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FUSION MIDDLEWARE
WEBCENTER

ORACLE WEBCENTER PORTAL

A MODERN ENTERPRISE PORTAL WITH INTUITIVE TOOLS FOR COMPOSING CONTENT-RICH SELF-SERVICE PORTALS WITH INTEGRATED SOCIAL AND COLLABORATION SERVICES

KEY FEATURES

- Enterprise-Grade Platform for Self-Service Portals
- Modern Responsive Design with Tablet-First UI OOTB
- Powerful Framework for Developing Composite Applications
- Intuitive Tools for Business Users for Creating Portals in the Browser
- Best-of-Breed Enterprise Content Management Capabilities
- Portal Lifecycle Management in the Browser
- Hybrid Cloud Solutions with Flexible Deployment Model

KEY BENEFITS

- Improve business productivity by providing employees, customers and partners with a modern user experience to access contextual information in a rich, personalized and collaborative environment.
- Speed development by providing developers with a comprehensive and flexible user experience platform that includes an extensive library of reusable components
- Increase business agility by integrating Oracle Fusion Middleware and Oracle Applications such as E-Business Suite; Siebel, PeopleSoft, JD Edwards, or 3rd party Applications such as SAP or Salesforce seamlessly.
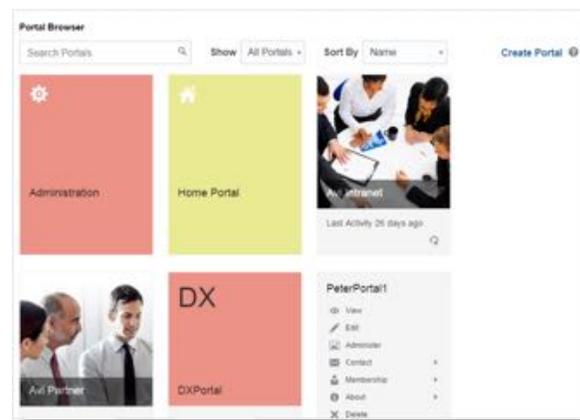
Delivering unified and consistent visitor experience across multiple delivery channels is a challenge for digital businesses. Customers or partners expect modern and omnichannel experience that is personalized, secure and engaging across the whole journey of their interaction with your organization – starting with getting product awareness, proceeding to learn more about the offering, making decision to purchase the product, and then getting support either directly, or via self-services. Supporting such journey requires knowledge about the customer, integration with backend systems and business processes as well as tools to enable business users to manage customer interactions without involving IT.

Oracle WebCenter Portal is a complete, open and integrated enterprise portal that allows businesses to deliver internal or external facing omni-channel solutions that feature dynamic, personalized and modern user experience, integrated business processes and composite applications with tight security for delivering transactional self-services, enterprise content management capabilities, and social fabric to engage business users and enable collaboration. Oracle WebCenter Portal optimizes connections between people, content and applications to empower business users to navigate, discover and access personalized information in context of business processes.

Oracle WebCenter Portal builds on the best capabilities from a significant portfolio of leading portal products and related technologies and provides the foundation for delivering the next-generation user experience for Oracle Fusion Middleware and for hybrid cloud solutions with Oracle SaaS and PaaS services.

