individual independent contractors and meet corporate expectations for secure, online workforce management. It also wanted to improve its customer experience and operating efficiency by consolidating in-house administrative functions and adopting online processes.

By implementing Oracle WebCenter Portal, Oracle WebCenter Content, Oracle Application Development Framework, and Oracle SOA Suite, Entity Solutions delivered a customized online portal to transact, communicate, and share information easily and quickly with its customers. It saved 100 work hours per week by automating manual HR processes, accelerated contract processing and new employee induction time by 100%, reduced paper and printing costs by 30%, improved the user experience, delivered better services, and maintained its leadership position and competitive advantage in the recruitment and contractor services markets.
ESTABLISHES ENTITY ONLINE, ENGAGES 90% CUSTOMERS IN 12 MONTHS

Entity Solutions implemented Oracle WebCenter Portal to provide an online portal called Entity Online for its corporate customers and independent contractors. The new portal delivers a scalable, efficient, and user-friendly service that enables corporate clients and independent contractors to communicate and transact through an online channel, rather than over the phone, by fax, or in person. The portal also provides intuitive online management capabilities and improves user experience and services provided to both client groups.

For example, customers can download a blank timesheet and fill out the details, such as work hours or allowances, and upload the timesheet through the portal. The customer can also update or change details online, such as new pay rates or effective dates. The updated information is validated through the portal and then transferred into Entity’s back-office systems for payroll processing.

In the first 12 months following deployment, 90% of customers—2,000 individuals—signed onto the portal, and actively used its functionality. Entity Solutions also implemented Oracle SOA Suite to seamlessly integrate the portal with several back-office systems such as customer relationship management (CRM), payroll, and invoicing, and enable real-time update of the information in the systems. It significantly improved workflow management, data integrity, and operating efficiency.

“As a leader in professional contracting services, we want our workforce solutions to be the best, the easiest to use, and the most time efficient and user-friendly for our customers,” said Jonathan Knowles, executive director, Entity Solutions. “Through Oracle WebCenter functionality, we now have a superior online portal that helps us attract and retain high quality professionals.”

IMPROVES BUSINESS EFFICIENCY AND REDUCES COSTS

Through the Entity Online portal, Entity Solutions automated several previously manual HR processes, such as new contract execution, pay slip distribution, contract extension, and expense claims. It enabled Entity Solutions to streamline communication processes, improve business efficiency and customer service, and reduce costs.

“Our clients can choose to receive broadcast messages via e-mail or SMS,” said Knowles. “For example, independent contractors receive an automated message about successful payroll delivery when we finish our pay run. Entity Online enables us to track processing and delivery of these services, and provides better services to corporate customers and independent contractors.”
“Bringing new independent contractors onboard is also much quicker and costs less. We have improved the contract and induction processes by 100% by bringing it online. While we have had strong growth over last 18 months, we haven’t needed to increase staff. In fact, we automated most of our administrative workload, so we have been able to lower our headcount by consolidating five administrative branches into one national operations team.”

REDUCES PAPER AND PRINTING COSTS BY 30%
Entity Solutions has moved core business processes online and makes all forms, internal policies and tax information and regulations available on the portal. As a result, the company has cut printing and paper costs by 30% and reduced its environmental footprint. “Instead of printing contracts, putting them in the mail, manually tracking them, and waiting for them to be returned, we simply upload them to the online portal. We track contract progress online, and engage with the contractor if necessary. When the contract is executed, it is uploaded and stored online,” Knowles said.

GAINS SECURE CORPORATE PORTAL AND DELIVERS MORE ACCURATE REPORTS
Entity Solutions can now provide up-to-date and accurate reports for its corporate customers through dashboard functionality, and meet growing demand from corporate customers for a secure, online reporting channel.

Twelve corporate clients have adopted the Entity Online portal, enabling them to generate reports and integrate these into their own systems. For example, clients can see the summary report for individual payments made independent contractors or to staff managed by Entity Solutions through the reporting dashboard.

