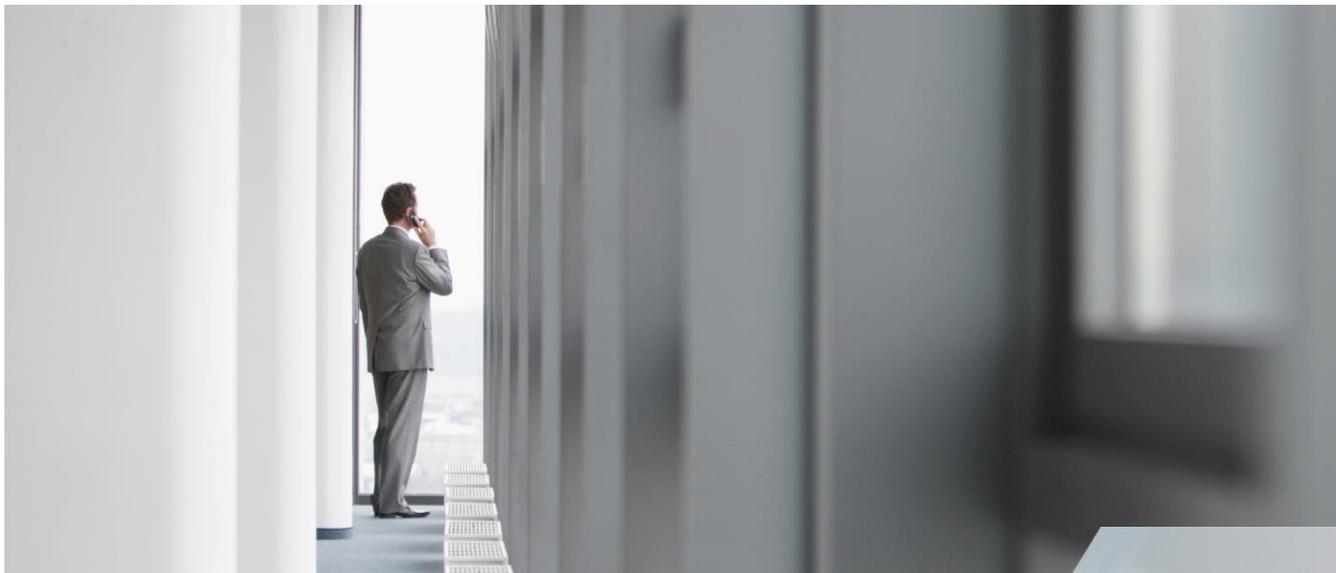


ORACLE®

CLOUD PLATFORM
CONTENT AND PROCESS



Oracle Cloud Platform for Content and Process

**A Nimble Platform for Line of Business
Innovation and Empowerment**

ORACLE®



ROBUST CONTENT AND SOCIAL ENGAGEMENT

- » 24/7 Access—Anytime, Anywhere
- » Mobile
- » Social
- » Integrated and Contextual
- » Hybrid

SIMPLE LOB AUTOMATION

- » Work Orchestration
- » Integrating People, Processes and Information
- » Actionable Insight
- » Rapid Iteration
- » Cloud and On-Premises Portability

ONLINE COLLABORATION FOR B2B COMMUNITIES

- » Mobile Optimized
- » Easy to Build
- » Content-Rich
- » Personalized
- » Single Pane Assembly and Management

Line of business (LoB) managers have become increasingly technology-savvy, partly as a reaction to the rising cost and complexity of IT. On average, large companies spend 85 percent of their technology budgets maintaining existing systems, leaving very little for new development projects (*Information Age, 2014*). Weary of the backlog and eager for autonomy, many LoB managers are sidestepping IT and creating their own apps and websites. Nearly 40 percent of all technology projects are no longer assigned to the IT department, according to a Bain & Company survey.

From marketing and sales to HR and finance, LoB managers are looking for nimble technology solutions that they can deploy quickly and easily. Whether it's a CFO calculating sales commissions or a marketing manager tracking ad campaigns, "shadow IT projects" are springing up throughout the enterprise.

These departmental deployments have the advantage of speed, but without a comprehensive platform to structure these initiatives, the organization as a whole can quickly find itself with disconnected technology silos that complicate IT security, administration, and maintenance. Some business units invest in short-term solutions without considering the long-term ramifications of integration, scalability, performance, and reliability.