Modern Responsive User Experiences
Oracle WebCenter Portal enables businesses to deliver intuitive responsive and mobile-friendly user experiences for the enterprise portal solutions that are seamlessly integrated with the enterprise applications on-premise or in the Cloud. Oracle WebCenter Portal features tablet-first responsive UI for business users OOTB.
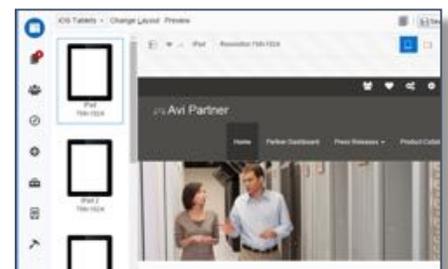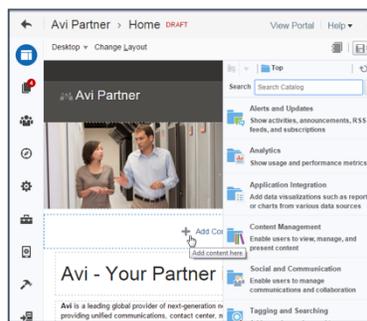
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The ability to combine responsive UI design for mobile web solutions with adaptive pages targeted at selected mobile device groups enables Oracle WebCenter Portal to provide your organization a unique platform for delivering omni-channel solutions that leverage Bootstrap themes, native device capabilities along with a large selection of OOTB components with responsive UI design.
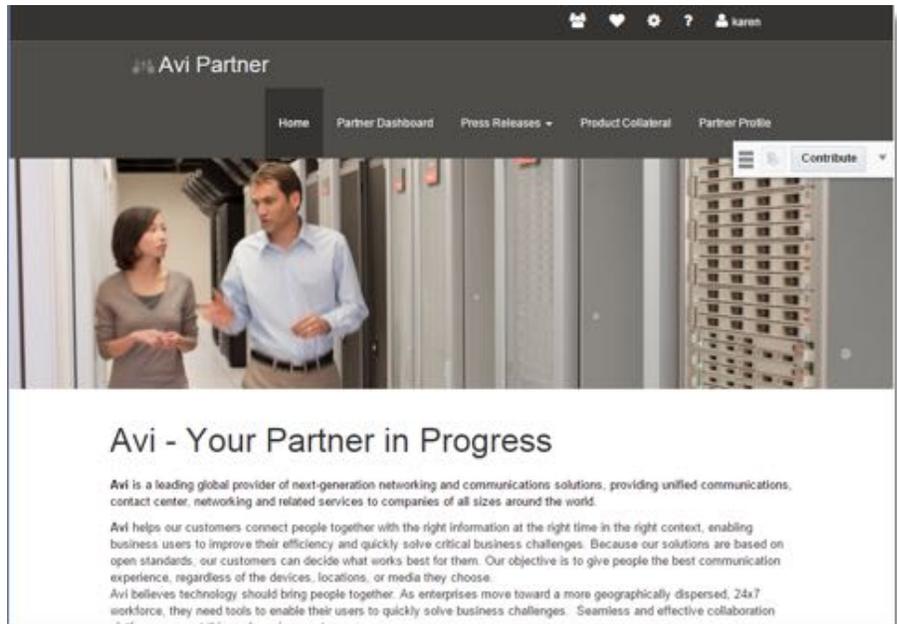
Quickly Create Dynamic and Engaging Portals

Oracle WebCenter Portal allows you to easily create dynamic enterprise portals for intranets or extranets. With Oracle WebCenter Portal, you can build business communities that provide team and organizational work environments to engage people and connect them with information via personalized dashboards.

With the next generation portal composer, you can quickly build these communities and pages in a WYSIWYG manner from a wide selection of page styles and page layouts, wire components on the glass to create contextual dashboards. The page draft feature enables you to govern page content before it is made publicly available.


Easily Build Composite Applications & Data Mash-ups

With Oracle WebCenter Portal, you can easily assemble composite applications with common user experience architecture. The latter includes best practices and design patterns for developing next generation user experiences and is based on Oracle Application Development Framework (ADF), the common development framework for all Oracle Middleware user
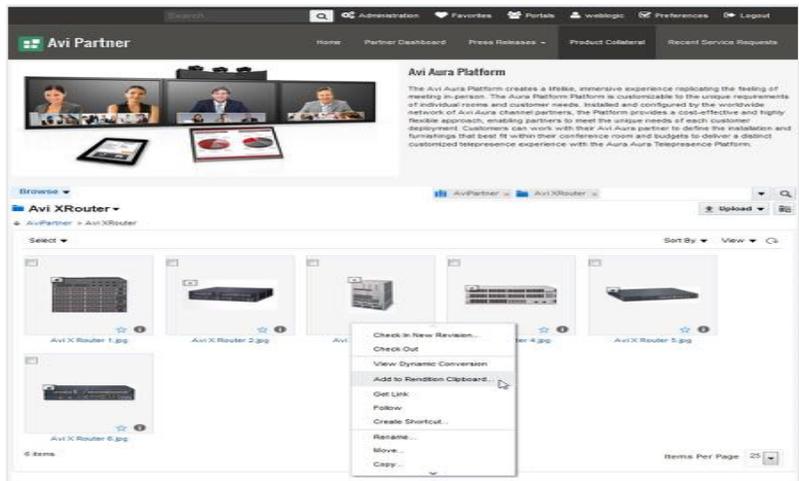
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interfaces and Oracle SaaS applications. In this way, you can easily extend existing Oracle Applications and Oracle SaaS Applications with reusable, standards-based components.