Oracle WebCenter Portal’s advanced security functionality also enabled Entity Solutions to gain a competitive advantage in winning new business, by withstanding vigorous external IT assessment and scrutiny.

“We can now show our customers, especially tier-one corporate clients, that our data is secure, particularly as it is sent over a secure portal. They can confidently use the system for planning and budgeting, and gain a holistic view of their workforce. It’s a significant win for us and something we promote within tenders to attract large-scale corporate customers,” Knowles said.
GAINS COMPLETE CONTENT MANAGEMENT CAPABILITIES, IMPROVES STAFF PRODUCTIVITY

Entity Solutions also implemented Oracle WebCenter Content to store and publish documents, policies, and procedures that are relevant to the services provided to its customers. It delivers the content, such as contractor hiring policies, securely to Entity Online and enables the company to publish the content any time.

All 82 Entity Solutions staff can now easily access and manage the content in the portal through internal workspaces, improving the speed to complete tasks and update information, such as publishing a hiring policy update.

“Staff members have an Oracle WebCenter Portal Workspace screen—called Zeus—on their desktop, and it provides online workflows and user-friendly interface functionality, enabling our staff members to manage the content without IT assistance. We are already seeing significant business advances, especially in reducing overheads and streamlining processes,” Knowles said.

“We have a lot of technical processes, so automated workflows reduce the time for new employees to come up to speed, and to ensure process integrity. The simplicity and intuitiveness of the automated workflows has dramatically improved staff efficiency.”

SAVES 100 HOURS ADMINISTRATIVE WORK PER WEEK

Entity Solutions used Oracle Application Development Framework to implement 40 to 50 task flows, which present as wizard-like applications and guide customers through the online sign-up process and ensure that they input data and perform updates correctly.

For example, Entity Solutions used an automated on-boarding task flow to guide users on how to enter and update information online, such as contract and address details, emergency contacts, visa approvals, banking details, and retirement fund contributions. More than 4,000 users use this task flow annually, saving the company 100 hours a week in general administrative tasks, while improving data accuracy.

“We no longer need to provide a helpline, as we have a system that allows users to intuitively and quickly complete the onboarding process. The functionality and the speed to deliver new capabilities to the portal saves in operating costs.” Knowles said.
CHALLENGES

• Implement an online portal to provide a secure and technologically advanced workforce management solution for corporate customers and individual contractors, delivering the brand promise of providing service excellence

• Automate HR processes for online contract execution and new employee induction program into the company to improve operating efficiency and reduce costs

• Improve productivity by enabling staff to easily access and manage content, such as workforce policies and procedures documents

• Provide more accurate and up-to-date workforce reports and integrate data into corporate customers’ systems to improve contractor management and provide a holistic view of workforce

SOLUTIONS

• Accelerated contract processing and new employee induction program delivery times by 100%, by implementing a single, online HR portal for corporate and contractor customers, improving operating efficiency and reducing costs

• Achieved 90% contractor engagement in 12 months by providing a scalable, efficient, and user-friendly online portal for independent contractors to manage and update HR information, such as pay rates and timesheets—enhancing customer experience

• Saved 100 hours per week in administrative time by using Oracle Application Development Framework’s task flow functionality to guide customers and staff through online processes, such as new contract execution and contract extension

• Slashed paper and printing costs by 30% by using online services for uploading contracts and tracking progress—reducing environmental footprint

• Consolidated administrative functions from five branches to one national office by implementing Oracle WebCenter Portal—reducing headcount costs

• Gained corporate customers’ confidence by using dashboard functionality to provide more accurate workforce reports and integrating them securely into their corporate systems, increasing new business from large corporate customers

• Enabled all staff to easily access and manage content such as contractor hiring policies without IT assistance by using Oracle WebCenter Content’s workflows and user-friendly interface functionality, improving staff efficiency and reducing overheads

• Ensured seamless integration with back-office systems, such as CRM, finance, payroll, and invoicing by using Oracle SOA Suite, improving workflow management and data integrity
WHY ORACLE

Entity Solutions selected Oracle WebCenter Portal, for its integrated technology stack, superior security, simple architecture, and competitive price point.

