

SWOT Assessment: Oracle Content and Experience, Oracle Content and Experience Cloud

Analyzing the strengths, weaknesses,
opportunities, and threats

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Summary

Catalyst

The way in which enterprises engage with customers is changing as many more channels, including chatbots, augmented reality, Internet of Things (IoT) devices, and voice-activated devices, are added to the traditional website. These new channels are managed by different systems of record, and that has driven the requirement for a new way of managing content, by separating it completely from the presentation. This means that new web content management systems are headless in that they contain just the content management repository, which can be accessed by other applications via APIs. Oracle is one such web experience management (WEM) vendor that has rearchitected its experience portfolio to be headless, which allows its content to be accessed by its extensive portfolio as well as by third-party products.

Key messages

- Oracle offers an extensive portfolio of WEM-focused products that can be deployed on-premises or as a cloud service hosted and managed by Oracle.
- Content and Experience Cloud has a headless architecture, which can integrate with microservices via APIs.
- Oracle has developed artificial intelligence and machine learning capabilities, which are embedded in its analytics and bot app.
- Oracle's digital asset management capabilities include brand management features.

Ovum view

In the past, although Oracle always had an innovative roadmap, it was often slow to execute, which meant it tended to play catch-up compared to its competitors. This is certainly not the case now. Oracle has adopted a headless architecture for WebCenter Sites, which means that content can be pushed out to any application, with the integration provided via APIs. This allows experiences to be created for new and emerging channels such as digital signage, augmented and virtual reality, IoT devices, and chatbots. It also future-proofs the technology for channels created in the future. Another advantage of a headless architecture is that enterprises can create their own best-of-breed WEM solutions, without having to rip and replace existing investments. Oracle has also invested heavily in its cloud infrastructure over the past few years, which allows it to provide a software-as-a-service version of Oracle WebCenter Sites hosted on its own cloud to satisfy the growing demand for cloud WEM options.

Recommendations for enterprises

Why consider Oracle Content and Experience and Oracle Content and Experience Cloud?

The Oracle proposition is a flexible solution, in terms of both functionality and deployment options. It can be deployed on-premises or in the cloud. Its cloud proposition should appeal to the increasing number of enterprises that are considering implementing WEM in the cloud. Oracle's headless architecture means that existing investments do not need to be abandoned, which will be attractive to budget holders. Oracle has a large portfolio of WEM-related products as well as marketing automation and e-commerce products that allow it to provide a comprehensive portfolio that satisfies marketing, sales, service, commerce, social, configure price quotation, and data cloud requirements.

SWOT analysis

Strengths

Experience Builder enables the visual creation of mobile-first websites

Out-of-the-box templates and components are provided to allow enterprises to rapidly build websites. A drag-and-drop interface allows widgets to be dragged onto a page. An embeddable content library and integrations with native Oracle apps are available. Once built, sites can be saved as templates, which are stored in the Template Catalog and can be reused to quickly build further sites. Templates can be imported and exported, and bootstrap templates can easily be adapted for use in catalogs.

Extensive analytics provide valuable insights into visitor behavior

Analytics capabilities provide valuable information on how different personas interact with each channel, allowing marketers to target visitors with the right content at the right time and through the most appropriate channel. Users can gain insights on how to improve engagement with customers through the metrics provided. A/B and multivariate testing allow marketers to test the effectiveness of different page layouts and content to ensure that the optimum content is offered to all visitor segments.

Oracle CEC: BOT Builder (Extension) provides an environment for building intelligent bots

Chatbots can be created using Oracle CEC: BOT Builder (Extension), which is integrated with AI and natural language processing, powered by neural networks and machine learning, to model human queries. A development environment is provided to manage the code to model the interactions. A content API fetches content for the bot replies. Bots can be exposed through many chat and voice channels, custom mobile apps, and websites.