Oracle WebCenter Portal enables you to aggregate and wire on the glass standard-based custom and OOTB components for Oracle BPM, BI and other Applications. A variety of available options for building components and integrating applications data into Oracle WebCenter Portal spans from traditional component development in IDE to browser-based wizards for configuring read-write data visualization that leverage REST APIs or SQL data sources.
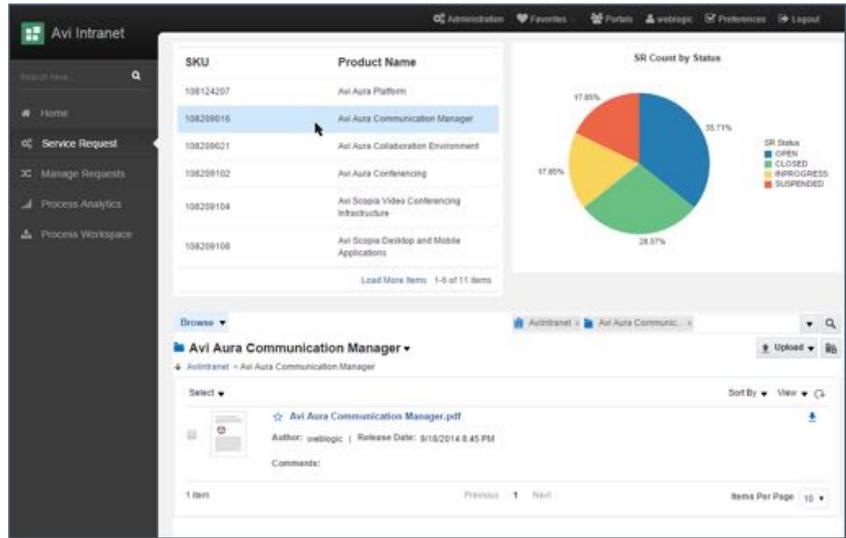

Complete Enterprise Content Management Capabilities

Oracle WebCenter Portal leverages enterprise content management capabilities from Oracle WebCenter Content, which provides a single repository for all structured and unstructured content and allows you to capture and manage the entire content lifecycle. With the WebCenter Content UI now available in Portal as a reusable component, you can interact with content in Oracle WebCenter Portal and use comprehensive content management capabilities in exactly the same way as you would in Oracle WebCenter Content.
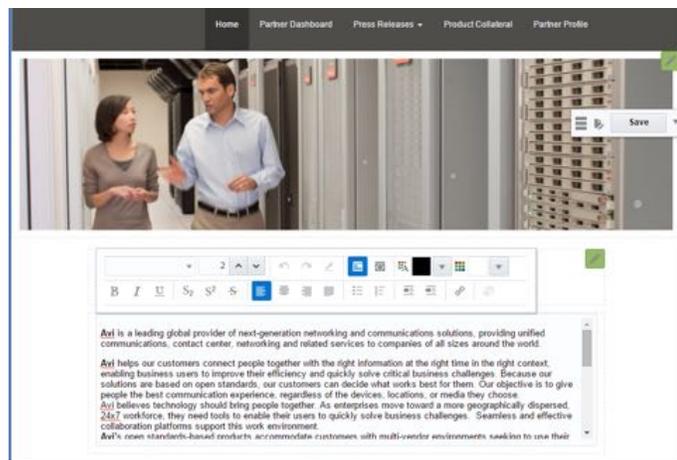
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Clean, fast, and intuitive Content Manager UI in Oracle WebCenter Portal enables you to easily find content, view content info, and collaborate on content with your colleagues. New Content Manager provides:

- Single-click access to the most common actions including check-in, check-out, download, favorite, get link, view properties, and upload similar document.
- Ability to pin the Content Manager to a specific folder
- Context sharing with other components on the page via on-the-glass wiring
- Ability to view various renditions of the content in WebCenter Portal
- Access to Oracle WebCenter Content Mobile Apps, WebDAV and Desktop Integration tools to enable rich content editing experience
- Ability to leverage in the Portal new content management features as they are being added to Oracle WebCenter Content.
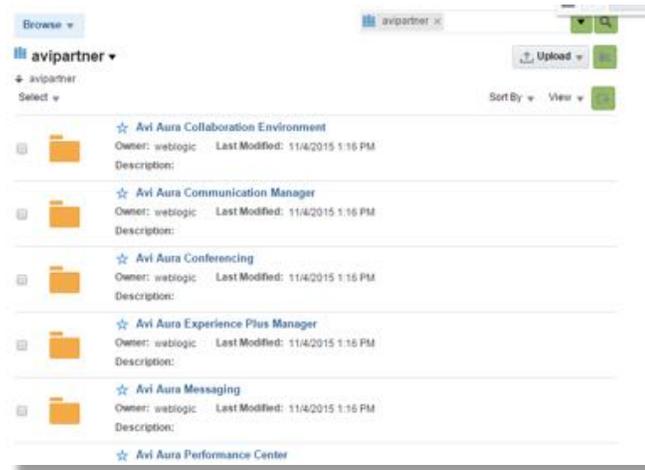
Oracle WebCenter Portal provides a variety of tools for you to manage content published on the portal pages. Content Presenter enables you to publish content using pre-defined templates to ensure a consistent presentation format across the portal. For ad hoc content contribution you can place a Rich Text or Image component on the page to start contributing content in-line, if required in multiple language and with images from the portal content repository. The Page Draft feature brings enterprise control into as-hoc content contribution. You can save page as a page style to enable other portal users to quickly create new page with the same layout of components and start contributing content straightaway.