“We met with six suppliers, including Microsoft, and found Oracle’s solutions checked more boxes than its competitors. We selected Oracle WebCenter Portal as it offered superior security, a simple architecture, and an integrated technology stack that costs less and delivers more than competitor offerings,” Knowles said.

IMPLEMENTATION PROCESS

The implementation process began in April 2011, with a single business unit pilot focused on back office administrative and payroll support. Oracle WebCenter Portal has been in production since mid-2011. The company extends the deployment every three months and consistently gains new functionality and competitive advantage.

Entity Solutions deployed its internal site in January 2013 and the external corporate portal, Entity Online, followed in February 2013.

ORACLE PARTNER:

Entity Solutions engaged Oracle partner LogicalTech in an advisory capacity during the product evaluation and selection process. LogicalTech worked with Entity Solutions for more than 18 months, providing technical support and resources, including architectural expertise.

“Of all the suppliers we considered, LogicalTech was the most dedicated to understanding our business and developing the Oracle business case. The team understood our business challenges and clearly articulated how Oracle WebCenter Portal could address them,” Knowles said.

“LogicalTech provided a great deal of support and guidance, and delivered a successful deployment. It is now assisting with skill transfer to ensure that we can continue to build our internal expertise.”
Texas A&M University System Improves Managing More Than US$800 Million in Research Funds with Centralized Research Information System

Texas A&M University System is one of the largest higher education systems in the United States, with a statewide network of 11 universities, seven state agencies, and a comprehensive health science center. The mission of Texas A&M University System is to provide education, conduct research, commercialize technology, offer training, and deliver services for the people of Texas and beyond through its network. Texas A&M University System members educate more than 120,000 students and reach another 22 million people through service each year. With more than 28,000 faculty and staff, the A&M System has a physical presence in 250 of the state’s 254 counties and a programmatic presence across the entire state. In 2011, externally funded research expenditures exceeded US$800 million to help drive the state’s economy.

CHALLENGES

• Help researchers better manage research programs through a secure, centralized, and integrated system, based on a reliable and scalable infrastructure
• Support researcher collaboration and communication by providing access to data in real-time, reducing time spent on research administration
• Support executive decision-making by generating cumulative reports on research activities, quickly and easily
• Enable researchers across 11 universities, seven state agencies, and a health science center to secure external funding and more easily comply with research regulations

“In the competitive research world, time is of the essence. Oracle enables our researchers to quickly and easily engage with each other to find expertise in similar areas, secure grants, and focus their time on conducting research, not administrative tasks.”

Sreeja Sreekumaran, Technical Lead, Texas A&M University System.
SOLUTIONS

• Built, with the out-of-the-box functionality of Oracle WebCenter Portal, Oracle WebCenter Content, and Oracle Application Development Framework, an integrated and centralized research management system (which it called Maestro), to reduce the time 10,000 users across the university system spent on administrative tasks

• Improved researcher productivity by 30%, thanks to an integrated activity stream to track research contract and proposal requirements, providing project status updates in real-time and streamlining communications between universities, agencies, and research centers

• Created a system with an intuitive user interface, based on Oracle Application Development Framework and Oracle WebCenter Portal, requiring minimal user training and increasing employee satisfaction by 30%

• Consolidated inventory, sponsor, and organizational information and supported real-time data updates to better track research information and improve report generation speed to enhance university decision-making

• Leveraged built-in search capabilities to support seamless access to research data, compliance documents, and grant information from within the application

