SWOT Assessment: Oracle Web Experience Management (WebCenter Sites 12.2.1.1.0 and Sites Cloud Service)

Analyzing the strengths, weaknesses, opportunities, and threats
SWOT Assessment: Oracle Web Experience Management (WebCenter Sites 12.2.1.0 and Sites Cloud Service)

Summary

Catalyst

The focus of web experience management (WEM) is generally on supporting the customer by offering relevant content and experiences through multiple channels. But that is only part of the story. WEM is also an important system that can be just as valuable when used internally to help employees fulfill their roles more effectively. Oracle offers an extensive WEM portfolio, which includes WebCenter Sites and Sites Cloud Service and combines experience management, mobile collaboration, and process automation to help organizations build compelling experiences for customers and employees. WebCenter Sites can be deployed on-premise or hosted in cloud. Sites Cloud Service is a pure cloud offering. Thus, flexible deployment options are available, making it suitable for a wide range of organizations.

Key messages

- Oracle's WEM portfolio has been designed for business users and IT. While IT input is still required to build integrations and add components, business users are able to easily create and publish content, as well as build sites, using provided templates.
- Mobile collaboration features allow users to work from anywhere at any time. File sync and share facilities enable content to be downloaded to a variety of devices.
- Extensive targeting and personalization features are included, allowing marketers to define segments and receive recommendations to deliver different content to different audiences. A/B testing ensures that content is optimized.
- Multiple use cases including core company sites, marketing microsites, regional sites, and partner and employee portals are supported.

Ovum view

WEM does not comprise a single application but several tightly integrated products, which together create a WEM solution. While WEM can be used internally on intranet and for customer-facing websites, most vendors only highlight its external use. Oracle, by contrast, is focusing its WEM portfolio on internal and external use. Use cases for WEM technology within the enterprise are wide and varied, including as an aid for human resources (HR) to automate and make self-service many of the processes involved in employee onboarding, as a repository for training manuals, and as a mobile collaboration platform. Oracle has an innovative roadmap, and it will see the capabilities of its WEM solution extended with more features available in its cloud offerings. Oracle's WEM solution has been designed for ease of use with business users able to create and publish content, as well as build simple sites using out-of-the-box templates without IT intervention. Also included are features that marketers will find valuable, including the ability to preview a site for different personas and devices.
Recommendations for enterprises

Why consider Oracle WEM?

Oracle’s WEM portfolio will appeal to IT and business users alike. For IT and developers, there is a component model with a software development kit (SDK) to provide the framework for creating and hosting applications. Application components include forms, data integrations, and process tasks. Once components have been created, they are available for business users to drag and drop onto pages as required. Rich application programming interfaces (APIs) enable full access to the content repository, including persona-based recommendations. These APIs support a variety of content types and channels, including native mobile single-page apps, email, kiosks, social channels, and signage.

SWOT analysis

Strengths

**Templating framework is provided**

A modular, componentized templating framework is provided for building websites. This is essential for the reuse and repurposing of site components. Some templates are provided out of the box, which can be used by non-technical users to create sites rapidly. Responsive and adaptive templates with multiple device layout assigned to the same asset are supported, with the ability to auto-detect the best template to render content based on device detection.

**Multisite and multilingual support are included in Oracle WebCenter Sites**

Multiple sites are managed from a single point of administration. Websites can be copied easily with assets shared between sites. Translations are managed from within the system through workflows, with support provided for both global and local content.

**Support is included for the complete lifecycle management of content**

An approvals system allows content and/or pages to be approved before publication. Approvals can be tied to workflows, which have been created and administered in Oracle WebCenter Sites. Included with Approvals is dependency management to ensure link integrity. The approval system applies to data, data definition, and programmatic components.

