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Multi-Channel Web Experience Management Drives New Efficiencies for JD Williams

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Presenting with

 **JD Williams**
Look great, feel good

Please Note

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Agenda

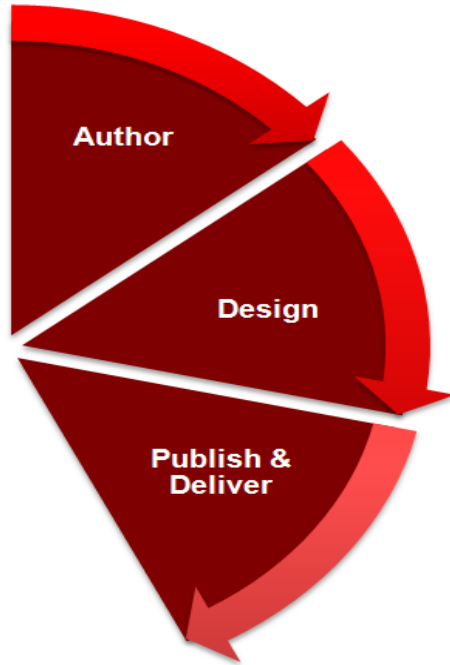
- The Online Experience Revolution
- Oracle's Web Experience Management Solution
- JD Williams
 - Multi-Channel Web Experience Management
- Conclusion
- Q&A



The Online Experience Evolution

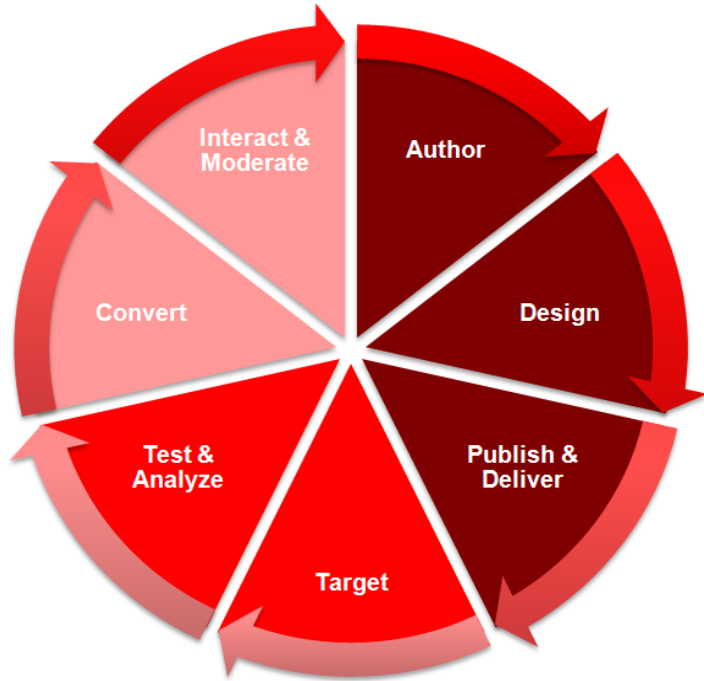


The Web Used to Be Just About Content



- Effectively managing content and publishing it to websites used to be the challenge for organizations
- Sites were often one-size-fits-all static content
- Web Content Management tools addressed this need
- Our customers today expect to be engaged, & to have their individuals needs & interests addressed online
- Organizations need an expanded capability set beyond traditional WCM

Now the Web is About Customer Engagement



- Oracle's Web Experience Management (WEM) solves the online engagement challenge:
 - Delivers & optimizes relevant customer content
 - Enables social interactivity & builds loyalty
 - Delivers the experience via all online channels, including mobile
 - Providing tools to Marketers to create engaging online experiences
 - Built on the WCM foundation

The Web Experience Management Imperative



- For Customers:
 - Expect personalized & consistent experience with brands across online channels – “know me”
-



- For Web Marketers:
 - Demand opportunities to engage with customers based upon up-to-the minute, contextual data – by segment, by location & by channel
-



- For IT:
 - Require integration of back-end & front-end systems to harmonize customer data & intelligence to meet marketing demands

