

Hardware and Software
Engineered to Work Together



Oracle WebCenter: The User Engagement Platform for Social Business

To adapt to today's always-connected, global environment, you need to transform your business into a social enterprise. Oracle WebCenter enables this transformation rapidly, cost-effectively, and efficiently.



To compete globally, organizations today must be social businesses that fully engage employees, customers, and partners. To achieve this, you need a robust, scalable, social-enabled platform. You need Oracle WebCenter.

With globalization, the business world is increasingly flat. Multinational companies must operate 24/7 using teams distributed strategically around the world. These frequently ad hoc but critical workgroups are the heart of the new social enterprise. They design the products and services, solve the most urgent problems, and generate the ideas necessary to keep an organization vibrant and relevant in today's fast-moving global markets.

This type of business model requires agility. It requires collaboration. It requires the right technology—software that works seamlessly with traditional hardware as well as the latest mobile devices.

Your employees are ready. This generation of workers is already transforming the workplace with new, social-enabled ways of behaving derived from their personal lives. They expect to be always connected. They expect that business processes will reflect the way they think about content, collaboration, and communications. Want to succeed in business? Follow their lead.

Oracle WebCenter is the user engagement platform for social business that connects people and information. It increases sales and loyalty with online engagement optimization. Drives innovation with portals and composite applications. Enhances productivity with contextual collaboration. And it optimizes information access with content management. This four-pillar approach allows you to effortlessly and painlessly migrate your business from where it is now to where it needs to be tomorrow.

FACT: CXM (customer experience management): A set of solutions that enables the management and delivery of dynamic, targeted, consistent content, offers, products, and interactions across digitally enabled consumer touchpoints.

The Forrester Wave: Web Content Management for Online Customer Experience, Q3 2011, Forrester Research, Inc., July 2011.

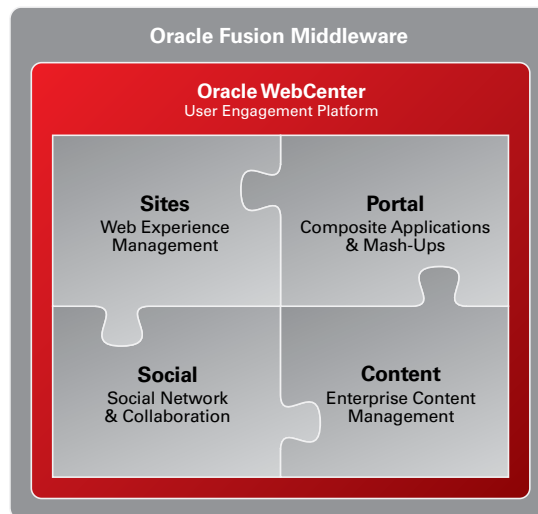


INCREASE SALES AND LOYALTY WITH ONLINE ENGAGEMENT OPTIMIZATION

- Create, manage, and moderate contextually relevant and targeted online experiences
- Optimize customer engagement across interactive Web, mobile, and social channels
- Manage a large-scale, multichannel global online presence with integration to enterprise applications

The User Engagement Platform for Social Business

Oracle WebCenter improves customer loyalty and sales by helping marketing-driven organizations deliver a relevant and targeted experience online to users. It also gives employees anytime, anywhere access to information and applications within the right context through portals and composite applications. Oracle WebCenter also helps people work together more efficiently through contextual collaboration tools that optimize connections between people, information, and applications. And it does all this while managing the complete content lifecycle for the entire organization in a single repository to ensure regulatory compliance.



Increase Sales and Loyalty with Online Engagement Optimization

Effectively harnessing the power of your online channel has become a key element of the customer experience. Success today depends on your ability to provide rich, interactive experiences paired with sophisticated social engagement across Web, mobile, and social networks. Yet offline channels are still critical. Your challenge is to manage the entire customer journey—from the initial selection of your product or service to after-sales servicing—through both online and offline channels in a way that drives customer engagement, loyalty, and success. Oracle WebCenter Sites, the first piece in the Oracle WebCenter solution, does just that.

Oracle WebCenter Sites provides a highly scalable Web experience management platform with built-in content targeting and optimization, analytics, user-generated content, social networking integration, and more. Your business users are able to easily manage even the most distributed, multichannel, global online presence with minimal IT support. And the social capabilities offered in Oracle WebCenter Sites enable customers, partners, and other stakeholders to interact in online communities via reviews, ratings, discussions, and blogs about your products and services.

FACT: By 2015, Gartner expects that at least 25 percent of new enterprise portal projects in Global 2000 firms will use open-source horizontal portal frameworks.

Gartner Magic Quadrant for Horizontal Portals, October 24, 2011.

Improve Business Agility with Intuitive User Experiences

Web 2.0 and social technologies are transforming the ways customers, employees, partners, and suppliers communicate and stay informed. Today's enterprises need technologies and services that push organizational productivity to the next level by integrating social activities with business applications.

Oracle WebCenter Portal solves this piece of the social enterprise puzzle. By delivering a complete, open, and integrated enterprise portal and composite applications platform, you can develop and deploy internal and external portals and Websites as well as composite applications and mash-ups with integrated social and collaboration services and enterprise content management capabilities. And because Oracle WebCenter Portal helps optimize connections between people, information, and applications, users can navigate, discover, and access content in context.

