

REVOLUTIONARY ONE-CLICK WEB CONTENT MANAGEMENT

ORACLE WEB CONTENT MANAGEMENT 11g

KEY FEATURES AND BENEFITS

- Pre-integrated with search, security, development environments, marketing campaigns tools, and other applications to ensure fast ROI
- Embedded BPM Suite provides one platform for workflows and approvals
- Services-based architecture enables web content management services to be consumed in web, portal and development environments, so you can leverage your existing investments
- Drives increased productivity through user-focused, specialized interfaces
- Ensures management of huge, complex, multi-lingual sites with consistent branding, navigation, and behavior.
- Enables easy, in-context updates of content to ensure user adoption and consistently updated content
- Integrated de-duplication features ensure a single source of truth
- Integrated with digital asset management capabilities to ensure correct brand usage and to leverage digital asset libraries
- Automatic conversion of over 500 document and image formats to web and mobile friendly formats
- Integrated part of an enterprise content management system to ensure content reuse in Internet, intranet, collaborative, and enterprise application environments.

Oracle Web Content Management 11g (Oracle WCM) is a best of breed web content management solution, segregating the user interface into distinct roles to provide a productive and focused user experience. With a services-based architecture, Oracle WCM provides revolutionary one-click web content management, enabling web developers to integrate web content management into new or existing web applications with a single click, and enabling provisioned end users to access and update content with a single click, driving a huge jump in productivity.

Integrating Web Content Management Into New or Existing Web Applications

Oracle brings open Web content management authoring, design and presentation capabilities to multiple types of sites, portals and Web applications. Whether sites are designed from the ground up using Web content management or where Web content management plays a supporting role to custom applications, Oracle's open Web content management strategy fits into how organizations design sites and applications. By enabling Oracle Web Content Management services in development environments, developers can simply drag and drop services into their existing web applications, enabling content to be displayed in their applications. Content such as text, graphics, or multimedia objects are automatically rendered in the application, and are updated based upon updates in Oracle WCM – all without having to rewrite applications or port them over to a new technology stack or framework.

Furthermore, content authors can view the web application and make content updates with a single click, bringing a dynamic, WYSIWYG editing environment right into the application, allowing them to make and save instant updates.

Oracle Web Content Management 11g provides:

- New servlets and tag libraries for all Web content management functions and enterprise content management services, enabling Web developers to add WCM to JSP, JSF & ADF applications
- Full site management capabilities for JSP & JSPX sites
- A J-Developer plug-in which brings Web content management directly into Oracle's free integrated development environment with end-to-end support for modeling, developing, debugging, optimizing and deploying Java applications and Web services
- New Definition Bundles enabling developers to easily package up and distribute Site Studio assets to others.

Multiple Deployment Models To Fit Your Model

Oracle Web Content Management 11g provides a new architecture for site rendering and publishing along with "publish now" functionality. Flexible deployment options with a built-in smart cache enables organizations can deliver Web sites or Web applications without

requiring a runtime content management system

Drive Productivity With Role-Based Interfaces

Oracle Web Content Management has been chosen repeatedly as a best of breed content management system for pioneering specific, roles based user interfaces. Developer, line of business owners, and content contributors were provided specialized user interfaces to enable them to perform their tasks unfettered by the features used by other roles. Developers have a specific integrated development environment where they can work with website code and templates. Line of business users can architect site flow and interface. Content contributors can view contribution regions right in the context of the site to see how their updates will be rendered.

Fig. 1: Oracle Web Content Management exposes all services as part of a palette in an Integrated Development Environment. Developers can simply drag and drop these services into their existing web applications.

Oracle Web Content Management 11g provides further productivity updates:

- Developers can now use any integrated development environment they choose, and integrate Oracle Web Content Management services right into those environments. Services appear as a palette in those environments, to be dragged and dropped into the application development area.
- A new Web site “design mode” for business users enables them to have more site design controls directly from the Web site. Business users now have further control over templates, navigation, and the formatting features they enable content contributors to access.
- Enhanced content profiles, which allow business users to show the right amount of metadata fields to a content contributor depending on how they are using the system. This prevents contributors from being overwhelmed by the number of metadata fields available in the system – and caters the experience to the type of content they are working with.
- New “My Content Profiles” empowers business users to easily turn profiles on and off and, reorganize profiles available to them while searching or adding new content
- Content contributors are able to access content in more places due to broader integrations into multiple development environments. Contributors also have a wider variety of ways to access and choose content, including a palette picker that provides a paging view of images.

Fig. 2: End users are able to easily move into editing mode with one-click, allowing them to make in-context updates.

More Complete and Better Integrated

Oracle Web Content Management 11g provides fast and powerful access to content, enabling developers to provide strong content management features in their web applications, and enabling developers, business users and contributors to be more productive by focusing them on just the tools they need to get their job done.

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.

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