Oracle's Strategy and Vision for Portals, Sites, Content, and Collaboration

Oracle WebCenter
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
Key Trends Impacting Your World

Personalized

Mobile

Social

Multi-Channel

Consumerization

Self-Service

…And Your Users’ Expectations
How are Organizations Adapting?

Focus on Improving User Engagement

Customers

Employees

Partners

To Differentiate, Drive Loyalty, Increase Revenue & Improve Processes
How do You Engage Customers?

- Provide “Facebook-like” experience
- Engage consistently across their preferred channels
- Offer a personalized experience
- Innovate via online customer service
How do You Engage Employees?

- Provide anytime, anywhere access
- Offer intuitive tools & experience
- Enable them to easily find expertise and knowledge internally
- Improve their efficiency and effectiveness
How do You Engage Partners?

- Optimize information access via any device
- Provide self-service & visibility into processes
- Tighten relationship through collaborative tools
- Develop and grow a partner community
This is the Essence of Social Business

Adapting to achieve better business results

In a continually connected, global environment
Common Tools & Technologies Used

MASH-UPS
- RSS
- WEB CONFERENCING
- WEB EXPERIENCE MANAGEMENT
- COMPOSITE APPLICATIONS
- PORTALS

COLLABORATION
- DISCUSSION FORUMS
- BLOGS
- WIKIS

TAGGING
- SOCIAL NETWORKING

WEB EXPERIENCE MANAGEMENT
- CONTENT MANAGEMENT
- WEB EXPERIENCE MANAGEMENT

ACTIVITY STREAMS
- FILE SHARING

WEBSITES
- CONTENT MANAGEMENT
- WEBSITES
The Challenge – Meeting Different User’s Needs
Requires a comprehensive set of capabilities
The Challenge – Implementing the Solution

Typical Options Available

1. **POINT SOLUTIONS**
   - COBBLE TOGETHER
   - HIGH INTEGRATION COSTS
   - COMPATIBILITY ISSUES

2. **DO IT YOURSELF**
   - TIME INTENSIVE
   - RESOURCE INTENSIVE
   - DOES NOT SCALE

3. **DEPARTMENTAL**
   - RATIONALIZE
   - GOVERNANCE
   - ENTERPRISE FIT?
The Ideal Solution

A Complete, Feature-Rich, End to End Platform

• Connecting people and information – powering social business
  – Engage customers & build loyalty with personalized online experiences
  – Innovate and differentiate with new processes and by offering new services online
  – Quickly find expertise and knowledge
  – Delight users with contextual, anytime, anywhere access to collaboration, information & applications

• Scalable, secure, integrated, future-proof
The Ideal Solution – Oracle WebCenter
The User Engagement Platform for Social Business

Oracle WebCenter is the user engagement platform for social business, connecting people and information

- Increase customer loyalty with personalized online experiences
- Drive innovation with portals & composite applications
- Enhance productivity with contextual collaboration
- Optimize information access with content management
The Ideal Solution – Oracle WebCenter
The Ideal Solution to Engage Your Users

Feature-rich, integrated, single vendor offering with:

• Market leading capabilities
  – Web Content Management
  – Enterprise Portal
  – Enterprise Content Management

• Productized enterprise application integrations

• Rich partner ecosystem

• Fusion Middleware foundation
  – Complete, open, integrated, and best in class
Enterprise 2.0 → Oracle WebCenter

Products you may know…

• Enterprise Content Management Suite →
  – Universal Content Management (UCM), Universal Records Management (URM), Information Rights Management (IRM)
  – Imaging & Process Management (I/PM), Document Capture, Distributed Document Capture, Forms Recognition
  – Application Adapters for Enterprise Content Management

• WebCenter Suite →
  – WebCenter Portal, Framework, Spaces
  – WebCenter Services
  – WebLogic Portal
  – WebCenter Interaction

• FatWire →
  – Content Server, Satellite Server, Mobility Server
  – Engage, Analytics
  – Gadget Server, Community Server

Have become…

Oracle Fusion Middleware
Oracle WebCenter
User Engagement Platform

Sites
Web Experience Management

Portal
Composite Applications & Mash-Ups

Social
Social Networking & Collaboration

Content
Enterprise Content Management
Oracle WebCenter Sites
Web Experience Management

Increase Customer Loyalty with Personalized Online Experiences

- Quickly create, deploy, target and measure multi-channel online marketing
- Deliver enterprise connected, optimized and content rich websites
- Extend brand engagement and web presence to mobile and social channels

High Level Strategy & Roadmap

- New site building and authoring experience
- Enhanced mobile, gadgets, social computing & user generated content
- Integrate FatWire into WebCenter portfolio – Content, Portal, Connect
- Marketing–centric web experience management application - embedded & actionable analytics, user dashboards, data mart
- Broader customer experience management solution with Oracle integrations – Fusion Middleware, Real Time Decisions, ATG, Siebel…

Don’t miss the detailed strategy session next @ 2PM (Intercontinental Ballroom C)
Oracle WebCenter Portal
Composite Applications & Mash-Ups

Innovate with New Online Services and Composite Applications

• Provide users with intuitive portals and websites with integrated application content
• Easily assemble new composite applications using prebuilt library of reusable components
• Access relevant content faster with personalized solutions and integrated social tools

