

Modernize Customer Engagement

Drive Digital Experiences with Omni-Channel Content Delivery

Companies today create more content than ever before. With this explosion of content --whether its business documents, transactional content, user generated content, editorial content or digital media assets -- it's more important than ever for organizations to have a unified solution for omni-channel digital engagement. But the reality is that many organizations have poorly integrated systems for content and experience across multiple channels, which leads to a high dependency on IT by business users to create digital interactions with stakeholders. This means that engaging employees, customers and partners still remains a challenge. Oracle Content and Experience Cloud is a cloud-based content hub to drive omni-channel content management and accelerate experience delivery. Powerful collaboration and workflow management capabilities streamline the creation and delivery of content and improve customer and employee engagement.

Digital Experience Transformation

The digital age has unleashed limitless potential. Skyrocketing connections are forever transforming how we work, play and live -- offering businesses unprecedented opportunities for innovation, growth and value creation. To realize these opportunities, however, it is vital that today's enterprises not only develop digital tools but also put digital at the center of their business -- empowering every aspect of process, content management, innovation and customer experience.

Squeezing maximum advantage from the accelerating connections between organizations, people and things is crucial to success. Within today's digital connections hide the solutions to your most urgent business challenges and the potential to build seamless, interconnected digital experiences that empower employees and amaze customers.

Thriving in this environment requires more than digital tools. It demands that enterprises put digital connections and platforms at the heart of the enterprise and engage with every connection, interaction and data point. This, in turn, requires new modes of business across operational, strategic and commercial domains -- to harness data-rich, data-driven insights and invent, incubate and launch new digital experiences -- all while developing new ways of working, driving innovation and maximizing value in every interaction. It's time to go beyond developing digital potential to using it to achieve, grow and compete; to think, act and truly realize digital experience transformation.



"With Oracle Content and Experience Cloud, we have achieved an 80% savings in infrastructure costs. Capacity, scalability and growth for document storage is no longer a concern."

EDI NILSON PIOVEZANI
DIRECTOR OF INFRASTRUCTURE
OMNI FINANCEIRA

Key Drivers of Omni-Channel Digital Engagement

Oracle Content and Experience Cloud drives omni-channel content and relevant digital experiences for customers, partners, and employees through: Collaboration around content to share and interact with content; Content Unification leveraging content and data from existing sources; Omni-Channel Content Management across all content types, sources and channels; and Omni-Channel Experience Management to deliver content and engagement across channels, apps, and third-party tools.



Figure 1. Key Drivers of Omni-Channel Digital Engagement

Content Collaboration & Sharing

Collaboration is critical when sharing information and interacting with content. Oracle Content and Experience Cloud offers a content collaboration platform to not only create, manage and share content, but it also provides anywhere access to documents, digital assets, conversations, and people. Oracle Content and Experience Cloud integrates in social conversations on assets and projects for real-time messaging and provides full accessibility on mobile devices including mobile editing with Microsoft Office, mobile content review and approvals, and mobile annotations on many file types including video. Oracle Content and Experience Cloud provides organizations enterprise file share and sync of content and a central solution for collaborative content management; extensibility to work with external groups such as design agencies and partners; role specification for asset accessibility; version control and rollback; embeddable content business objects; metadata management; and integrated process management for workflows.

Content Aggregation

Customers often need to access content and information that might be stored in multiple places and across multiple channels. Oracle Content and Experience Cloud provides out-of-the-box content connectors and an open connector framework to leverage content and data from existing sources including legacy and cloud content repositories. The content connectors and SDKs allow you to connect to other content repositories including Oracle WebCenter and third-parties, and you can access external content through Content-as-a-Service (CaaS) services. Additionally, Oracle Content and Experience Cloud provides the option for data integration through Oracle Integration Cloud Services to existing back-end data and a component SDK for data driven visual components.

KEY FEATURES

Content Collaboration & Sharing

- Enterprise File Share and Sync of content
- Information sharing
- Controlled Business Doc. Management such as invoice portals and document vaults
- Team Sites/Communities

Content Aggregation

- Lift and shift to cloud, leveraging existing content stores
- Retain use of departments tools such as Box but integrate into omni-channel system
- Federated access to third-party content services (e.g. YouTube, Getty images)

Omni-Channel Content Management

- Headless CMS– Deliver to Commerce, Kiosk, Social
- Content management services for metadata management, workflow, publishing

Omni-Channel Experience

- Multi-channel campaigns and publishing
- Global sites, multi-national brand sites

Omni-Channel Content Management

Modern customers have more choice in how they engage with brands than their predecessors did. Choice of context, channel, and device mean that the customer journey no longer follows a single, linear path. Omni-channel content management delivers relevant content that serves the customer's higher need across touchpoints. Oracle Content and Experience Cloud provides omni-channel content management of business documents, digital assets, editorial content and conversational content throughout the entire content lifecycle. Content management features include metadata/taxonomy, review, moderation, workflow and publishing. CaaS provides headless configurations of content for omni-channel and instrumentation of analytics across channels. In addition, you can utilize Oracle Process Cloud Service for automation of processes on business content.

Omni-Channel Experience

Customers today engage with your brands across different channels, therefore it's more important than ever to provide contextual content and experiences across multiple channels and integrate that content with other systems. Oracle Content and Experience Cloud integrates tightly with solutions like Oracle Marketing, Social, Sales, and Commerce Clouds and other content management systems to simplify asset sourcing and channel specific approval. An API-first delivery approach with channel optimization, business integration, and content analytics provides consistent, relevant, and up-to-date content for sales enablement, marketing programs, commerce, website and mobile promotions – all available within the context of the channel.

Why Oracle Content and Experience Cloud?

Oracle Content and Experience Cloud is a cloud-based content hub to drive omni-channel content management and accelerate experience delivery. Powerful collaboration and workflow management capabilities streamline the creation and delivery of content and improve customer and employee engagement. With Oracle Content and Experience Cloud, you can rapidly collaborate internally and externally on mobile devices, including content approvals, and build contextualized experiences. Built-in business friendly tools make building new web experiences with stunning content a breeze. For developers, content APIs and SDKs are available to enable consistent experiences across any channel. For more information, visit www.oracle.com/dx.

KEY BENEFITS

- Omni-Channel Content Delivery
- Collaboration and Information Sharing Made Easy
- Same Content, Same Process, Personalized Experience
- One-Click Self Service Experience
- Digital Asset Management
- Integration with Oracle Marketing, Social, Sales, and Commerce Clouds
- Rich Content Management and Workflow
- Collaborate with Other Team Members and Groups to get to Market Faster
- Enforce Corporate Branding Through Custom Themes and Approved Content
- Complete Visibility for IT to Meet Oversight and Governance Requirements

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