

# ORACLE SOCIAL NETWORK

## INTRODUCTION TO ENTERPRISE SOCIAL OBJECTS

### SOCIALIZE APPLICATIONS AND BUSINESS PROCESSES

#### KEY FEATURES

- Integrate with Fusion Applications
- Extend existing infrastructure and applications
- Tie Real-Time Conversations to business context
- Utilize social capabilities within applications and business processes
- Tablet, Mobile, Outlook and Web Client Integration

#### KEY BENEFITS

- Enhance applications and business processes
- Socialize any business application
- Extend collaboration into system of record
- Provide social glue to Enterprise's applications and business processes
- Leverage relationships throughout the Enterprise

*Oracle Social Network enables contextual collaboration across applications, such as those contained within the Oracle Fusion family, and business processes. It enables collaboration on relevant business activities between application users and users outside of the application. Through the use of feeds, business updates - such as events associated with Oracle Sales Cloud Customer and Opportunity objects - are automatically brought into the Oracle Social Network's activity stream. Customers can use Oracle Social Network as a means to integrate their own systems of record with Oracle applications to meet their collaboration use cases.*

#### Integrate with Oracle Social Network

At the heart of an integration between Oracle Social Network and a system of record is the **Enterprise Social Object**. A social object is a set of properties tied to a Wall. These properties are directly connected to the object in the system of record, and are updated automatically when they are changed in the system of record. All changes can be logged on the Wall, and related Conversations can easily be created to discuss specific issues concerning the social object. Social Objects are exposed through the web client, Outlook, standalone embeddable clients, and all mobile clients.

Oracle Social Network provides a set of predefined integration mechanisms that enable you to define how and what data is retrieved from the system of record and how to display that data in Oracle Social Network (for example, through social objects).

These predefined mechanisms are built to handle the most common application chores, such as specifying membership lists in Oracle Social Network and updating properties. For example, when a social object property is updated in the system of record, that change is published in Oracle Social Network based on the user permission rules that you, as the integrator, define.

#### Build Customized Integrations

To build more customized integrations, Oracle Social Network comes with a robust API, pre-built Java libraries, frameworks, documentation, and tools, enabling you to create integrations better tailored to specific demands. For example, as an integrator, you can build and design the UI so that your Social Objects appear with the look and feel you want in Oracle Social Network. You can also pre-populate the Wall and Related Conversations in any way you want, or perform the same tasks in Oracle Social Network that standard clients can. With callbacks to web services, and the possibility to create your own, the system of record can call into Oracle Social Network, which in turn can call back. Thus, it's easy to implement a custom integration that meets the needs of you or your customers by enhancing the user experience in a collaborative social networking environment.

## Understanding Enterprise Social Objects

Enterprise Social Objects are defined in Oracle Social Network as records within a system of records, such as customer or opportunity records from Oracle Sales Cloud. In Oracle Social Network, social object records contain metadata and a Wall, which includes membership lists and Related Conversations. In practice, social objects expose system of record information to users who interact with and collaborate around the data through the user interface that Oracle Social Network provides.

The power of social objects derives from its capability to provide a uniform and collaborative view of information from all integrated systems of record. Social objects provide a wide range of services and capabilities, which include:

- Displaying select metadata needed for collaboration via an extensible gadget, usually visible as part of a Wall.
- Receiving a data stream of important activities fed by an Activity Stream or a web service from a system of records
- Enabling users to post messages, create follow ups, and easily catch up with activity through persisted Conversations
- Enabling controlled access and collaboration with others via membership lists and rules
- Linking to other social objects
- Starting Related Conversations to the social object

Individuals or groups can engage with, follow, and post rich messages and content associated with the social object, as well as create focused Conversations related to the object, as shown in Figure 1 below.

The screenshot shows the Oracle Social Network interface. At the top, there's a navigation bar with links like Overview, Collections, Conversations, Documents, People & Groups, Spaces, Customers, More, and a sign-in link for Julian Henderson. Below the navigation is a search bar and some user icons.

The main content area displays an opportunity record for "Pinnacle Green Server". The record includes fields: Account (Pinnacle Technologies), Close By (4/2012), Revenue (4,220,600), Stage (Selected), Status (Pending), and Win Probability % (60). A red box labeled '1' highlights this section.

Below the record is a "Post a message to this opportunity" input field with a rich text editor toolbar. A red box labeled '2' highlights the message input field.

The "Wall" section shows a list of messages from Julian Henderson and Amy Walters. Julian's message from May 14, 2012, at 11:44 AM, is highlighted with a red box labeled '2'. Amy's message from May 14, 2012, at 11:46 AM, is also listed.

To the right of the opportunity record, there's a sidebar with sections for "Members (8)", "Related Conversations", and "Contract Review". The "Members (8)" section shows thumbnail profiles of eight users. A red box labeled '3' highlights this section. The "Related Conversations" section shows a list of conversations, with a red box labeled '4' highlighting the first item.

Figure 1. Enterprise Social Objects surfaced in Oracle Social Network

By bringing key fields from the application into the collaboration experience, individuals within Oracle Social Network are able to share, update, and react to system of record data within the Oracle Social Network user interface.

## RELATED PRODUCTS

Oracle Social Network is a component of the Oracle WebCenter family and works with the following Oracle products:

- Oracle Fusion Applications
- Oracle WebCenter
- Oracle WebCenter Sites
- Oracle WebCenter Portal
- Oracle WebCenter Content
- Oracle Fusion Middleware
- Oracle Database
- Oracle WebLogic Server

## Social Object Components:

Some of the components of a Social Object are displayed and highlighted in the figure above.

1. **Gadget** - Displays properties from the Social Object (System of Record), which can be automatically updated with new information, enabling Oracle Social Network people to edit and revise the data. Developers can determine which properties are exposed in the gadget.
2. **Wall** - Displays a posted Conversation in reference to the Social Object containing the changes to the properties displayed by the gadget.
3. **Membership** - The Membership list, which is populated from the System of Record and can be updated or changed, depending on the business policy rules for membership.
4. **Related Conversation** - Links to Related Conversations and other Social Objects.

## An Example: An Opportunity as an Enterprise Social Object

Let's take a look at the Opportunity Enterprise Social Object from Oracle Sales Cloud. After an Opportunity retrieves a stream of data input from the Social Object's Wall, the process may unfold as follows:

1. Changes in the Opportunity's status, forecast, and revenue are published to the Opportunity's Wall.
2. The new information is shared with a broader group of individuals, who provide more context to the Opportunity.
3. Users not directly tied to the CRM Opportunity team can now interact and react to the Opportunity's status. For example, if the Opportunity is won, that may be the Service organization's cue to take over and begin the implementation process. The Service org can then publish that information on the Opportunity's Wall.

## Summary

Oracle Social Network has the ability to integrate with a system of records through built-in capabilities, making integration very simple. Through the Enterprise Social Object, properties from the system of record are surfaced, enabling collaboration in context, quick resolution to open issues, and that the changes are persistent over time makes it easy to catch up on why a change happened.

To build more advanced integrations, Oracle Social Network comes with a robust API, pre-built Java libraries, frameworks, documentation, and tools, enabling you to customize your integrations.

## Contact Us

For more information about Oracle Social Network, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



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