ORACLE ENTERPRISE CONTENT MANAGEMENT SUITE 11g

Oracle provides the most complete, open, and unified enterprise content management (ECM) platform – enabling you to integrate and implement a solution with the lowest total cost of ownership. By better managing content as a strategic asset and integrating content into enterprise applications and business processes, Oracle helps you reduce costs, gain efficiencies, reduce risk and create value with improved business agility & optimized revenue.

Is Your Unstructured Information Considered a Strategic Asset?

Managing and gaining insight from the explosive growth in information is one of the top business challenges organizations face today. Managing structured information, such as financial accounts or inventory numbers, is more mature and regarded as critical to business operations. It is typically managed by databases and used by business applications and tools such as data warehouses for data mining and business intelligence. However the true value of this information to an organization is when it can relate to or coexist with information that does not have an easily identifiable data structure — such as, documents, spreadsheets, presentations, emails, audio and video files, scanned documents, CAD and other rich graphics. Today, we’re seeing unprecedented amounts of this unstructured information, otherwise known as “content.” And, while we’d like to think that all content nowadays is electronic, many organizations are buried underneath piles of paper still printed, produced, shipped, faxed and stored in filing cabinets and warehouses around the world. How is this information within your organization managed today?

• Do you have multiple content silos (content systems, file systems, workspaces)?
• Is it connected to other applications, processes & users?
• Do you have a strategy for “master content management”?
• Are you able to comply with regulations and provide audit trails while remaining agile?

A Simple, Smart and Scalable Content Infrastructure

Content is created, processed and accessed by everyone enterprise-wide. And organizations are beginning to include ECM technology as a part of their existing shared service model to allocate the cost of content to different departments and divisions. This enables them to better manage and reduce overall costs by reusing customizations and processes as well as concentrating skill-sets. Additionally, with a shared service model, IT organizations can ensure consistent policies & services regarding up-time & SLAs, system and content back-up and recovery, application of retention policies, security policies and patches uniformly.

Oracle Enterprise Content Management (ECM) Suite helps you manage the content lifecycle from creation and updates to retention and disposition. The solution is simple – enabling easy integrations with existing storage, middleware and enterprise applications; smart – providing advanced capabilities and policy management; and scalable – with an extremely high performance, flexible foundation that can easily ingest billions of items, support millions of users and grow with the organization by adding new structure and features over time.
A Pre-Integrated Solution for Content-Enabling Oracle’s Business Applications

Enterprise applications, such as ERP or CRM systems, help manage the flow of data (service request, invoice details, expense amounts, employee information, etc.) throughout a process. However, when business users interact with their enterprise applications, content often times starts the process, is attached to the process for reference, or is the end-result of a process. Yet, content is typically disconnected from the user, process or other systems – making it more difficult to reuse, access, share, secure, and audit the information. Oracle ECM Suite, along with the pre-integrated Oracle Application (E-Business Suite, PeopleSoft & Siebel, etc.) Adapters for ECM, provides a complete and integrated solution that can easily back-end existing applications and provide immediate access to managed content directly from the application. The combined solution helps to streamline operations, reduce shipping & storage costs, and ease collaboration and communication – while maximizing your IT investment. Additionally, with Oracle’s open architecture, the integration framework can be used with third party applications.

A Foundation for Content-Centric Business Solutions

Whether you’ve established a content infrastructure and you’re ready to build solutions on top; or if you have tactical needs to solve specific business problems, Oracle ECM Suite provides out of the box applications and a feature-rich foundation to meet your needs.

Example Content-Centric Business Solutions

| Web Presence | Document & IP Management | Case Management |
| Marketing & Brand Management | Employee & Student On-Boarding | Records & Retention Management |
| Multi-site Web Content Management | Intranet Consolidation | Case Management |
| Secure Deal Collaboration | Policies & Procedures | Accounts Payable |
| Brand Management | Call center & self-help | Claims Processing |

The Strategic ECM Solution – Complete, Open, & Integrated

Oracle offers a feature-rich enterprise content management solution built on a unified platform that’s pre-integrated with Oracle Hardware, Database, Fusion Middleware & Applications. However, the solution is based on open standards and certified to work with other technologies that you have within your organization. Oracle ECM Suite is a strategic solution that is the planned default imaging & content repository for Oracle Applications Unlimited and Oracle Fusion Applications - so you can rest easy that you’ve made a sound long-term investment that will continue to be enhanced and provide ongoing high returns by content-enabling your enterprise.

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