• Used Oracle WebCenter Content to develop a system with more than 400 pages, custom dashboards for executives, and personalization tools for administrators and researchers—centralizing the tool across different departments

• Secured and managed more than US$800 million in research funding by providing researchers with tools and information to streamline grant writing and better manage budgets

• Achieved granular security functionality for research and grant-writing data by customizing each user’s access, thanks to Oracle Application Development Framework’s out-of-the-box security functionality

• Created reusable system components with Oracle Application Development Framework to enhance the speed at which the university system can roll out new system functionality and security

WHY ORACLE

“We selected Oracle because its industry-standard technology and out-of-the-box functionality provided us with the means to securely consolidate information across our many locations and improve processes for our staff, so they could focus more on their research and spend less time on administrative tasks—a huge benefit for a large university system,” said Leonarda Horvat, director of Maestro, Texas A&M University System.
“Based on customer surveys and discussions, we knew we had to upgrade our back-end architecture to improve Web navigation and make it easier for users to find the information they need. Oracle provided us with the necessary platform functionality to develop the business-driven interface we needed.”

Wayne Roberts, Director, Information Technology, Canadian Partnership Against Cancer.

The Canadian Partnership Against Cancer Improves Online Access to More Health Information Resources with Knowledge Management Platform

Bringing together cancer experts, government representatives, and patient and survivor groups in a coordinated, highly collaborative approach to cancer control, the Canadian Partnership Against Cancer (the Partnership) is a uniquely Canadian response to a global health challenge. Funded by the federal government, the partnership implemented Canada’s first national cancer control strategy, using a focused approach to help prevent cancer, enhance the quality of life of those affected by cancer, lessen the likelihood of dying from cancer, and increase the efficiency of cancer control in Canada.

The organization had been using Oracle products to support its portal (cancerview.ca) since 2009, and over time it recognized a need to upgrade and reorganize its back-end systems to support its growing online community.

In January 2012, the Partnership launched a redesigned version of cancerview.ca to better showcase cancer control efforts underway across the country, enrich the user experience, and enable people to more easily find information. These enhancements included streamlining the site’s navigation, reorganizing content, and applying search engine optimization best practices to help Canadians with a professional or personal interest in cancer to gain quick access to quality tools and resources.
Further, as the organization is small and isn’t IT focused, it wanted improved content publishing functions that enable business users and content creators to easily update and add to the information available on the Website. The partnership used Oracle WebCenter and Oracle Identity Management to streamline back-end processes, enhance basic search functionality, and make it easy for those who aren’t expert IT users to add and update content and communities. With Oracle, the partnership can provide professionals and patients with a balanced and broad range of online cancer content, including high-value cancer information from partners and improved interactivity.

**CHALLENGES**

- Improve overall Website navigation structure, so users can easily search more than 800 pages of content on cancer prevention, treatment, and palliative care
- Streamline back-end Web systems to better manage the organization’s 200-plus online health-related communities that represent more than 2,000 cancer control professionals, using the tool to exchange information across jurisdictions and organizations
- Create a more user-friendly interface that supports multiple languages and provides separate entry points for healthcare professionals and for patients and families
- Provide business users with a streamlined publishing process to more easily add, review, and approve new content

**SOLUTIONS**

- Increased customer and healthcare partner satisfaction with online self-service tools, providing an interactive, modern user experience built on Oracle WebCenter Content and Oracle WebCenter Portal
- Increased accessibility of pan-Canadian cancer control information for partners, government agencies, and other stakeholders by creating different entry points for professionals and for patients with Oracle Identity Management
- Enabled the more than 200 health-focused communities integrated within the site to quickly create and customize collaborative communities to support local work and connect with other groups
- Improved search integration, so the site’s growing community—including hospitals, universities, public health units, patients, and families—can easily search for information and services in English and French to support care
- Reduced support costs by enabling business users to create collaborative groups and independently maintain content
- Minimized IT backlog by allowing users to turn on new functionality, as they need it, to support more sophisticated online communities, including social capabilities, like blogs, wikis, and discussion forums
• Experienced an upward trend in users accessing the site’s online tools and resources to make more informed decisions to decrease cancer risk

WHY ORACLE

When the Partnership decided to implement a knowledge management platform to support its work, it knew it needed a well-integrated enterprise system that met its long list of business requirements.