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## Tools to Boost Productivity and Increase ROI of Portal Projects

Oracle WebCenter Portal provides tools to increase productivity of all portal user personas in your organization and enable quick ROI of portal projects.

Business users benefit from using a new generation portal composer with WYSIWYG editing experience that enables them to easily create new or extend existing portal without involving IT. In Oracle WebCenter Portal they can use browser-based tools to create new data visualizations and them wire them together into a business dashboard or they can use out-of-the-box social components to engage customers, employees or partners into ad hoc collaboration in context of business data and processes.

Developers can leverage Oracle Application Development Framework (ADF) that combines design-time and runtime customizations to enable ease of building custom components for delivering personalized and secure solutions. Custom components appear in the portal composer resource catalog allowing business users to simply drag and drop them on the pages in the Composer. Oracle WebCenter Portal supports direct publishing of assets from IDE to live Portal Server to facilitate iterative development and simplify development lifecycle.

Delegated administration enables ease of managing Oracle WebCenter Portal deployment and control access to information in a large organization. Browser-based tools for portal lifecycle management enable administrators to propagate portals with all the dependencies from one portal server to another, for example from stage to production. Propagation includes files in the content repository and custom components. Both propagation history and detailed audit trail are accessible in the portal UI.

System administrators benefit from using Jump Start Kit and Auto-Deploy tools for quick provisioning of Oracle WebCenter Portal. Once portal is provisioned, WebCenter plug-in enables access to a comprehensive array of metrics for performance monitoring and tuning via Oracle Enterprise Manager Cloud Control.
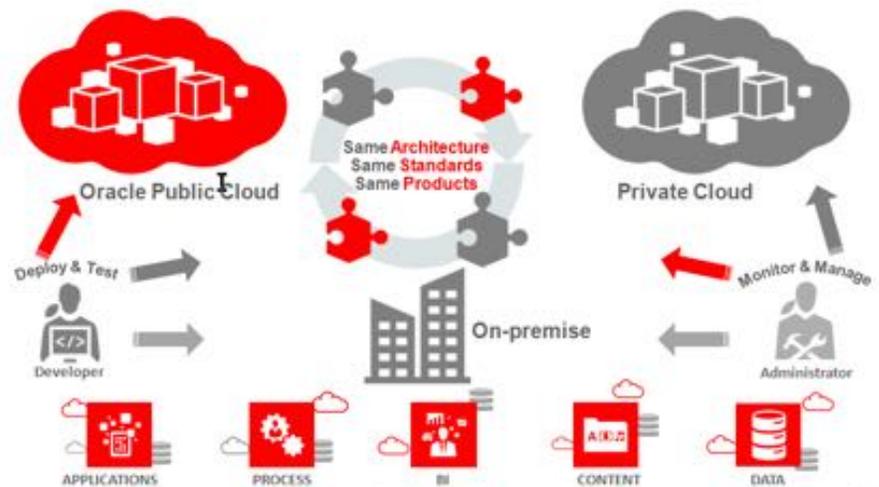
Oracle WebCenter Portal Lift & Shift capability enables organizations to take a full advantage of the Oracle Java Cloud Service including rapid migration of your organization's Portal environments from on-premise to the public cloud. Running Oracle WebCenter Portal on Oracle public cloud enables you to save infrastructure costs or benefit from solution elasticity.

Leverage Existing Investments with Open and Integrated UX

Oracle WebCenter Portal allows you to leverage existing investments by offering a complete, open and integrated user experience. Oracle WebCenter Portal is complete – offering a comprehensive user experience for portals, and composite applications with integrated collaboration and

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content management capabilities. Oracle WebCenter Portal is open – providing standards-based support to improve the reuse of your existing resources and extend the value of existing systems. Oracle WebCenter Portal is integrated – offering implicit integration with Oracle Applications, Oracle SaaS Applications & other enterprise applications.

In order to achieve new levels of individual, team and enterprise productivity, you need to provide users the tools they need to do their jobs directly in the environment in which they work. Oracle WebCenter Portal empowers your organization by providing intuitive, yet powerful tools to engage users and improve business productivity.

Contact Us

For more information about Oracle WebCenter Portal, visit www.oracle.com/goto/webcenter/portal, or call +1.800.ORACLE1 to speak to an Oracle representative.

Oracle is committed to developing practices and products that help protect the environment

Hardware and Software, Engineered to Work Together

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