

What's New in Oracle WebCenter Sites 11.1.1.8

Oracle WebCenter Sites 11.1.1.8 (formerly FatWire) enables organizations to create and deliver digital experiences that engage, guide and convert customers. This release builds on the 11gR1 release to enable digital marketers to deliver intuitive, visually engaging and comprehensive web experiences across multiple channels.

The highlights in the new release fall into three primary areas:

1. Mobile Site Management
2. External Content Integration
3. Enhanced Search and Personalization

This document highlights the main advancements in the release, but it does not incorporate minor enhancements or supported platforms. For more detail, please see the [Oracle WebCenter Sites Documentation](#).

1. Mobile Site Management

Mobile Site Management: The 11.1.1.8 release of WebCenter Sites offers a new, fully integrated mobility solution that allows digital marketers to manage mobile sites with ease, and market to their mobile customers more effectively. Mobile Site Management takes advantage of Sites features including templates and targeting to offer a powerful mobile solution for consistently engaging customers across channels, on any device.

WebCenter Sites facilitates expansion from web to mobile with flexible options that support a range of mobile deployment scenarios: It allows for multiple site plans and navigation structures, copying of site plans, and use of templates across both the desktop and mobile devices – all managed from the same Contributor user interface (UI). Web designers can utilize HTML5 and responsive design approaches to create templates for specific or groups of mobile devices, in the same way they do for online websites.

In-context authoring, editing and preview allows marketers to see exactly how mobile content will appear, and mobile sites will be experienced on any mobile device. The mobility solution detects incoming devices, rendering device optimized sites, and leverages WebCenter Sites targeting to provide personalized, device specific content for mobile visitors.

2. External Content Integration

WebCenter Sites allows marketers to create a media rich online customer experience using video and other digital marketing content stored within the enterprise or in the cloud.

External Content Integration: Leverage video content stored in external, cloud-based repositories such as YouTube and Brightcove™. Use the Contributor UI to search and preview content hosted in external systems, then drag and drop it directly in WebCenter Sites web pages, to stream it from those systems. The included RESTful framework provides extensibility for developers to access additional internal or cloud content sources.

New WebCenter Content Connector: Access, reuse and repurpose content stored in Oracle WebCenter Content enterprise repositories in WebCenter Sites. Utilize the new Content Connector to transform enterprise content into web-viewable formats, and enable WebCenter Sites to pull enterprise content from WebCenter Content directly into WebCenter Sites. By leveraging the Connector, marketers can then use the Contributor UI to preview and drag and drop enterprise content into web pages through the Contributor UI, just like any other piece of web content. Changes to enterprise content in WebCenter Content can be automatically synchronized with WebCenter Sites, maintaining a single source of truth for enterprise content.

3. Enhanced Search and Personalization

WebCenter Sites 11.1.1.8 enables marketers to provide more relevant content and search results to guide and influence customers on the website.

Oracle Endeca Integration: Incorporate faceted search and guided navigation into WebCenter Sites driven websites to deliver more precise, relevant and complete search results. Enable site visitors to find information quickly with guided navigation. This Proof-of-Concept (PoC) reference implementation demonstrates how to integrate Endeca cartridges within WebCenter Sites. It includes sample code and best practice guidance. It will be productized at a later date.

New Targeting UI: Oracle WebCenter Sites supports personalization and targeting of content specific to visitors. The redesigned targeting user interface facilitates easier and faster creation of segments and recommendations: users can now drag and drop segments into recommendations. In addition, contributors can now tag assets with user defined labels. These tagged assets can then be utilized in segmentations and recommendations, or retrieved using new content queries that allow contributors to easily build content groups for use in segment recommendations. Contributors also can drag and drop a content query asset into a recommendation.

Real-Time Decisions (RTD) Integration: Automate and optimize targeting by combining WebCenter Sites' managed segmenting with RTD's automated predictive content recommendations engine, to display the most effective content, pages and offers to different visitors. RTD goes beyond A-B testing to provide multivariate testing and optimization, allowing marketers to learn what works in real-time, and marketers can choose the level of automation, that suits their needs. This release provides APIs to invoke RTD from Sites, and include RTD selections for optimized content into web pages.

New URL Management: WebCenter Sites new URL Management facilitates SEO, campaigns, and on- and off-line cross media website promotion by allowing the creation, use and easy control of short, user defined, human readable "vanity" URLs for any type of web content. Configurable and manageable by content contributors without the help of development resources, WebCenter Sites URL Management enables easy URL redirection when cycling campaign or promotional pages. URL patterns allow custom, configurable URLs that conform to corporate standards, marketing best practices, SEO or campaign needs.

Gadgets and Community Enhancements: Creating socially engaging pages has never been easier. Now content authors can drag and drop gadgets and social components, such as polls, rankings, comments, and reviews, directly into pages using the Contributor UI.



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