“The Oracle WebCenter platform functionality aligned very well with our business requirements,” said Wayne Roberts, director, information technology, Canadian Partnership Against Cancer. “We are a small organization with limited resources, so we needed a robust system that was sophisticated enough to provide us the tools we needed, but was simple enough that our business users and partners could easily manage the platform. Oracle has provided that and more.”

ORACLE PARTNER:

Oracle Partner Apps Systems has deep expertise with Oracle Fusion Middleware technologies. The company engaged with the partnership in the spring of 2011, starting with a proof of concept pilot. In July 2011, the companies started the redesign. Apps Systems and its consultative expertise, throughout the implementation process, ensured the upgrade to the new content management platform was executed smoothly. The new site launched in early 2012.

“Apps Systems is a valued partner, working with us from start to finish and helping us to update our Web site to more effectively serve our internal and external users,” Roberts said.
Schneider National Implements Next-Generation IT Infrastructure

Schneider National, Inc., a leading provider of truckload, logistics, and intermodal services, serves more than two-thirds of the FORTUNE 500 companies. Its customers rely on Schneider National’s transportation and logistics solutions to transport their products reliably, costeffectively, and safely.

Schneider’s growth and leadership in the trucking industry was powered by a strong information technology organization that custom developed and maintained the core applications enabling Schneider’s operations. As was typical with most IT organizations over the last two decades, applications were developed in the best available technology platforms leading to a very diverse set of applications running on a variety of technology stacks (hardware, operating systems, and middleware). Schneider’s applications and data environments had also grown complex. Maintaining and evolving the applications and the application to application integrations was expensive and time-consuming, data was siloed and several important business processes remained labor intensive.

The quote-to-cash process involved multiple order entry systems, multiple transportation rating engines, several sources of customer information, multiple repositories for enterprise data and hundreds of reports. Despite the wealth of data being collected, Schneider did not have a “single version of the truth” and an integrated automated quote-to-cash process, both key to driving competitive advantage in the highly competitive trucking industry. Schneider realized that it had to rationalize, simplify, modernize its enterprise IT applications and infrastructure. It had to transition to an IT environment that was modular, flexible, expandable, and scalable, an IT architecture that could support the company’s long-term strategic growth.

ENHANCING THE WEB EXPERIENCE FOR DRIVERS, CUSTOMERS AND SERVICE PROVIDERS

Schneider’s portals for drivers, service providers, and customers were very static, expensive to maintain, and needed IT involvement to update most content. The business wanted a more dynamic and less IT-centric solution that would allow it to modify portals and content quickly and easily, improve collaboration with users, and achieve an integrated solution across various types of content, applications, and collaboration services. Schneider used Oracle WebCenter Portal and WebCenter Content to achieve these goals across its driver, customer, and service provider portals.

The driver solution relies heavily on core Oracle WebCenter Portal services, such as announcements, discussions, events, and documents, to communicate and collaborate with drivers. Forms and polls created in Oracle WebCenter Content and embedded within Oracle WebCenter Portal pages are also important parts of the solution.
Schneider has different types of drivers. Each driver type has a separate group space that is maintained by a business leader, who makes changes and updates the content without IT involvement.

Drivers can quickly view online training, and check their pay statements using the new solution, which has single sign-on integration to Oracle E-Business Suite, Oracle Learning Management, and ADP payroll services. In addition, Schneider embedded Oracle Business Intelligence dashboards in Oracle WebCenter Portal pages, allowing drivers to see their pay trends and other analytical information without having to sign in multiple times. Schneider’s more than 12,000 drivers can access the portal from their in-cab Qualcomm device as well as from any internet browser.

