



ORACLE®

WebCenter Sites

A woman with dark hair, wearing a light-colored sleeveless top, is seated at a table in a meeting. She is gesturing with her hands as if speaking or explaining something. In the foreground, the back of a man's head and shoulder is visible, looking towards her. The background is a bright, out-of-focus office setting.

Making Digital Real



ORACLE®

Build and Publish Websites

Why Oracle WebCenter Sites?

Content analysts can rapidly build and publish websites that deliver uniquely relevant experiences, while marketers can create engaging campaigns and promotions quickly and intuitively.

It's an integrated experience made easier than ever. Content analysts can drag and drop images, videos, articles, and external media. Marketers can use the all encompassing marketing capabilities of Oracle WebCenter Sites to deliver uniquely relevant content to your site visitors through comprehensive targeting. Breaking down content silos and using centrally managed repositories to seamlessly build engaging customer experiences is effortless.

Together content analysts and marketers can extend relevant digital experiences to your site visitors to keep them engaged. Digital is now real.



Build and
Publish
Websites

Construct
Relevant
Experiences

Test Your
Ideas

Design
Reality

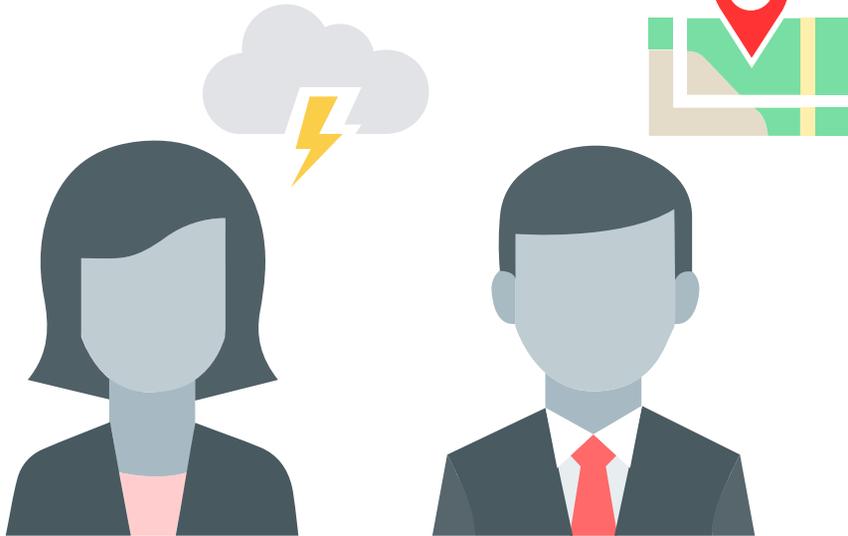
Deliver
Across
Devices

Improve Your
Bottom Line

Make the
Engagement
Last

Get Started

Construct Relevant Experiences



Give site visitors what they need **and what they want.**

You can show content that's unique to your site visitors' taste and needs.

To make this happen, marketers can use visitor profile data from multiple sources including social networking sites, customer relationship management, and custom visitor information sources. They can then use the compiled visitor profile data to construct unique offerings and create appealing content for site visitors.

The result?

- Offerings that are not only appealing but also a better fit for your site visitors.
- Offerings that increase the loyalty level and facilitate long term relationships between you and your site visitors.



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Test Your Ideas

Test your ideas. No more guess work.

Don't risk your business' success on assumptions or speculation. With Oracle WebCenter Sites, marketers can shape their ideas into different website pages, ads, recommendations, layouts, schemes, and more. They keep control by deciding who sees what. And, you get realistic results. You and your team can simultaneously test multiple product and service offerings, and make informed decisions. Spotting the winner is so easy!



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Design Reality



Shape ideas. **Design reality.**

Marketers can assemble and publish a site from predefined building blocks with ready-to-apply page layouts. They can also use externally hosted rich media—videos, presentations, documents—in the website to offer a comprehensive experience to site visitors.

The time you need to launch offerings and promotions through your website is reduced drastically with the intelligent and automated workflow that facilitates fast updates and approvals. The workflow system informs the concerned parties about the next or any pending actions. If needed, it also prevents actions. The efficient workflow system processes tasks in a few easy steps: create, edit, review, approve, and publish. The system is flexible and can be tailored to your organization's needs.

With features such as predefined building blocks, the ability to host external media, and an efficient workflow, you can launch your ideas as unique offerings for your site visitors with ease.

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Deliver Across Devices



Author once. Deliver to multiple channels.

You can manage traditional and mobile websites from the same user interface. By sharing and reusing content, you save time and money developing your content. You can preview your site to see how it will appear on a variety of mobile devices—all from one easy-to-use interface. Responsive design adapts to the screen dimensions automatically and displays content according to the device a site visitor is using. You no longer have to maintain several sets of templates to deliver content to a variety of devices. Reach anyone, on any device, at any place, at any time.

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Drive revenue growth.

To help you more effectively attract prospects, engage buyers, and convert prospects to opportunities, Oracle WebCenter Sites works as a central repository for these cloud services:

- Oracle Eloqua Marketing Cloud Service
- Oracle Content Marketing Cloud Service
- Oracle Documents Cloud Service
- Oracle WebCenter Content

Together Oracle Eloqua Marketing Cloud Service and Oracle Content Marketing align trait-based content with your site visitors' online behavior, increasing visitor engagement, improving the quality of sales leads, realizing the highest return on marketing investment, and increasing visitor loyalty.

