

## ORACLE WEBCENTER SITES MOBILITY SERVER

DELIVER A RICH MULTICHANNEL WEB EXPERIENCE

### KEY FEATURES

- Out-of-the-box templates for creating Web pages formatted for mobile devices
- Simple-to-use tools for managing content and delivery
- Support through any carrier for thousands of mobile devices including iPhone, iPad, BlackBerry, Android and many more
- Automatic formatting of designated Web content into XHTML and WAP 2.0
- Automatic detection of site visitor device configuration for optimal display of Web content
- In-context text editor tools plus preview capability
- Integration with mobile GPS data to deliver location-specific content

### KEY BENEFITS

- Manage content consistently and efficiently.
- Improve customer engagement and satisfaction.
- Reduce the costs of producing a Website optimized for mobile devices.
- Offer customers the ability to create user-generated content.

*Oracle WebCenter Sites Mobility Server enables organizations to easily extend their Web presence to the mobile channel and effectively deliver multichannel marketing and customer experience initiatives, while also saving significant time and effort in managing mobile sites. By reusing existing Web content and Websites optimized for mobile delivery, Oracle WebCenter Sites Mobility Server enables enterprises to deliver an engaging mobile Web experience based on their existing online presence and brand.*

### Enable Multichannel Marketing and Customer Experience Campaigns

Increasingly, the mobile Web is a primary touchpoint 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. With Oracle WebCenter Sites Mobility Server, businesses can optimize Websites running on Oracle WebCenter Sites for delivery to mobile devices, by repurposing existing content and site plans for mobile delivery. Out-of-the-box, mobile Web page templates enable easy creation of mobile sites, formatted for optimal display of content via the mobile channel. Through simple tools within the Oracle WebCenter Sites interface, users can manage mobile sites and content for seamless delivery and optimal display in thousands of mobile device formats. Oracle WebCenter Sites Mobility Server is part of the Oracle WebCenter family of products. Oracle WebCenter provides easy-to-use tools to quickly deploy, edit, and analyze multichannel, large-scale, content-rich, compelling Web experiences with optimized, targeted content to any device.



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

## Seamlessly Extend Your Web Presence to Mobile Devices

Mobile device form factors, networks, protocols, and mobile vast browsers vary widely, and reformatting Web content for thousands of different device and software combinations is a prohibitive task. Oracle WebCenter Sites Mobility Server makes this process seamless by automatically formatting designated Web content into xHTML and WAP 2.0. Oracle WebCenter Sites Mobility Server automatically detects site visitor device configuration and then serves the selected Web content, sized and formatted for optimal display. Oracle WebCenter Sites Mobility Server supports thousands of devices through any mobile carrier, so organizations can be confident that audiences will be able to easily access their Website content from any mobile device. Oracle WebCenter Sites Mobility Server offers comprehensive support for mobile video, images, audio, and other digital assets, so that rich media can easily be managed and deployed as a part of rich and engaging mobile Websites.

## Edit and Preview Mobile Sites Directly from the Business User Interface

Oracle WebCenter Sites Mobility Server makes it easy to manage mobile sites and mobile content directly from the Oracle WebCenter Sites interface. Users can edit content using rich text editor tools and then preview that content directly in the context of the mobile Website and the traditional Website—all from the same business user interface. From the mobile preview screen, users can see how Websites will appear on multiple mobile devices, including all models of iPhone, iPad, BlackBerry, Android, and other mobile device types. These powerful capabilities make managing the Web experience for mobile devices easy—even with frequently changing content—across a multitude of different devices. Oracle WebCenter Sites Mobility Server 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.

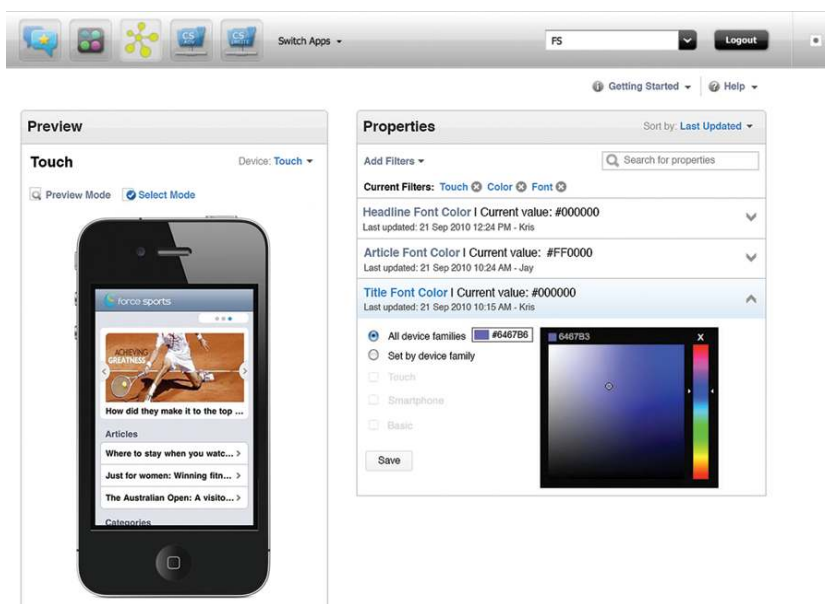


Figure 2. Oracle WebCenter Sites Mobility Server offers in-context editing and preview of sites for deployment to thousands of different mobile device types.

### ENGAGE YOUR CUSTOMERS. EMPOWER YOUR BUSINESS.

Oracle WebCenter Sites is a pillar of Oracle WebCenter – the engagement platform powering exceptional experiences for employees, partners and customers. It brings together the most complete portfolio of portal, Web experience management, content, social, and collaboration technologies into a single integrated product suite. It also provides the foundation for Oracle Fusion Middleware and Oracle Applications to deliver a next-generation user experience. Oracle WebCenter includes:

- Oracle WebCenter Sites
- Oracle WebCenter Content
- Oracle WebCenter Portal
- Oracle Social Network

#### RELATED PRODUCTS

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

- Oracle ATG Commerce
- Oracle Real-Time Decisions
- Oracle Siebel CRM
- Oracle Endeca
- Oracle Inquire
- Oracle Vitruv

### Contact Us

For more information about Oracle WebCenter Sites Mobility Server, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



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**Hardware and Software, Engineered to Work Together**

### Enable a Location-Aware, Socially Interactive, Mobile Web Experience

Social computing is a critical capability for enterprises in making their sites engaging and interactive. Oracle WebCenter Sites Mobility Server enables organizations to easily mobile-enable their user-generated content and other social features. User-generated content capabilities from Oracle WebCenter Sites are made available on visitors' mobile devices using Oracle WebCenter Sites Mobility Server. Site visitors can participate and contribute user-generated content—reading and submitting comments, blogs, ratings, and reviews—right from their mobile devices.

Geo-location is a critical input to making the online experience engaging and relevant, particularly for mobile Web users. Oracle WebCenter Sites Mobility Server enables use of device GPS data to deliver location-based content and services. Organizations can provide mobile site visitors with location-sensitive search results, offers, and recommendations as well as integration of maps or directions into site content, and much more.

### Compelling Web Experiences on Any Device

With Oracle WebCenter Sites Mobility Server, 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 touchpoint with customers, without compromising the customer experience or their own ability to manage content consistently and efficiently. With Oracle WebCenter Sites Mobility Server, organizations can deliver a superior experience to their mobile audiences that will deepen relationships and customer engagement.