**WEM capabilities are extended with a range of platform-as-a-service (PaaS) and software-as-a-service (SaaS) extensions**

In addition to core web content management (WCM) capabilities, Oracle provides a full digital experience suite of products covering marketing automation (Eloqua; Responsys; BlueKai; and Commerce, formerly ATG and Endeca), collaboration (Document Cloud), mobility apps (Mobile Cloud Service), process automation (Process Cloud), sales and service automation (Sales Cloud and Service Cloud), and Portal (WebCenter Portal).
Weaknesses

Integrations with marketing automation and e-commerce products are confined to Oracle applications

Connectors are provided for marketing automation and e-commerce products, but these are only from Oracle. While these are widely deployed products, the company also needs to develop connectors to a range of third-party products because not all customers will want to use Oracle products for all their marketing requirements. However, Oracle does offer extensive APIs to support integrations with other systems.

Opportunities

Oracle can benefit from the increase in cloud adoption

Oracle offers multiple deployment options. As well as on-premise, a number of cloud options are available. These include being hosted in Oracle Cloud using infrastructure and application server services, being fully hosted and managed in the cloud, and a multitenant SaaS option. In addition, there are various hybrid options where some components can be hosted in the cloud while others remain on-premise. With a variety of options available, Oracle is well positioned to benefit from increased interest in cloud. The multitenant version opens up Oracle to small organizations, which previously would not have been able to afford an Oracle solution.

Oracle has opportunities to sell WEM to organizations wanting more flexible ways of managing content

Oracle is providing more flexible ways to manage content and interact with multiple systems that consume content in a world of multiple channels, including mobile, digital signage, social, and Internet of Things (IoT). New business requirements demand different ways of working. Features such as mobile collaboration through Document Cloud provide this flexibility, making it easier for multiple people to work and comment on web content simultaneously.

Threats

The WEM vendor landscape is crowded

There is a plethora of WEM vendors for organizations to choose from. These include large enterprise content management (ECM) vendors, specialist WEM vendors, and vendors that are expanding from e-commerce and marketing automation to providing some WEM capabilities. This can make it difficult for vendors to grow their market share.
Data sheet

Key facts about the solution

Table 1: Data sheet: Oracle

<table>
<thead>
<tr>
<th>Product name</th>
<th>Product classification</th>
<th>Version number</th>
<th>Release date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oracle WebCenter Sites; Oracle Sites Cloud Service</td>
<td>Content management</td>
<td>12.2.1.1.0</td>
<td>WebCenter Sites: June 2016 (on-premise); Sites Cloud Service: October 2016</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Industries covered</th>
<th>Geographies covered</th>
<th>Relevant company sizes</th>
<th>Platforms supported</th>
<th>Languages supported</th>
<th>Licensing options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal</td>
<td>Global</td>
<td>Any, but best suited to large companies with more than 1000 employees</td>
<td>Microsoft Windows, Linux, Solaris, AIX</td>
<td>English, Spanish, Mandarin, Korean, Japanese, French, Portuguese, Arabic, Chinese</td>
<td>WebCenter Sites: perpetual with yearly maintenance renewal; Sites Cloud Service: subscription</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Deployment options</th>
<th>Routes to market</th>
<th>URL</th>
<th>Company headquarters</th>
<th>European headquarters</th>
<th>North America headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-premise, on-premise (managed), hosted (dedicated), SaaS</td>
<td>Direct, partner, reseller</td>
<td><a href="http://www.oracle.com">www.oracle.com</a></td>
<td>Redwood Shores, California, US</td>
<td>Reading, Berkshire, UK</td>
<td>Redwood Shores, California, US</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Asia-Pacific headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore</td>
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</tbody>
</table>

Source: Ovum

Appendix

Methodology

Ovum SWOT Assessments are independent reviews carried out using Ovum’s evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

Further reading

*Fundamentals of a Customer Experience Management Solution*, IT0014-003087 (January 2016)

Author

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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum’s consulting team may be able to help you. For more information about Ovum’s consulting capabilities, please contact us directly at consulting@ovum.com.

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