Oracle + FatWire

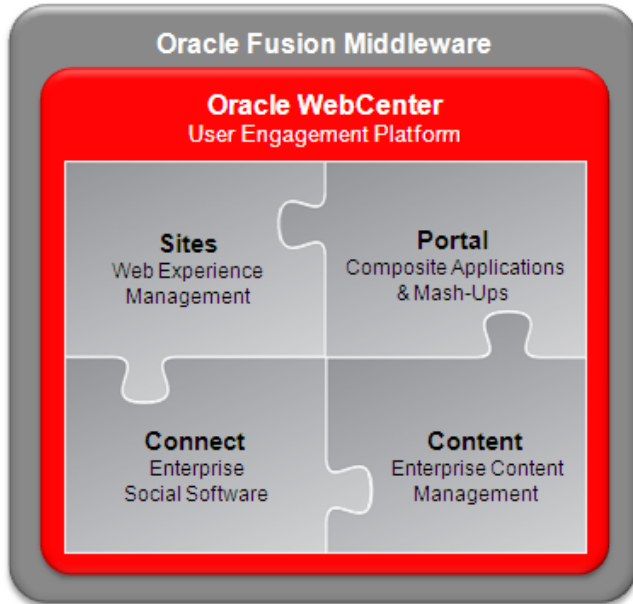
Connecting the Online Customer Experience



- **Real-time** customer segmenting & targeting across all online channels
- **Integrated** customer data & product information across all systems – web, commerce & CRM
- **Optimized** customer online experience with high performance infrastructure for all sites – web, mobile & social

Oracle WebCenter

The User Engagement Platform for Social Business

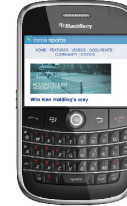
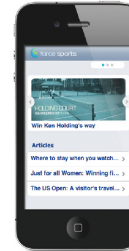
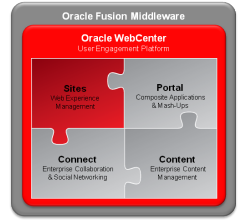


Oracle WebCenter is the user engagement platform for social business, connecting people and information

- Improve customer loyalty with targeted websites
- Enhance productivity with contextual collaboration
- Increase business agility with intuitive portals, composite applications and mash-ups
- Seamless access to the right information in context

Oracle WebCenter Sites

Web Experience Management



Increase Customer Loyalty with Personalized Online Experiences

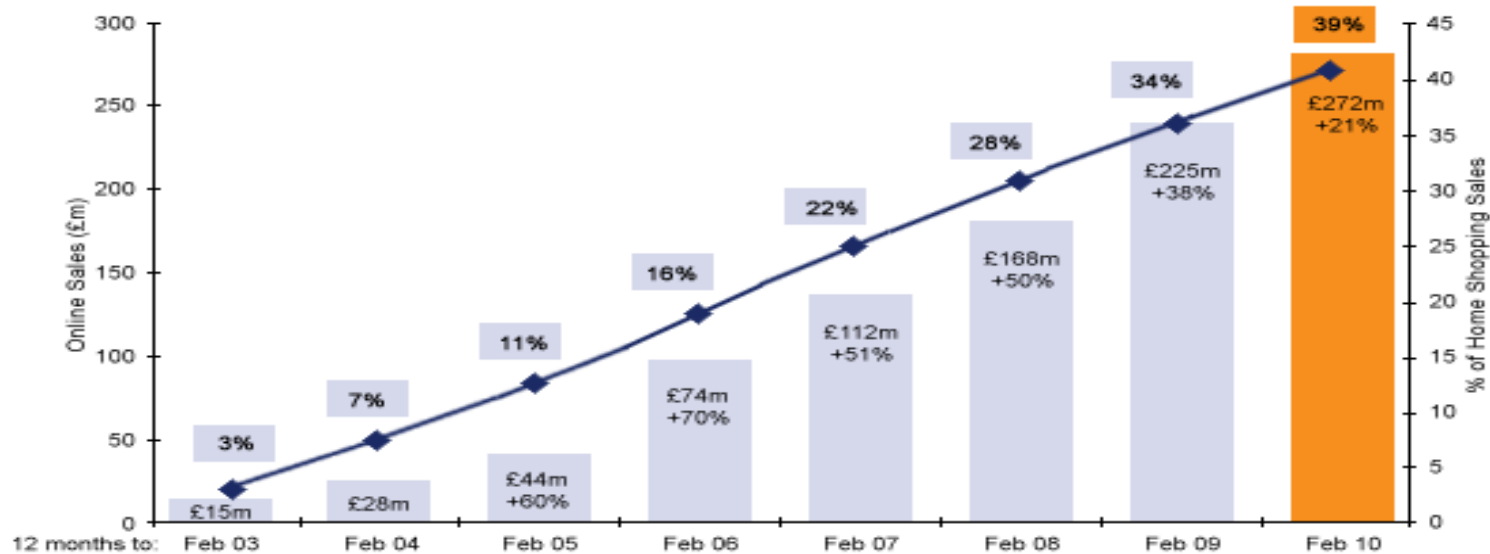
- Quickly create, deploy, target and measure multi-channel online marketing
- Deliver enterprise connected, optimized and content rich websites
- Extend brand engagement and web presence to mobile and social channels