Oracle WebCenter Portal also offers dynamic personalization of applications, portals, and sites so users have a truly customized experience. By building on the best user experience capabilities from leading portal solutions, Oracle WebCenter Portal provides a foundation that delivers the next-generation user experience for Oracle Fusion Middleware and Oracle Fusion Applications. Users can create dynamic enterprise portals such as intranets and extranets with personalized dashboards. And with Oracle WebCenter Portal, users can easily assemble composite applications with Oracle's common user experience architecture, Oracle Application Development Framework, and can easily extend existing applications and Oracle Fusion Applications with the reusable, standards-based components they create.

Enhance Productivity with Contextual Collaboration

The most successful enterprises understand the importance of collaboration. But *context* is what changes collaboration from a useful tool into a transformational strategy. Oracle WebCenter Social, and the capabilities of Oracle Social Network, are uniquely focused on enabling purposeful collaboration through contextual social interactions. Through "Conversations," users can gracefully escalate how and with whom they collaborate. Oracle Social Network also offers tools that enable Conversations in both real-time and asynchronously, and via multiple media formats, including text, voice, and video. And by recording an in-context, accurate history of all collaboration sessions, all participants always know how a particular conversation led to a decision, and why.

Oracle WebCenter Social takes advantage of Oracle Social Network, a secure private network with a broad range of built-in social tools designed to help people capture information during Conversations, from enterprise applications, and via business processes and activities. Oracle Social Network is available as a standalone tool, and can be embedded into enterprise applications or deployed as a software-as-a-service application within Oracle Public Cloud.



"Oracle Social Network enables companies like Athene and our clients with global workforces to collaborate, coordinate, plan, and execute on key business initiatives to ensure they remain competitive in today's environment."

Vikas Bhambri
Managing Partner
The Athene Group

FACT: For many businesses, a one-size-fits-all enterprise content management (ECM) solution is no longer relevant or feasible. Instead they look to ECM technologies to solve specific business needs.

The Forrester Wave: Enterprise Content Management, Q4 2011.



"We needed a platform that would give us an interactive user experience, personalization capabilities, security, and integration with our back-end database and ERP systems. Oracle WebCenter provides that environment by handling the enormous volumes of seed orders and allowing Land O'Lakes to stay ahead of the competition."

Barry Libenson
Vice President and CIO
Land O'Lakes

Seamless Access to the Right Information in Context

Managing and gaining insight from the explosive growth in information is one of the top business challenges organizations face today. Although most have the tools to manage structured information, such as financial accounts or inventory numbers, they are not leveraging the full value of this information. That value can only be realized when structured data relates to and coexists with information that does not have an easily identifiable data structure—including data from word processing documents, spreadsheets, presentations, e-mails, audio and video files, scanned documents, and CAD and other rich graphic files.

Businesses are experiencing an explosion in the amount of this unstructured information—otherwise known as “content”—being created and stored by users. And despite the proliferation of new devices and applications that generate this data in electronic form, many organizations are buried underneath reams of paper on which critical unstructured data is still printed, processed, shipped, faxed, and stored in physical filing cabinets and warehouses around the world.

Oracle WebCenter Content manages the entire lifecycle of this information by applying appropriate controls—appropriate being the operative word—and by offering unique support tools for users at every stage of the content creation and management lifecycle. Oracle WebCenter Content also offers version control, search indexing, and content cleansing to minimize risk of data loss or version control errors, and to maximize security against unauthorized access.

Social Business for the Enterprise

For organizations seeking to transform themselves into truly social businesses, Oracle WebCenter provides the most complete user engagement platform available today. By enhancing users' experiences and ensuring they get access to the right information at the right time in the right context, Oracle WebCenter improves business agility while increasing customer loyalty.

Oracle WebCenter brings together the leading portal, Web experience management, social, collaboration, and content management capabilities into an integrated product suite. Designed holistically into four separate complementary modules, Oracle WebCenter features a single content repository and infrastructure that enables seamless content sharing both internally and externally to an organization. With social channels embedded throughout both Oracle WebCenter Portal and Oracle WebCenter Sites, users are more productive because they can collaborate directly from their applications and favorite Websites. With Oracle WebCenter, your increasingly social enterprise will be more effective, efficient, and innovative while maximizing user productivity and satisfaction.

FACT: Thirty-seven percent of IT decision-makers plan to implement or expand the use of collaboration tools in 2011 compared with 25 percent or less who are planning investments in ERP, HCM, product life-cycle management, and SCM application categories.

The Forrester Wave: Enterprise Social Platforms, Q3 2011, Forrester Research, Inc., August 2011.



CONTACT US

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

Outside North America Visit oracle.com/corporate/contact/global.html to find the phone number for your local Oracle office.



ORACLE®

Oracle Corporation

WORLDWIDE HEADQUARTERS
500 Oracle Parkway
Redwood Shores
CA 94065
U.S.A.

WORLDWIDE INQUIRIES

Phone:
+1.650.506.7000
+1.800.ORACLE1

Fax:
+1.650.506.7200

oracle.com



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

Copyright © 2012, Oracle and/or its affiliates. All rights reserved. Published in the U.S.A. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. UNIX is a registered trademark licensed through X/Open Company, Ltd.