

ORACLE WEBCENTER SITES: BUILD COMMUNITY ENGAGEMENT THROUGH SOCIAL COMPUTING

DELIVERING THE CONNECTED CUSTOMER EXPERIENCE

KEY FEATURES

- Add user-generated content such as comments, ratings, reviews, polls, and blogs to websites
- Manage user-generated content to enterprise standards with robust and easy-to-use moderation tools
- Dynamically deliver popular website content using user-generated content ratings
- Enable social login and social sharing with Facebook and Twitter out-of-the-box
- Expand social login and social sharing to over 20 more social networks

KEY BENEFITS

- Drive customer engagement and brand loyalty through the creation of social and interactive online experiences
- Remove barriers to registration and facilitate social interaction among site visitors with social login
- Extend the reach of your brand through social sharing
- Simplify moderation and management of user-generated content to enterprise standards

It's no secret that the online experience has been completely transformed by social computing. Increasingly, individuals are looking to interact with brands socially and to share their experiences with their extended social networks. For online marketers, this creates a host of challenges. Businesses need to incorporate social computing capabilities into their online presence in order to create an interactive experience that helps build community engagement. At the same time, businesses must take care to assert a level of control that safeguards brand integrity. Oracle WebCenter Sites offers the most comprehensive set of social computing capabilities including user-generated content (UGC), social login, social sharing, and enterprise-class tools for UGC moderation and management, enabling organizations to offer an engaging and interactive online experience that benefits both the brand and the business.

Encourage Social Participation with User-generated Content

Social computing features such as comments, ratings, reviews, polls and corporate blogs have become essential capabilities for driving customer engagement and sales. With Oracle WebCenter Sites, enterprises can easily implement social features throughout their existing web presence and manage them as a seamless part of their web platform. Business users can quickly insert UGC features into the context of their web pages making sure the look and feel matches that of the website as a whole. These social capabilities cultivate loyal and satisfied customers, and enable customers to have many of their informational needs met, without requiring more expensive in-person interactions with the organization. User-generated content can also be used to drive dynamic site content with features such as top-rated content lists, and more. And because these capabilities are part of the Oracle WebCenter platform, they are engineered for extremely high-volume UGC input and delivery.



Figure 1. Social sharing and user-generated content components such as ratings and polls can be easily inserted into the context of web pages.

Easily Manage and Moderate User-generated Content to Enterprise Standards

With Oracle WebCenter Sites, organizations can maximize the value delivered by UGC because web content management tasks are streamlined across both internally generated and user-generated content. As social features are managed as a part of the overall web presence, comments or reviews of products, for example, are automatically stored as assets in the WCM system, giving the organization the ability to use and reuse this content throughout the web presence to enrich visitors' experience on the site.

To ensure that end-user dialogue on the website remains productive and that UGC can be used for the benefit of the business, enterprise moderation and oversight of UGC is essential. Oracle WebCenter Sites offers robust tools that enable enterprises to easily moderate user-generated content as a part of their daily web content management tasks. Business users can quickly set up moderation for UGC features including:

- User white-lists and blacklists to determine which site visitors require moderation for their comments
- IP-address blacklists for spam prevention
- Site visitor flagging of inappropriate content
- Customizable keyword filters for moderating comments containing specific words

When a comment is flagged for moderation by an automated filter or by site visitors, it is automatically assigned to the appropriate employee for review, editing, approval or deletion. Business users review and moderate comments through the same interface used for managing website content, making UGC management a seamless part of managing the web experience.