JD Williams

Multi-Channel Web Experience Management

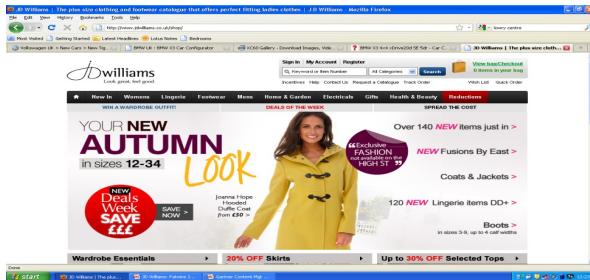
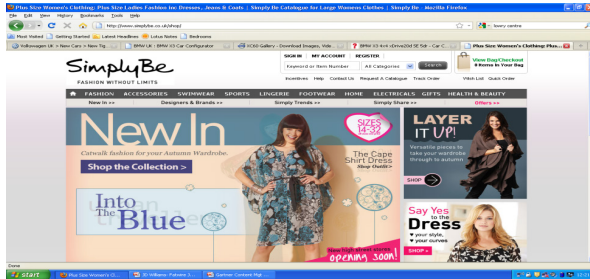
About JD Williams

N Brown Group, and its principal subsidiary, JD Williams and Company Ltd, is a leading internet and catalogue home shopping company, with over 140 years of experience in the distance shopping market.



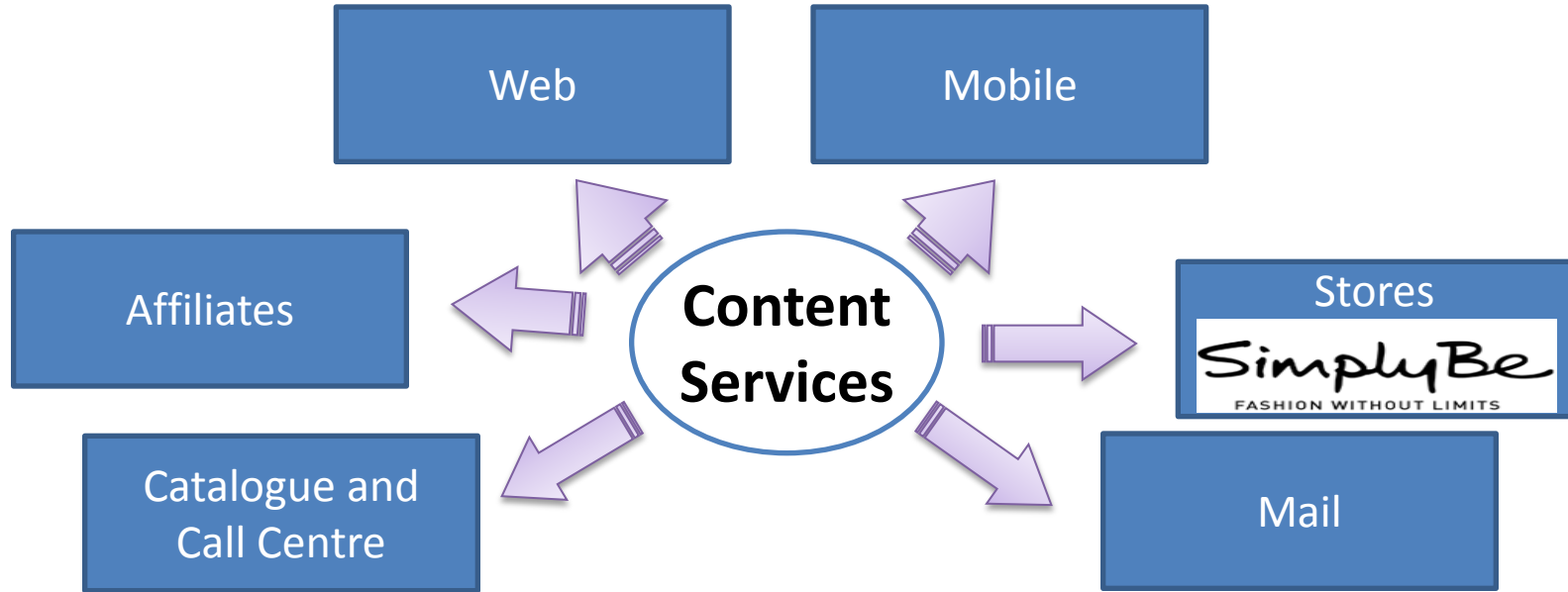
Internet Penetration has been growing significantly