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Productivity and Maintenance

Developers and page designers can design solutions cleanly and be more productive by keeping that convoluted code at bay with MVC Framework. In this framework **model** defines the data, **view** presents it, and **controller** interacts with the user, the view, and the model.

Streamlining development and accelerating delivery is easy with rich APIs support.

With the built-in content taxonomy, you can create the infrastructure of your site swiftly.



Speed

Delivering the highest volume of dynamic, personalized pages, promotions, and recommendations in real time is no longer just a dream. It's reality.

Uniquely relevant experiences that you create for your site visitors are delivered to them at lightning speed.



Robust Scale

All the unique content that you create is delivered to your site visitors because of unfailing deployment.

Without sacrificing performance, you can deploy and synchronize changes at a large scale across multiple sites in different geographical locations. You can also deploy huge amounts of data with speed and high performance—no matter the size of the distribution or number of locations.

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Learn More

View data sheets, FAQs, pricing, and additional resources on the [Oracle WebCenter Sites](#) product page.

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Twitter: [Oracle WebCenter Sites@WCSitesSupport](#)

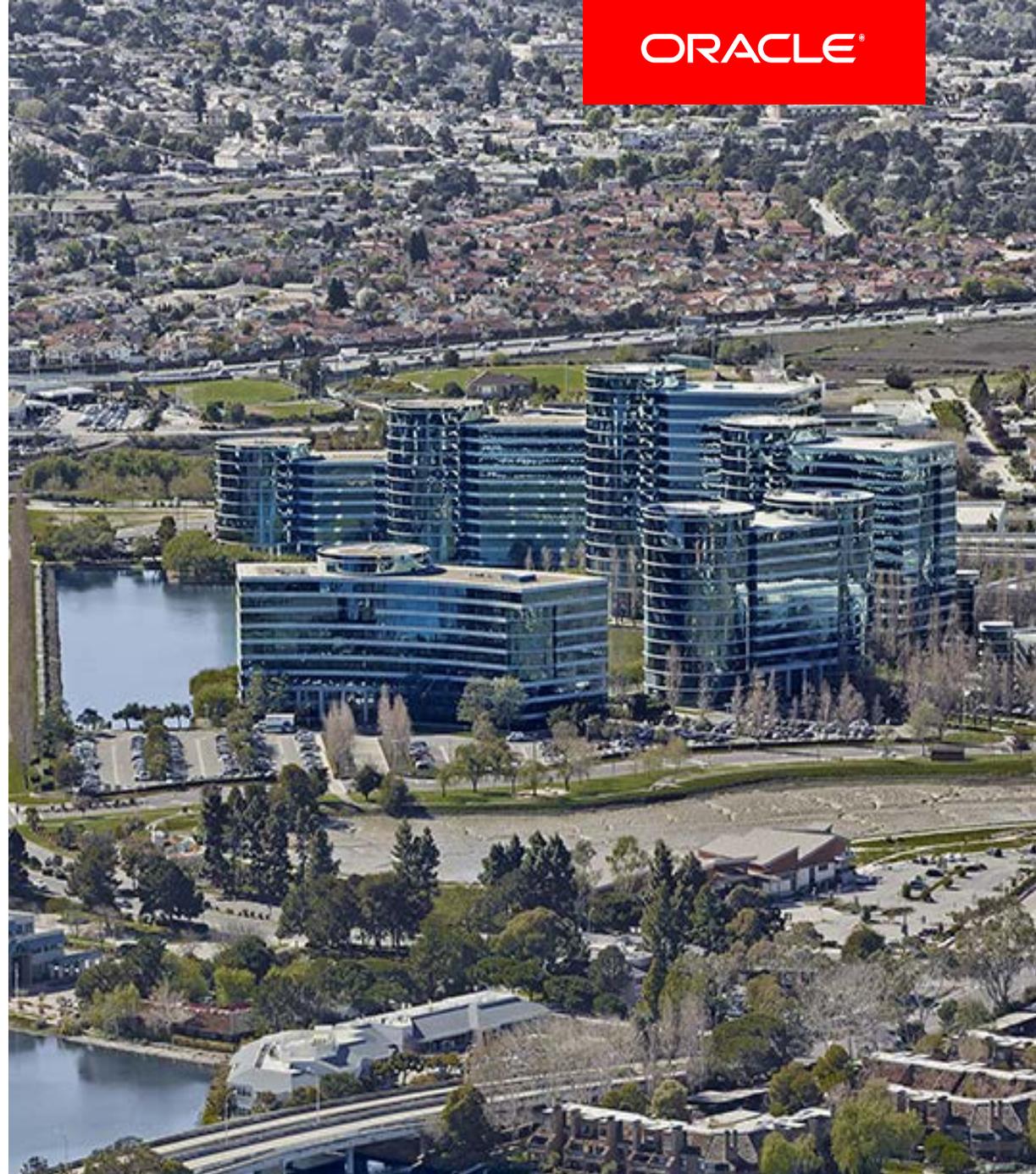
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Safe Harbor

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