

ORACLE WEBCENTER SITES MOBILE OPTION: OPTIMIZE THE DIGITAL EXPERIENCE FOR MOBILE DEVICES

DELIVERING THE CONNECTED CUSTOMER EXPERIENCE

KEY FEATURES

- Detect and deliver optimized experiences to mobile phones and tablets
- Centrally manage web and mobile experiences from the same authoring interface
- Reuse existing page templates for mobile sites or create custom templates for a higher level of device-specific optimization
- Use visual drag-and-drop authoring capabilities to quickly build mobile pages
- Preview the mobile experience in the context of different devices
- Deliver highly relevant and personalized experiences to mobile users
- Provides support for HTML-5 and responsive design

KEY BENEFITS

- Deliver optimized experiences across web and mobile channels more efficiently
- Assure consistency between web and mobile channels
- Improve customer engagement and satisfaction with the mobile web experience
- Increase the effectiveness of the mobile channel by delivering targeted content to mobile users

The digital customer experience is an increasingly mobile one thanks to the ubiquity of cell phones and tablets. As usage has grown, a rich and engaging mobile experience has become a necessary component of an organization's digital strategy. The challenge, however, is in creating and managing mobile experiences that are optimized for delivery to the thousands of different devices that exist today and for those to come in the future. Oracle WebCenter Sites' mobile option enables organizations to easily extend their traditional Web presence to the mobile channel and to deliver highly personalized and relevant multichannel marketing initiatives, while also saving significant time and effort in managing mobile sites. By reusing existing Web content, site plans and navigation for mobile delivery, enterprises are enabled to deliver an engaging mobile Web experience that meets the needs of today's demanding customers.

Seamlessly Extend Your Web Presence to Mobile Devices

Increasingly, the mobile Web is a primary touch point for individuals to interact with an organization and find information on products and services. Organizations must therefore utilize the mobile channel to reach their audiences in a manner consistent with other channels of interaction.

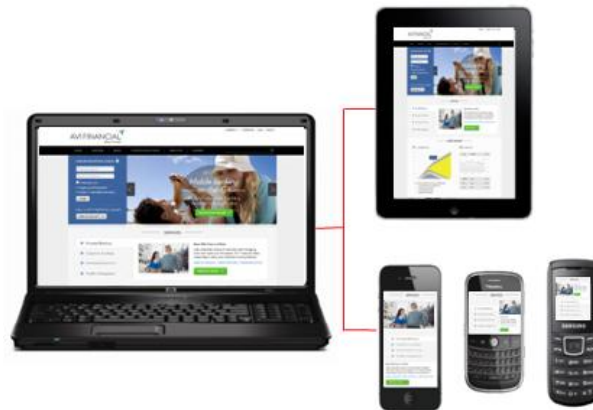


Figure 1. Oracle WebCenter Sites' mobile option enables seamless, centralized management and deployment of Websites to mobile channels.

Mobile device form factors, networks, protocols, and browsers vary widely, and reformatting Web content for thousands of different device and software combinations is a prohibitive task. Using the mobile option, Oracle WebCenter Sites automatically detects site visitor device configuration and then serves the selected Web content, sized and formatted for optimal display. Thousands of devices through any mobile carrier are supported, so organizations can be confident that their site is accessible from any mobile device.

Flexible Options to Support Your Mobile Strategy

Oracle WebCenter Sites' mobile option provides organizations with a high level of flexibility to support various approaches to mobile. Businesses can optimize the digital experience for delivery to mobile devices by repurposing existing content, site plans and navigation for mobile delivery. Organizations may choose to enable a uniform browser experience across PC's, tablets and mobile phones by utilizing the same templates and navigation for traditional and mobile sites. Or, organizations can opt to create experiences that are tailored for specific device types by designing customized templates and site plans for mobile specific pages. Oracle WebCenter Sites also supports HTML-5 and responsive design for organizations that choose to design responsive templates that render an automatically optimized experience across device types.