Key Brands



- No of products – 200,000
- No of options – 1.7million
- No of separate offers – 12million
- No of images – 1million

JD Williams Multi-Channel World



Digital Content – Oracle WebCenter

JD Williams Product Content

Third Party Product Content

Why Oracle WebCenter Sites?

- Fit in with IT Strategy of Packages and integration based on a Service Oriented Architecture framework
- Needed to map to our Mainframe Heritage systems – home grown with some unique concepts around data structures
- Need to blend the Web CMS into existing Legacy Web Architecture
- Position us for the future and the further development of Personalisation and Customer Engagement and the use of our very large bank of product content and digital imagery

Why Oracle?: Digital Trading Capabilities

Aggregates Product Content

- **Flexible Data Model**
- **Integration Tools**

Improves Efficiency and Management of Content

- **Workflow**
- **Screen Design**
- **Integration with other tools**

Allows us to consume content in many different ways

- **Caching capability**
- **Publish and manage HTML**
- **Restful XML Interface**

Exploitation of Content Management Infrastructure

- Drive for more relevant personalisation
- Giving the right decision makers the tools required to create and publish content
- Relevance of information for each of the channels
- Providing content for Social Media tools and their capabilities
- Ensure alignment of channels and information

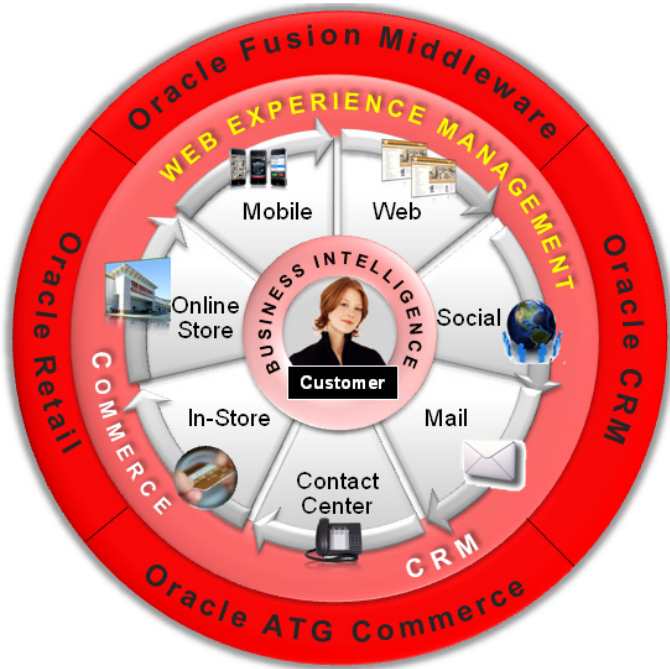
Positioning for Future Challenges

- Volumes will increase
 - Use in additional channels
 - Extension of the Web
 - Personalisation will require more information
 - Growth (internationalisation)
- Must not inhibit Change
 - Add services (built, package or Cloud)
 - Will we ever have a standard page as we move forward?
 - How do we combine (search, product based personalisation and customer based personalisation)?

Who knows what the next big thing will be?

Web Experience Management

Optimizing the Complete Customer Experience



- Best-in-Class Web Experience Management
 - Comprehensive targeting, analytics, user-generated content & personalization across online channels
 - Optimized with a scalable ECM & middleware infrastructure
 - Extends with e-commerce, business intelligence & CRM
- End-to-end Customer Experience Management
 - