ORACLE WEBCENTER SITES

Oracle WebCenter Sites enables organizations to deliver a compelling digital experience to customers by deploying and managing sophisticated and engaging Websites across digital channels. This Web experience management solution automates the entire process of managing the Web—including business-user content authoring, delivery of high-scale dynamic sites, content targeting and optimization, user-generated content, social networking integration, end-user personalization, and mobile Web delivery. As a key component of Oracle’s customer experience ecosystem—including business intelligence, customer relationship management, commerce, enterprise content management, marketing automation, portal, search and social relationship management—WebCenter Sites uniquely offers organizations the ability to connect the customer experience across all touchpoints to build loyalty, drive customer acquisition, and reduce operational costs.

The Web Experience Management Imperative

In today’s socially enabled, multichannel online world, individuals increasingly expect their online experiences to be targeted specifically to their interests, and to provide a point of seamless extension and expression of who they are. For Web marketers, this new imperative presents a unique set of challenges when it comes to engaging with their customers online. No longer is it acceptable to simply present flashy product Web pages, or interact with customers via newsletters and mailing lists, nor is it acceptable to publish a stripped-down mobile version of a corporate site. Instead, you have to show the ability to “know” your customer as an individual. Would they rather interact with your company and other customers via Facebook than your corporate site? Do they do most of their browsing and interaction via their iPhone? Do they want to have a personalized view of their relationship with your company, from transaction history to loyalty offers?

Oracle WebCenter Sites meets the new Web experience management (WEM) imperative by connecting the digital experience across channels, to meet the demands of today’s customers. With the WEM solution from Oracle WebCenter Sites, organizations can rapidly create, deploy, and manage multiple Web properties, while empowering business users to manage Websites themselves. Its easy-to-use tools allow organizations to get Web content and campaigns to market faster, and create targeted, interactive, and optimized experiences across Web, mobile, and social channels. Oracle WebCenter Sites offers centralized management of multilingual, multilocal, multisite Web deployments. The solution also integrates seamlessly with customer relationship management (CRM), enterprise content management, commerce, marketing automation and more, to deliver a digital customer experience that will help organizations meet their business goals.

Business-User-Friendly Tools for Web Authoring and Design

Oracle WebCenter Sites makes it easy for business users to contribute and manage websites with visual and intuitive content authoring and layout capabilities designed for the
nontechnical user. Oracle WebCenter Sites enables business users to simply drag-and-drop content right into the context of the page using a WYSIWYG authoring interface. Rich search functionality and visual search results make the process of locating images, videos and other content for use within pages, streamlined and efficient.

Figure 1. Created for non-technical users, the Oracle WebCenter Sites visual contributor interface for in-context site authoring makes site management simple and intuitive.

Oracle WebCenter Sites also allows organizations to access content—such as documents, images, videos, and more—stored across the enterprise and publish it to their Web properties. Oracle WebCenter provides this capability directly via Oracle WebCenter Content, and offers adapters for EMC Documentum, Microsoft SharePoint, Windows and UNIX file systems, and more, built on top of a robust infrastructure for peer-to-peer, Web-services-based content sharing. Additionally, rich media that is hosted externally by YouTube, Brightcove or other Cloud-based systems, can be searched, viewed and incorporated into the web presence all from within Oracle WebCenter Sites. With Oracle WebCenter Sites, users can harness the full power of their content to deliver an engaging Web experience that drives customer acquisition, turns customers into advocates, and keeps them returning for more.

Flexible Targeting and Analytics for a Contextually Relevant Site Experience

A powerful rules engine with an intuitive interface, Oracle WebCenter Sites enables marketers to define customer segments and create rules for what content will be delivered to each customer segment online. Multiple types of criteria can be used to define a specific customer segment, making segmentation as granular as is required. When visitors come to the Website, they are automatically placed in a customer segment either via explicit targeting, in which they are a known user or have certain known characteristics; or via implicit targeting, in which their customer segment is derived simply from their behavior on the site; or a combination of the two. Segments can be based on a broad array of explicit criteria, such as demographics (age, gender, or geographical region), visitors’ set preferences, consumer purchase history, and more. The sophisticated rules engine also enables weighting of recommendations, so when multiple customer segments apply, users are shown the most appropriate content for their needs.
Oracle WebCenter Sites also provides an analytics capability that offers organizations highly granular data to identify which individual content assets or recommendations are resonating with specific customer segments. This deeper level of reporting is essential for optimizing dynamic, personalized pages, where specific site visitors see different assets on a given page. With Oracle WebCenter Sites, marketers can continually analyze and optimize their targeted campaigns to improve site stickiness, conversion rates, and customer loyalty. For organizations wanting to integrate segment-based targeting with real-time recommendations, Oracle WebCenter Sites offers integration with Oracle Real-Time Decisions, a powerful platform that combines both rules and predictive analytics to enable real-time intelligence to be instilled into any type of online customer interaction. This provides marketers with the freedom and flexibility to deploy the level of targeting and optimization that best suits their needs, from marketer-managed to fully automated, enabling you to always deliver in context the right content, message, or recommendation tailored and personalized within the “moment of impact” to optimize online engagement and business results.