COMMENT	AUTHOR	ACTION
Inappropriate Posted: March 23 Friday, 2012 10:31 AM -0 / +0 This is a TERRIBLE article. And so is this news. Another secret surfing spot now ruined for locals. Comment On: Surf's Up Locally	Murph "The Surf" Johnson murph the surf murph@surf.com 11.125.10.35	Approve Delete Mark Inappropriate
Approved Posted: March 23 Friday, 2012 10:23 AM -0 / +0 Glad to see Star Beach getting the attention it deserves! My favorite place to hang ten. Comment On: Surf's Up Locally	Endless Summer endless summer endless@summer.com 10.158.12.34	Approve Delete Mark Inappropriate
Approved Posted: March 23 Friday, 2012 10:21 AM -0 / +1 Avoid the crowds during the tourney and head down to the cove a quarter mile to the south. Excellent waves! Comment On: Surf's Up Locally	Single Fin single fin single@fin.com 12.142.18.25	Approve Delete Mark Inappropriate

Figure 2. Business users can easily review, edit or delete user-generated content.

Facilitate Social Login and Social Sharing via Twitter and Facebook

Oracle WebCenter Sites removes barriers to site visitor registration and facilitates social interaction through out-of-the box integration with Facebook and Twitter for social login. This enables site visitors to be authenticated on an organization's Website based on their familiar social network credentials, making the experience easier for those who may not wish to create and maintain a separate traditional account. Social login also encourages site visitors to contribute comments, reviews or other user-generated content using their existing social network identities.

Organizations can also extend the reach of their brands and promote site visitor engagement via social sharing of website content with Facebook and Twitter. This out-of-the-box

ENGAGE YOUR CUSTOMERS. EMPOWER YOUR BUSINESS.

Oracle WebCenter Sites is a pillar of Oracle WebCenter -- the engagement platform powering exceptional experiences for employees, partners and customers. It brings together the most complete portfolio of portal, Web experience management, content, social, and collaboration technologies into a single integrated product suite. It also provides the foundation for Oracle Fusion Middleware and Oracle Applications to deliver a next-generation user experience. Oracle WebCenter includes:

- Oracle WebCenter Sites
- Oracle WebCenter Content
- Oracle WebCenter Portal
- Oracle Social Network

RELATED PRODUCTS

Oracle WebCenter Sites works with Oracle's broader portfolio of customer experience technologies, including:

- Oracle ATG Commerce
- Oracle Real-Time Decisions
- Oracle Siebel CRM
- Oracle Endeca
- Oracle Inquiries
- Oracle Vitru

capability makes it easy for site visitors to share and comment on information they like with their extended social networks.

With social login and social sharing, site visitors' onsite experience is seamlessly integrated with the rest of their online interactions and networks, driving relevance, engagement, and ultimately customer loyalty. Social login and social sharing can be further expanded to over twenty social networking sites.

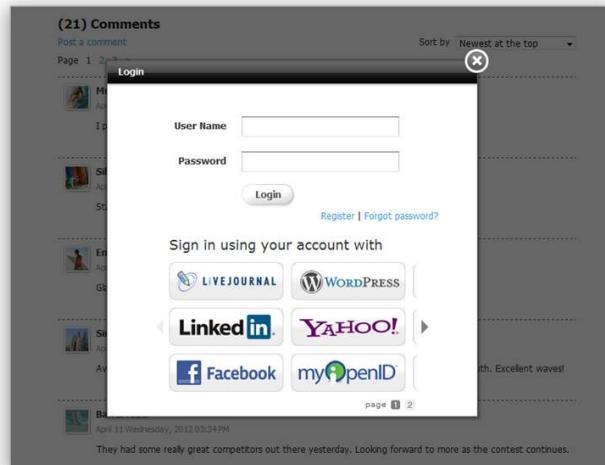


Figure 3. Enable visitors to use their social network credentials for login and social sharing.

Oracle WebCenter Sites: Delivering the Connected Online Customer Experience

With Oracle WebCenter Sites, Oracle is uniquely able to offer organizations a way to engage with their customers in a highly personalized, relevant, and meaningful way across online channels. As organizations look toward the future of customer experience management, Oracle can provide one platform across all touch points—online commerce, corporate sites, mobile, social, in-store, and service. Oracle WebCenter Sites facilitates an integrated customer experience that will foster true “one-to-one” relationships.

Contact Us

For more information about Oracle WebCenter Sites, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

 Oracle is committed to developing practices and products that help protect the environment

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Hardware and Software, Engineered to Work Together