Edit and Preview Mobile Sites Directly from the Business User Interface

Mobile sites and mobile content can be easily managed directly from the Oracle WebCenter Sites authoring interface. Users can quickly create mobile pages using visual drag-and-drop capabilities, edit content using rich text editing tools, and then preview that content directly in the context of different mobile devices—all from the same business user interface. Using mobile preview, users can see how Websites will appear on different mobile devices, switch between device orientations and even preview different devices side-by-side. These powerful capabilities make managing the Web experience for mobile devices easy— even with frequently changing content. Oracle WebCenter Sites' mobile option enables users to manage their Web presence centrally and deploy to thousands of mobile devices, for a seamless multichannel site visitor experience. This saves tremendous time in building, formatting, and maintaining individual Websites or mobile applications for different devices. When content or business needs change, the business user needs to change site content only once, and it is seamlessly deployed to the Web and all mobile channels.

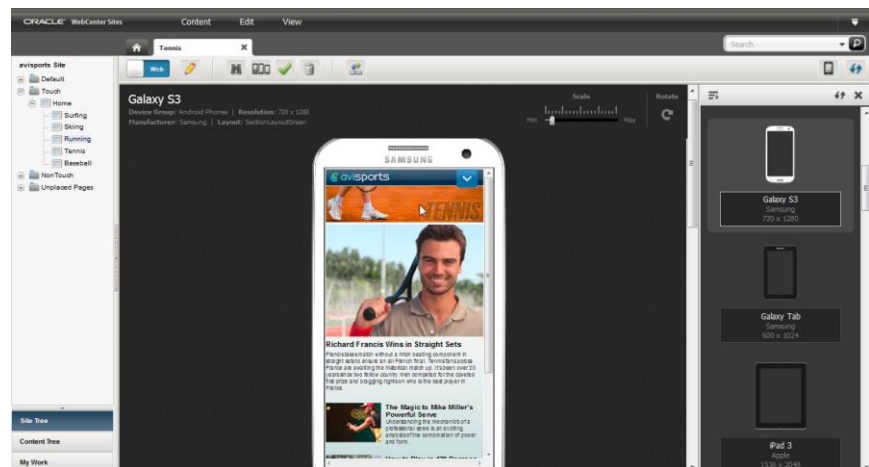


Figure 2. Mobile sites can be edited using drag-and-drop tools and previewed within the same business user interface as the traditional web presence.

Deliver Relevant and Personalized Experiences to Mobile Users

Organizations can increase the effectiveness and appeal of their mobile web presence by delivering targeted content to mobile users. Using Oracle WebCenter Sites' segmentation and targeting capabilities, marketers can recommend relevant content and offers to both traditional Web and mobile site visitors based on their profile information and/or behavior. With Oracle WebCenter Sites' mobile option, organizations can assure that the digital customer experience on mobile phones or tablets is just as personalized, relevant and engaging as the experience on a laptop or desktop computer.

THE CENTER OF ENGAGEMENT FOR BUSINESS

Oracle WebCenter is the center of engagement for business powering exceptional experiences for employees, customer and partners. It connects people, processes and information with the most complete portfolio of portal, Web experience management, content management, and collaboration technologies. It also provides the foundation for Oracle Applications to deliver a next generation user experience.

Oracle WebCenter includes:

- Oracle WebCenter Content
- Oracle WebCenter Portal
- Oracle WebCenter Sites

RELATED PRODUCTS

Oracle WebCenter Sites works with Oracle's broader portfolio of customer experience technologies, including:

- Oracle Commerce
- Oracle Eloqua Marketing Cloud Service
- Oracle Real-Time Decisions
- Oracle Siebel CRM
- Oracle Social Relationship Management

Compelling Web Experiences on Any Device

With Oracle WebCenter Sites' mobile option, organizations can offer a rich and engaging cross-channel customer experience, managing mobile Websites directly from the same platform used to manage their traditional Websites. This solution allows organizations to incorporate the mobile channel as a key touch point with customers, without compromising the customer experience or their own ability to manage content consistently and efficiently. With Oracle WebCenter Sites, organizations can deliver a superior experience to their mobile audiences that will deepen relationships and customer engagement.

Contact Us

For more information about Oracle WebCenter Sites, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



Oracle is committed to developing practices and products that help protect the environment

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Hardware and Software, Engineered to Work Together