ORACLE UNIVERSAL CONTENT MANAGEMENT: WEB CONTENT MANAGEMENT

Oracle’s multisite Web content management solution within Oracle Universal Content Management provides the critical framework and necessary tools to effectively manage internal and external Web sites. It dramatically improves productivity and allows organizations to maintain accurate, timely, and current web content with consistent branding and presentation across all corporate sites. With Oracle Universal Content Management, you can centralize control of site architecture and presentation while distributing development and ongoing maintenance to the business units.

Minimize Web Development Costs
Oracle’s multisite Web content management solution can help your organization successfully address the issue of managing one or many Web sites while keeping development costs under control. Your central team of Web developers has the necessary tools to easily create and customize libraries of usable components, including templates, layouts, fragments, and navigation as well as integrations with databases, integrated development environments or other applications. The Java-based architecture is presented as a series of web services, providing flexibility and resulting in a solution that is quick to deploy, easy to customize, and scalable to the entire enterprise. Freed from content updates, your Web development team can drag and drop content services into web applications, enabling them to focus on adding more features and functionality to your Web sites without having to increase head count. By reusing components across different Web sites, you benefit from more-efficient processes and ultimately lower operating costs.

Reduce Risk While Ensuring Web Content Accuracy and Quality
Keeping content on Web sites up-to-date and accurate presents many challenges. But with Oracle’s multisite Web content management solution, business users can truly own their content. Oracle’s Universal Content Management empowers your content authors to easily add, modify, and approve content within the context of their Web sites, critical when managing hundreds or thousands of sites. Content authors can create Web site information using intuitive Web-based forms or standard business applications they already know, such as Microsoft Office.

Users can modify content easily by browsing to a page, logging in, and with one click, editing content and previewing their changes directly from the Web site, eliminating the need for redundant copy-and-paste procedures. Because Web content management functionality is built into the platform, authors can reuse content across multiple pages and sites, eradicating errors and oversights when dealing with similar content in multiple locations.
EXPAND YOUR CONTENT MANAGEMENT CAPABILITIES

RELATED FUNCTIONALITY

Oracle’s multisite Web content management solution is included in Oracle Universal Content Management, which offers search, security, workflow, revision control, and powerful content conversion for all types of content. In addition, Oracle Universal Content Management provides key enterprise content management functionality, including:

- Document management
- Web content management
- Digital asset management
- Records and retention management
- Portal integrations
- Microsoft SharePoint integration
- Content and usage tracking
- Categorization
- Content conversion and transformation
- Document capture and scanning integrations

Easily Manage Multiple Sites with a Consistent Corporate Brand

When managing tens to hundreds of corporate Web sites, keeping a consistent corporate brand is a challenge. Oracle’s multisite Web content management solution makes it easy to maintain your corporate brand across multiple sites with a unique, three-tiered approach to multisite Web content management. This approach gives your Web developers the ability to consolidate control while distributing the appropriate amount of ownership where needed. By centralizing control of site architecture and presentation; distributing the actual site development and ongoing maintenance to the business units; and giving content authors the ability to easily add, modify, and approve content within the context of their Web sites, Oracle’s multisite Web content management solution allows you to enforce consistent branding while empowering business units to own site design and maintain content.

Increase Sales and Customer Satisfaction

Oracle’s multisite Web content management solution helps you reap the benefits of improved customer satisfaction by allowing site visitors to access the most accurate information. By providing the most up-to-date information to your site visitors, your staff members field fewer phone calls, saving you time and money. Your valuable technical resources are now able to focus on creating personalized visitor experiences, building workflows, or connecting Web sites to other business processes. Empowering your business units and content authors increases sales and improves customer satisfaction.

Lower Integration Costs

Oracle’s multisite Web content management solution offers a single set of functionality to manage all types of Web sites, including intranets, extranets, localized Web sites, blogs, wikis, public microsites, and portals. Oracle Universal Content Management’s flexible, scalable, service-oriented architecture allows you to reuse content and functionality and leverage a single set of APIs, thus minimizing your integration costs.

CONTACT US

For more information about Oracle Web Content Management 11g, please visit http://www.oracle.com/goto/wcm or call +1.800.ORACLE1 to speak to an Oracle representative.