**Centrally Manage and Optimize Mobile Sites**

Oracle WebCenter Sites offers a mobile option that makes it possible to manage mobile with ease and to market more effectively to mobile customers. Mobile editing and preview can be done from the same business user interface as the traditional web presence, and mobile pages can be previewed as they will appear across different devices and using different orientations. Users can edit mobile content contextually and employ Oracle WebCenter Sites’ familiar drag-and-drop capabilities to build mobile pages quickly. As with the traditional web presence, highly personalized and relevant experiences can be delivered to mobile users using Oracle WebCenter Sites’ segmentation and targeting capabilities. The mobile option for Oracle WebCenter Sites provides a great deal of flexibility when it comes to mobile design and development. Organizations can use the same templates for their mobile and traditional websites, or they can create mobile variants that enable a higher level of optimization for the device types that are most relevant to their customers. Both HTML-5 and responsive design are supported so you can design templates once and render an optimized experience across a multitude of device types. These powerful capabilities make managing the Web experience for mobile devices easy, without compromising the customer experience—even with frequently changing content—across a variety of different devices. Oracle WebCenter Sites makes it easy to manage a seamless multichannel site visitor experience.

**Build Communities with User-Generated Content and Social Networks**

Oracle WebCenter Sites provides unparalleled social computing capabilities including a wide set of user-generated content (UGC) capabilities with enterprise-class tools for moderation and management. With Oracle WebCenter Sites, enterprises can easily implement social features—such as comments, ratings, reviews, polls, and corporate blogs—throughout their existing Web presence and manage them as a seamless part of their Web platform. By offering site visitors the opportunity to share ideas and feedback with one another, companies forge a stronger bond with customers—a bond that drives loyalty, sales, and business growth.

To ensure that end-user dialogue on the Website remains productive and to the benefit of the business, Oracle WebCenter Sites offers robust tools that enable enterprises to easily moderate UGC as a part of their daily Web content management (WCM) tasks. UGC can be flagged for moderation based on simple rules set up by business users including keyword and spam filters, user whitelists and blacklists, and site visitor flagging of content. Business users review and moderate comments through the same interface used for managing Website content, making UGC management a seamless part of managing the Web experience. With Oracle WebCenter Sites, organizations can maximize the value delivered by UGC because the functionality is natively integrated with the rest of the Web experience management capabilities so that WCM tasks are streamlined across internally generated and user-generated content.
Oracle WebCenter Sites also enables seamless integration with third-party social networking sites such as Facebook, Twitter and Google+, enabling site visitors to be automatically authenticated on an organization’s Website based on their social network credentials. They can also automatically share content from the site that is interesting to them with their Facebook, Twitter and Google+ networks. Social login and social sharing can be further expanded to over thirty social networking sites. This integration also offers insight into social networking analytics such as social posts and resulting referral traffic. Thus site visitors’ onsite experience is seamlessly integrated with the rest of their online interactions and networks, driving relevance, engagement, and ultimately customer loyalty.

Enterprise-Scale Web Content Publishing and Site Management

Because the digital needs of enterprises are expanding at an ever increasing rate, the scope of functionality and the scale of deployments across departments and geographies demand a system that can support an enterprise-scale Web presence. Oracle’s architecture and capabilities offer the most scalable deployments on the market. For example, Oracle WebCenter Sites enables organizations to manage vast and complex product catalogs with ease with its sophisticated product information management capabilities. In addition, Oracle WebCenter Sites offers advanced multisite management capabilities for management of hundreds of departmental or regional sites, as well as strong multilingual content management and delivery capabilities, workflow-based processing, and role-based editing.

Today’s large-scale, global, targeted sites require rapid delivery of high volumes of dynamic content and pages. Oracle WebCenter Sites’ caching infrastructure provides high-performance, distributed caching to support dynamic deployments on the largest global scale. This enables extremely scalable delivery of targeted content at the speed of a static site. A key component of the Oracle WebCenter Sites deployment infrastructure, the caching infrastructure assembles dynamic and static content on personalized pages according to targeting rules in real time, as visitors come to the site—resulting in a relevant Web experience for each visitor.

Oracle WebCenter Sites: Delivering the Connected Online Customer Experience

With Oracle WebCenter Sites, Oracle is uniquely able to offer organizations a way to engage with their customers in a highly personalized, relevant, and meaningful way across online channels. As organizations look toward the future of customer experience management, Oracle can provide one platform across all touch points—online commerce, corporate sites, mobile, social, in-store, and service. Oracle WebCenter Sites facilitates an integrated customer experience that will foster true “one-to-one” relationships.