Is there a way to give LoB managers autonomy for small, local projects without complicating and jeopardizing the information assets of the enterprise? Would your LoB managers enjoy the opportunity to resolve outstanding technology needs without IT involvement? If so, the Oracle Cloud Platform for Content and Process is just what you need.

Redefining Engagement

The Oracle Cloud Platform for Content and Process empowers business users to collaborate effectively as they bring together content, people, and ideas. You can standardize on Oracle's secure platform for content management, file sharing, website creation, process management, and workforce collaboration. It streamlines access to content and business processes via web, desktop, mobile, and off-line options.

Whether it is a sales manager looking to improve close rates or an HR officer who wants to simplify employee onboarding practices, the Oracle Cloud Platform for Content and Process can help. This comprehensive solution allows business users to securely collaborate with employees and partners, access work documents that are tied to business processes, and automate decision-making within the context of community-driven websites, microsites, and landing pages.

Complementary Components of the Platform

Oracle's complementary cloud services work together to help solve LoB problems. They make it easier to collaborate around content; they streamline team activities by automating processes; and they present both content and processes clearly and intuitively via easy to build, customized sites. The three primary components of the solution work in concert to enable a new realm of interactive functionality:

“The software industry has seen a 47 percent growth in cloud processes, forcing companies to rethink their IT strategies.”

— GARTNER, 2013



“Oracle documents cloud provides the opportunity for us to piece together processes that involve documents. We use it to integrate with our cloud ERP solutions, our BI solutions, and our digital technologies that manage processes. The staff finds it easy to use.”

— ANDREW MCGEE, IT MANAGER,
AUSTRALIAN FINANCE GROUP

THE NEW IT EXPERIENCE

- » Satisfied users, empowered lines of businesses
- » Reduced costs, improved efficiencies
- » Productive and satisfied IT
- » Flexible and agile model to keep pace with business demands
- » Accelerated response to business requests

Oracle Documents Cloud Service enables users to easily collaborate and securely share content—anytime, anywhere—via web, desktop, or mobile devices. This comprehensive content sharing and collaboration service resides in the cloud yet integrates with cloud and on-premises assets. LoB users can easily share content and exchange ideas while the IT department governs security and controls document management policies, user authorization, and security.

Oracle Process Cloud Service empowers business users to build custom applications and deliver multichannel experiences that increase worker productivity. It integrates essential business applications and information management infrastructure.

Oracle Sites Cloud Service allows business users to create and manage mobile-optimized, collaborative experiences via websites, micro-sites, landing pages, and other communications, ensuring brand consistency while boosting operational efficiency.

With this solution, you can initiate, track and update processes; collaborate with decision makers; and drive decisions from easy-to-deploy apps on computers and mobile devices. Oracle’s comprehensive solution helps employees interact with each other as well as with members of an external ecosystem.

Sales Collaboration, Enablement and Engagement

For example, a **sales manager** could use Oracle Cloud Platform for Content and Process to publish content, simplify RFP collaboration, automate pricing reviews, and encourage conversations between sales reps and customer service experts. Oracle makes it easy to create embedded business processes that automate the creation of sales quotes and securely route those quotes for approval. The Oracle solution can also acquire information from partner sites, build customer communities, and interact with the CRM system to access conversations, content, and processes directly from within each CRM opportunity.

With this type of collaborative experience, an extended sales team can interact among themselves to ask questions, share knowledge, and collaborate on projects—as well as create specialized sites that allow resellers to request pricing and product information. Sales reps can even build and manage their own deal-specific microsites to provide personalized information to customers and prospects as they tailor customized solutions for their specific needs.

Solutions to Drive Better Sales Performance

 <small>Documents Cloud Service</small>	 <small>Process Cloud Service</small>	 <small>Sites Cloud Service</small>
<p>CONTENT AND SOCIAL ENGAGEMENT</p>	<p>SIMPLIFIED LINE OF BUSINESS AUTOMATION</p>	<p>COLLABORATIVE SITES AND B2B COMMUNITIES</p>
<p>Sales content management; keep conversations in context; curated content presentation, sharing, analytics</p>	<p>Drive sales orders, RFPs, contracts; streamline approval processes -- anytime, anywhere</p>	<p>Build SME community to triage, speed up responses, drive collaboration, sales training</p>

USER PRODUCTIVITY

- » Zero downtime and training
- » Anytime, anywhere, any device access
- » Work mobility and intuitive collaboration
- » Business automation and rapid response to business requests