Users can review and collaborate on digital assets

Users are able to search, access, and view assets, including corporate graphics, designs, logos, stock photography, videos, presentations, documents, audio, and brand assets. Assets can be arranged into collections, which is a way to organize assets for a new site, marketing campaign, or project, and asset approval, workflow, and publishing are provided, supporting collaboration. A useful feature is

the ability for users to author content such as blogs or news articles with different layouts for delivery through different channels.

Weaknesses

Oracle has a limited number of connectors

Connectors are provided for marketing automation and e-commerce products, but these are mainly from Oracle. While these are widely deployed products, the company also needs to develop connectors to a range of third-party products as not all customers will want to use Oracle products for all of their marketing requirements. However, Oracle does offer extensive APIs to support integrations with other systems. It is in discussions with various vendors to enable them to build integrations to push video, social, and other such content to Oracle Content and Experience Cloud. Oracle will also add connectors to Box and Google Drive. This will allow the integration, management, and publication of any content.

Opportunities

Enterprises should be digitally transforming

Enterprises should have commenced digital transformation, and WEM is an important element of this. The implementation of solutions that support the customer journey across multiple channels and devices, delivering relevant, targeted, personalized content, is vital if enterprises are to remain relevant. A modern WEM solution that can be delivered as a cloud service with a headless architecture supported by microservices, that is mobile first, and that provides extensive social as well as AI and machine learning is vital in any digital transformation initiative. Oracle is ideally placed to benefit from the demand for WEM solutions that provide the modern architectures and services required for digital transformation.

Content and Experience Cloud provides Oracle with the opportunity to increase its share of the growing market for cloud

Oracle's Content and Experience Cloud is hosted on Oracle Cloud, which has multiple data centers located throughout the world. This allows Oracle to be able to ensure data sovereignty in most cases. Content and Experience Cloud is a full-featured solution that, along with other Oracle products, allows the vendor to provide end-to-end WEM, marketing, and commerce solutions. With its extensive portfolio and cloud capabilities, Oracle has the opportunity to grow its share of the WEM market.

Threats

The WEM market is crowded with vendors

There are a large number of competitors in the WEM space, including enterprise content management (ECM) vendors that attempt to provide end-to-end content management capabilities such as WEM, as well as specialist WEM vendors. Also, a number of vendors are attempting to provide end-to-end digital experience management solutions by combining marketing automation, e-commerce, and WEM capabilities. Oracle is an ECM vendor, but it also provides e-commerce and marketing automation products, which means it can provide end-to-end capabilities.

Enterprises need to update their web content management (WCM) platforms

A large number of organizations are still using dated WCM platforms. They may believe that a responsive mobile-first environment is sufficient and therefore be reluctant to move to the latest WEM platform. WEM vendors such as Oracle need to communicate the message that a modern WEM platform with a headless architecture is required to support new and emerging customer touchpoints.

Data sheet

Key facts about the solution

Table 1: Data sheet: Oracle

Product name	Oracle Content and Experience and Oracle Content and Experience Cloud	Product classification	Content management
Version number	n/a	Release date	n/a
Industries covered	Horizontal	Geographies covered	Global
Relevant company sizes	Any but best suited to large companies with over 1,000 employees	Platforms supported	Microsoft Windows, Linux, Solaris, AIX
Languages supported	English, Spanish, Mandarin, Korean, Japanese, French, Portuguese, Arabic, Chinese	Licensing options	WebCenter Sites – perpetual with yearly maintenance renewal; Content and Experience Cloud – subscription
Deployment options	On-premises, on-premises (managed), hosted (dedicated), SaaS	Routes to market	Direct, partner, reseller
URL	www.oracle.com	Company headquarters	Redwood Shores, California, US
European headquarters	Reading, Berkshire, UK	North America headquarters	As above
Asia-Pacific headquarters	Singapore		

Source: Ovum

Appendix

Methodology

Ovum SWOT Assessments are independent reviews carried out using Ovum's evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

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