Oracle Content Delivery Server is an end-to-end content retailing solution that enables mobile operators, content aggregators, service providers, and enterprises to deliver a compelling experience to end users—resulting in increased average revenue per user (ARPU) and customer loyalty. The Oracle Content Delivery Server solution manages the complete content lifecycle and simplifies the management of developer relations, content ingestion, verification, pricing, and promotion, as well as the delivery of multiple content types such as applications, ringtones, wallpaper, music, and video to mobile devices. In addition, Oracle Content Delivery Server provides carrier-grade performance and scalability, including highly available, clustered deployment and easy integration with existing network infrastructure.

**Increasing Monetization Through Content**

Application stores have become a key tool enabling service providers to drive increased revenue and customer loyalty with today’s increasingly capable devices. Profitably delivering these services requires infrastructure investments and commitments to nurture and maintain a delicate ecosystem of content developers, service providers, and device manufacturers as well as capable tools to help generate awareness and demand.

**Multicontent Lifecycle Management**

Oracle Content Delivery Server supports the broadest range of content types. With its extensible content framework, service providers can add on-the-fly support for new, legacy, and custom content without interrupting existing services. The system supports applications based on Java technology, as well as a number of additional operating systems (OSs) including Windows Mobile, BlackBerry, and Symbian OS. It also supports additional types of content including monophonic, polyphonic, and real ringtones; wallpaper; music; and videos.

The system integrates easily with external streaming systems for fulfillment and management of the full content lifecycle, from submission and verification to publishing and delivery.
Content Promotions and Pricing

Providers can market content using campaign capabilities, bundled pricing, content rating, and more. The system supports a variety of business models for different subscriber groups. Pricing options include free, pay once, pay-per-download, pay-per-use, pay-per-period, subscriptions, and trials.

Content Ingestion and Tracking

Oracle Content Delivery Server includes all the tools to create and manage relationships with third-party developers and content providers. The product includes an advanced content ingestion wizard for individual and bulk content submission and also includes a framework to optionally enable operators to integrate their own content ingestion portals. Once the content has been ingested, submitters can track content status as well as update content binaries or metadata, all via the Web. The system also has the capability to automatically alert developers when their content status has been modified.

Automated Content Validation

Oracle Content Delivery Server provides an automated content validation mechanism. If an application fails at any stage of validation, it is rejected and not stored in the warehouse. The validation process includes steps for verifying application APIs, target languages, and MIME types. The validation process is flexible and can be customized according to a service provider’s requirements.

Content Testing

In addition to content validation, Oracle Content Delivery Server supports the mechanisms that facilitate manual testing of content. Before content is made available to subscribers, it can be placed in a test store, which enables operators to ensure that it can be downloaded and executed on the supported devices.

Device Management

Oracle Content Delivery Server includes an extensible device database that supports content filtering and matching to devices based on their hardware parameters (such as screen size, keypad, and memory) and on their supported libraries or MIME types.
Warehouse and Store Management
Oracle Content Delivery Server provides complete Web-based administration and management portals with multiple roles and flexible reporting options.

Distributed Delivery
The unique architecture of the Oracle Content Delivery Server supports a model where a centralized catalog can serve multiple vending managers. This model provides flexibility for service providers to create and maintain multiple stores efficiently and with minimal redundancy. Service providers can easily create different sets of content for different markets as well as market-specific pricing and other forms of customization, including look and feel and localization—all from a centralized content warehouse.

Multiscreen Storefronts
Oracle Content Delivery Server includes customizable on-device storefronts to improve shopping experiences and drive users to increase their purchases and downloads. Using the on-device storefronts, users will be able to efficiently connect to the store and make their purchases while enjoying a rich, smooth, and intuitive user experience. These storefronts can be supported across PCs, TVs, mobile devices, and more.

Storefront Accelerator Feature
The storefront accelerator provides a gateway for creating a wide variety of storefront clients using REST, an HTTP-based Web services API. The accelerator is designed to optimize the client-side experience. For example, it offloads expensive tasks to the server so that the client gets data in a format that it can use efficiently. The accelerator can also manipulate data for specific clients, such as resizing preview images. It also provides a caching mechanism that optimizes access to the various subscriber-facing services, by caching catalog metadata to reduce data traffic and by avoiding unnecessary calls to the catalog’s database.

Carrier Grade
Oracle Content Delivery Server meets the high performance and scalability requirements that carriers demand, including full-clustered high availability.

Easy Integration
With out-of-the box adapters and open interfaces, Oracle Content Delivery Server allows quick integration with network infrastructure.

Figure 2. Oracle Content Delivery Server’s architecture is based on central warehouse management with distributed stores.
Performance and Scalability
Oracle Content Delivery Server has been integrated and tested on Oracle’s Sun SPARC and x86 servers running Oracle Solaris, MySQL or Oracle Database, and Oracle GlassFish Server or Oracle WebLogic Server. The architecture of Oracle Content Delivery Server enables a highly flexible deployment strategy. Its open and configurable interfaces are designed to integrate easily into existing systems.

Administration and Reporting
The comprehensive administrative functionality features in Oracle Content Delivery Server help service providers manage content submission and approval, stocking, pricing, categorizing, capability matching, subscriber and developer accounts, and providing customer care. Online help resources guide administrators through their tasks.

System Requirements
The system requirements for Oracle Content Delivery Server are below:

<table>
<thead>
<tr>
<th>Platform and Requirements</th>
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</thead>
<tbody>
<tr>
<td><strong>Operating System</strong></td>
</tr>
<tr>
<td>Oracle Solaris 10 on SPARC processors</td>
</tr>
<tr>
<td>Oracle Solaris 10 on Oracle’s Sun x86 platforms</td>
</tr>
<tr>
<td><strong>Hardware</strong></td>
</tr>
<tr>
<td>Minimum of 2 GB RAM</td>
</tr>
<tr>
<td>Disk space: 5 GB</td>
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<tr>
<td>Hardware: single processor SPARC server, scales with multiprocessor CPU systems</td>
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<tr>
<td><strong>Database</strong></td>
</tr>
<tr>
<td>MySQL Cluster 7.0 (the character set must be UTF-8)</td>
</tr>
<tr>
<td>Oracle Database 10g Release 10.2.0.4 Standard Edition or Oracle Database 10g Release 10.2.0.4 Enterprise Edition</td>
</tr>
<tr>
<td><strong>Other</strong></td>
</tr>
<tr>
<td>Oracle GlassFish Server Release 2.1</td>
</tr>
<tr>
<td>Oracle WebLogic Server Enterprise Edition (or later)</td>
</tr>
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</table>

Contact Us
For more information about Oracle Content Delivery Server, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.