BUSINESS EMPOWERMENT

- » User-managed self service, communities, collaboration and customer / partner engagement
- » Business owned, intuitive application extensions and mobilization
- » Improved utilization of business applications

BUSINESS AGILITY

- » Cloud services enable scale, use flexibility
- » LoB-owned collaboration, self service and engagement drive just in time adjustments
- » Eliminating support overhead ensures IT services optimization

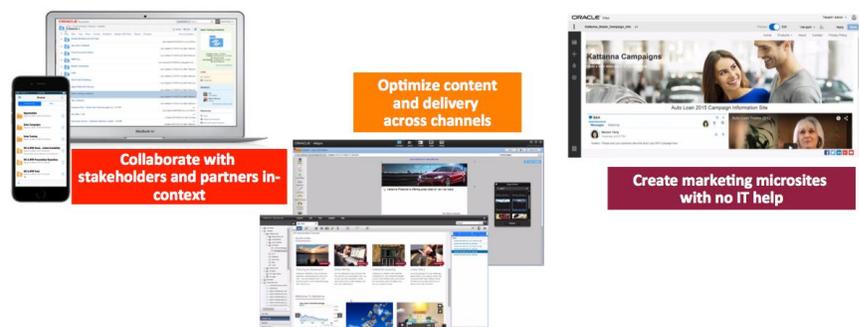
Marketing Process Automation and Asset Management

Similarly, a **chief marketing officer (CMO)** might want to create an asset management solution that empowers the staff to collaborate in the creation of new marketing collateral, stay abreast of new product launches, interact with technical support staff, and engage with the customer community. She can use Oracle Cloud Platform for Content and Process to present content and facilitate social interactions between the company and its partners, customers, and employees.

The CMO might also want to create a microsite to share information about upcoming events and campaigns. Oracle makes it easy to aggregate content, media, conversations, and processes in a highly engaging way. The marketing team can share content and exchange ideas while the IT department governs security and controls document management policies. She can manage content assets and facilitate meaningful interactions among the team.

Marketing Asset Management Solution

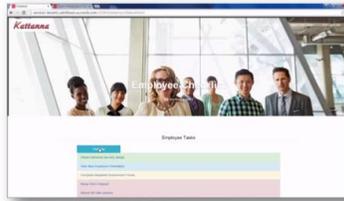
Empower Marketers Everywhere



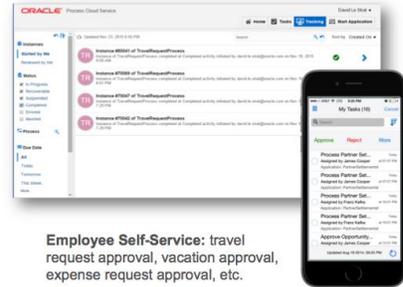
HR Empowerment and Employee Services

Finally, an **HR manager** responsible for employee onboarding might use the Oracle Cloud Platform for Content and Process to create a self-service website that links to enterprise applications, allowing new staff members to select office equipment, review retirement options, and sign up for a company health plan using their computers, tablets, and mobile phones. Integration with Oracle Mobile Cloud Service makes it easy to develop and deploy custom mobile apps that complement these HR solutions. HR teams can further expand their self-service capabilities to enable employees to access travel request approvals, vacation approvals, and expense request approvals, as well as convey information about staff training and career advancement opportunities.

HR and Employee Services



New Hire Services: new employee welcome microsite, new employee community, new hire training checklist.



Employee Self-Service: travel request approval, vacation approval, expense request approval, etc.

For all types of use cases, tight integration between Oracle Documents Cloud Service and Oracle Sites Cloud Service makes it easy to create collaborative, engaging, interactive sites, processes, and workflows. Workers can combine content from many different locations. Oracle Cloud services helps them collaborate effectively and build sites quickly. These solutions drive digital engagement for employees, customers, and partners through the intuitive assembly of content, applications, and processes.

Conclusion

How self-reliant is your workforce? How easy is it to collaborate with internal and external stakeholders? Can your LoB managers easily create new sites and business processes? Would they benefit from having turnkey apps and communities?

If you answered yes to one or more of these questions, then the Oracle Cloud Platform for Content and Process is for you. It streamlines digital engagement for employees, customers, and partners through the intuitive assembly of content, applications, and processes. Only Oracle offers an integrated suite of cloud services that enables business users to easily collaborate while automating business processes and streamlining communication. For more information visit oracle.com/digitalcollaboration.



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Integrated Cloud Applications & Platform Services

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