High Level Strategy & Roadmap

• Template-driven portal: library of portal solutions (definition and collection of services) providing support for specific business processes / applications
• Foundation for gadget integration – bridge between back-office integration & user experience (UX) technologies
• Enhanced in-context social and mobile delivery capabilities
• Migration and upgrade tools for legacy portal customers

Don’t miss the detailed strategy today @ 3:30PM
(same room!)
Oracle WebCenter Content
Enterprise Content Management

Optimize Information Access with Content Management

- Remove content silos and update current documents, images and rich media files
- Manage end-to-end content lifecycle from creation to records management and archiving
- Automate business processes with pre-built enterprise application integrations

High Level Strategy & Roadmap

- Content infrastructure across WebCenter portfolio and Oracle technology and applications
- Next generation end user and administration user interfaces
- Content synchronization & mobile access
- Enterprise imaging with deeper BPM integration & updated Capture

Don't miss the detailed strategy today @ 5:00PM (same room!)
Oracle WebCenter Social
Social Networking & Collaboration

Enhance Productivity with Contextual Collaboration

- Stream-based activities tie together a range of disparate applications and business processes
- Fully Integrated Social Tools including, Blogs, Wiki’s, Ratings, Tagging, Reviews, Polls and Forms
- Social enterprise building blocks to enable end users to build effective & collaborative communities

Stay Tuned for Wednesday!

High Level Strategy & Roadmap

- Cloud & on-premise offerings tied to key processes & applications
- Stay tuned for Larry’s Keynote this Wed @ 2:45PM for an announcement!

Don’t miss the detailed strategy Thursday @ 10:30AM (Moscone South Room 270)
Oracle WebCenter: Architecture Strategy

- Single Enterprise Content Repository
  - Share content across organization, internally and externally
- Embedded Social Channel
  - Collaborate with others directly from applications and Web sites
- Reusable Enterprise Gadgets
  - Build once and use everywhere
- Optimized for Application Integration
  - Enables user experience in Oracle and other enterprise applications
- Built on Fusion Middleware
  - Complete, open, integrated, scalable, high-performance, cloud
Oracle WebCenter Strategy

Single Enterprise Content Infrastructure

Traditional Content Applications
- Collaborative Document Mgmt
- Imaging/Archiving
- Web Content Management
- Records Management
- Information Rights Management

Enterprise Applications
- Siebel
- E-Business Suite
- PeopleSoft
- JD Edwards
- L360, i-flex, Primavera
- Fusion Applications

Custom Applications
- Composite Applications & Portals
  - Java & ADF
  - .NET, PHP, etc.
  - Mobile applications & sites

WebCenter Content

Content Store
Application Adapters
FMW Infrastructure
Embeddable Content Management
Oracle WebCenter Strategy
Bringing Content to Where Users Work

Web
Mobile
Social
Tablets

E-BUSINESS SUITE
PEOPLESOFT
SIEBEL
JD EDWARDS

Enterprise Applications
Desktop
Portals & Composites
Within Business Processes
Oracle WebCenter Strategy
Embedding Social Channels & Collaboration

Apply Collaborative & Social Concepts Across All Processes & Applications that Drive Your Business

Informal (User Interactions)  1:1 Chat  Ad-hoc Group Discussions  Temporary Teams  Automated Business Processes  Packaged Processes & Applications  Formal (User Interactions)

High Value, High Impact Business Collaboration
Oracle WebCenter Strategy
Reusable Enterprise Gadgets

CRMT
ERP
Legacy Applications

Gadget
REST

Web Oriented Architecture
Oracle WebCenter Strategy
Optimized for Application Integration

- Intuitive experience for application users
  - Direct access to managed scanned documents, contracts, videos, reports, etc.
  - Contextual collaboration with experts
- Build new composite applications
- Optimized for Oracle Enterprise Applications
  - Productized integrations & connectors
  - Out of the box templates and starter kits
  - Solution accelerators
  - Embedded functionality
Engaging mobile experience

• Create mobile experiences for your customers
• Compelling mobile applications and services out-of-the-box
• Solutions for both smart phones and tablets
At Extreme Performance & Scalability

Fast Page Access & Response Time

Millions Of Users

Record-Breaking Content Ingestion

From Generic to Engineered Systems
Oracle WebCenter

Leading the Way to Drive User Engagement

• Building an innovative user engagement platform
  – Based on enterprise-class and proven technologies
  – An ‘architected together’ approach

• Major feature enhancements planned for each pillar

• Strategy at the forefront of current social & mobile trends
  – Strong mobile roadmap across pillars
  – Embedded social & an exciting announcement coming this Wed!

• Addressing your needs to better engage customers
  – Significant investment in Web Experience Management
Q&A

Quarterly Customer Events:
WebCenter Content Webcasts
http://blogs.oracle.com/ecmalerts

Oracle WebCenter blog:
http://blogs.oracle.com/webcenter

WebCenter Content product alerts
http://blogs.oracle.com/ecmalerts

Oracle WebCenter Homepage:
http://oracle.com/webcenter

Oracle WebCenter Newsletter:
http://oracle.com/newsletters

Twitter:
http://twitter.com/oraclewebcenter

Facebook:
http://facebook.com/webcenter

LinkedIn:
http://linkd.in/ORCL_Social
Hardware and Software
Engineered to Work Together