

# Oracle takes a huge leap in content management, as it becomes an innovator

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## Ovum view

### Summary

Oracle OpenWorld 2018, held in San Francisco, provided an opportunity to meet with Oracle executives to find out about the new features and functions that the company has coming up in the content management space over the next year. It is refreshing to see that Oracle has finally evolved from playing catch-up to being an innovator in content management. Much of this is the result of employing Chris Stone, SVP of product development, to oversee the future development of the content portfolio. Oracle's content management portfolio also benefits from other Oracle innovations, including Oracle's Gen 2 Cloud, which hosts Oracle's Content and Experience Cloud, and machine learning (ML), which has been embedded across the content management portfolio, as well as other Oracle products. Many of the new features are aimed at reducing the complexity of content management, which is a major pain point for enterprises and something that enterprise content management (ECM) and web content management (WCM) vendors have been slow to address.

### Oracle is simplifying content management by adopting a single repository for all content and digital assets

One of the features due to be introduced into Oracle's Content and Experience Cloud over the next few months is the Hub, which is a single repository for all types of content, including documents and images. This negates the requirement for a separate digital asset management (DAM) system to store images and other digital assets. The idea of the Hub is that it will be possible to store and discover anything. Developers will be able to use HTML or JavaScript to create pages. It will be possible to plug other applications into the Hub to access and use content, including Oracle Visual Builder, and third-party products such as Adobe Photoshop and other Adobe editing tools. This is a natural progression for content management, as vendors separate the content from the presentation in WCM to create "headless" systems, and ECM vendors adopt a content services approach.

However, while the Hub will work for many enterprises, those that have large media libraries, such as video, will still need specialist systems to manage their assets, and Oracle is not trying to claim that market. It can plug into specialist media management solutions and users can access videos from these third-party applications. Oracle can automatically tag and search video, which will enable users to discover individual frames.

A single hub as a repository for content and digital assets will help to simplify content management. It means fewer applications to maintain, easier and faster searches, and the same content can be accessed by ECM and WCM applications – both from Oracle's portfolio and third-party vendors. This will be particularly beneficial to enterprises that have multiple content management systems from a variety of vendors, as it allows them to leverage existing investments. However, many Oracle customers are still reluctant to trust their content to the cloud and, because of this, Oracle continues to provide on-premises options. However, Oracle Gen 2 Cloud, with its enhanced security, should help to alleviate concerns about the risks of putting content in the cloud. The advantage of the Hub approach is that enterprises can have a combination of cloud and on-premises elements, allowing a phased approach to adopting the cloud. For example, documents and the back-end systems can be

on-premises but delivered through a portal that is cloud-based, and accessed via authentication that is carried out in the cloud.

## Oracle has embedded ML into its content management portfolio to automate mundane tasks

Another content management innovation from Oracle is Smart Content, which provides automatic classification and tagging of images using ML. This is nothing new because there are other vendors that offer automatic tagging. However, Oracle goes much further because, once images have been classified, Smart Content will suggest suitable images to use as a user is creating content such as a web page. This is made possible by using ML, which understands the context and semantics of the text being written, and will search the repository for the image that provides the best fit. Smart Content makes any content that has been captured "shoppable," including augmented reality assets. For example, a user could click on a part of an image in an article, perhaps a tire on a bicycle, and the user could then be presented with the option to buy that item, without having to go through a dedicated shopping page.

Smart Content and ML also have a role to play in personalization. The software can match the attributes of a person, such as their preferences and other data gathered about them, using analytics, and dynamically match that up to the most relevant content. This negates the need to hardcode profile attributes to create segmentations to drive marketing campaigns. It offers the potential to revolutionize marketing, with the ML engine learning what type of content will appeal to a particular audience, which will free up the marketer to concentrate on more strategic tasks to increase traffic to the site and grow conversion rates.

Oracle also supports the conversion of speech to text. Applications can be created that connect speech assistants such as Amazon Echo (Alexa) and Apple Siri to Oracle Assistant, which converts the speech to text, and searches for the answer.

ML is embedded within Oracle's portfolio of content management applications rather than being offered as a separate service, and enterprises can turn the features on and off according to their preferences. We are only at the start of the ML and artificial intelligence (AI) journey, and the possibilities are endless. Oracle needs to keep expanding the use cases for ML to remain a leader and an innovator.

## Enterprises should consider the cloud for content management

Cloud adoption rates for content management are still relatively low, and the indications are that we are still several years away from large-scale adoption. The best that vendors can hope for at present is that enterprises will adopt a hybrid solution where some content management applications are run in the cloud, while others are run on-premises. Oracle's Hub architecture fits a hybrid model well, as it enables enterprises to have the repository on-premises, while running some of the services that integrate with it in the cloud. It also allows enterprises to run applications on-premises but move some of the workload to the cloud at peak times. Oracle has made it easier to adopt a hybrid model using its own cloud by changing its licensing arrangements so that only a single license is required to run applications on-premises and in the cloud.

Oracle's Gen 2 Cloud provides enhanced security features that the company claims will protect customer content from attempted attacks by using AI to build autonomous robots to find and destroy

threats. It has also been architected to ensure that customers are not able to access other customers' content. All content is encrypted, which ensures that no unauthorized people are able to view content, including Oracle staff. In addition, enterprises can manage their own encryption keys, which adds an extra level of protection. Oracle claims it is easy to move applications from on-premises to the cloud, which will enable enterprises to take a phased approach to cloud adoption, or to test the cloud model with a single application, before carrying out a full-scale move to the cloud. Oracle offers a highly available, highly scalable cloud service that only charges for the storage that is used, when it is used, making it ideal for enterprises with unpredictable loads, or those that encounter times of peak demand.

Enterprises should consider adopting the cloud for content management. Oracle cloud provides a secure environment for all types of workload. If moving all content management content and applications to the cloud is too much, then enterprises should try running a single application in the cloud first as a test and, if that is successful, gradually migrate other applications to the cloud. The content services model that the content management industry has adopted is ideal for a phased adoption of the cloud.

## Appendix

### Further reading

*2019 Trends to Watch: Data Governance*, INT002-000180 (October 2018)

*Software Market Forecast Report: Enterprise Content Management, 2017–22*, INT002-000165 (September 2018)

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