The company’s customer and service provider portals are also built on Oracle Fusion Middleware and development components. Customers and service providers register for access through Schneider’s main Website, www.schneider.com. The Website has an Oracle Application Development Framework application that walks them through the registration process and submits a request to Schneider’s onboarding team via a service-oriented architecture (SOA) workflow. The solution provisions customers and service providers for their appropriate roles and sends them an e-mail with their user identification and password. At that point, they can log into the system quickly and easily.

Once logged in, customers and service providers see a custom home page specific to their roles. The page contains Oracle WebCenter Content material, as well as views into Oracle WebCenter Portal documents, announcements, and events. Schneider can change and modify these pages as needed. It also has Oracle ADF applications embedded into the portal that bring together content, reports, and services to support order tracking and rate quotes.

PERSONALIZING PORTALS AND SECURING ACCESS TO APPLICATIONS

Driving the personalized Web experience for employees, partners, and customers and ensuring secure access to the content on the driver, customer, and service provider portals is Oracle’s Identity and Access Management suite, part of Oracle’s Fusion Middleware platform.

Managing secure access to enterprise applications and data has become particularly difficult for all enterprises with the growth in the number of applications, the number of data repositories and the growth in the number and types of users (customers, employees, and partners) needing access to applications and data.

Schneider previously managed access provisioning with a home grown application. This application was very resource intensive, needing significant involvement from IT to manage provisioning. It had reached its limits and could no longer provide the level of security and compliance Schneider needed. The on-boarding process at Schneider also relied on manual requests and manual provisioning. Ensuring that each user had the
right level of access required multiple iterations and adjustments. There was no central repository for user profiles, so it was difficult for Schneider to map user access to applications.

Oracle’s Identity and Access Management suite (Oracle Identity Manager, Oracle Role Manager, and Oracle Access Manager) and Oracle WebCenter have helped Schneider transform provisioning, personalize the user experience, and ensure compliance with financial regulations and IT security policy at Schneider. User profiles are stored in the E-Business Suite Human Resources Management system (HRMS). This data is sent by Oracle Identity Manager to Oracle Role Manager which enables business users to define user access to various applications. Oracle Identity Manager uses the role and role grant information provided by Oracle Role Manager to provision access to various applications, automates IT processes, and enforces security and compliance requirements.

Oracle Identity Manager monitors updates to E-Business Suite’s HRMS and appropriately provisions users in Siebel CRM, Oracle Transportation Management, and other enterprise applications. Out-of-the-box integration of the various components in the Identity and Access Management suite helped Schneider save on development costs and reduced the time needed to implement the solution.

STREAMLINING STORAGE AND ACCESS TO CONTENT
Content management is a huge challenge for all enterprises, big and small, because of the volume, variety and velocity of content enterprises need to manage today. The Schneider architecture team considered the following architectural tenets as they identified the tools and finalized the content management architecture. The architectural tenets included: (a) facilitating dynamic updates to internal and external portals, (b) providing business users the ability to manage, update content directly through Oracle WebCenter, and (c) adopting a single platform to store and manage documents, and digital content across internal and external portals.

Oracle’s WebCenter suite supported all of these architectural tenets and was Schneider’s choice for digital content and document management. Enterprise Content Management, part of Oracle WebCenter provides a centralized enterprise platform for storing, indexing, and retrieving documents. Content for internal portals such as newsletters, and training materials and content for external websites, such as Schneider.com are stored in Oracle WebCenter Content. Shipment and driver documents that are digitized using tools such as Oracle Forms Recognition, and Oracle Document Capture are also stored in Oracle WebCenter Content. Adopting a single repository to manage content and empowering business users to manage content has allowed Schneider to keep its portals dynamic and fresh with the latest content, streamline management of driver and shipment documents, and improve productivity.
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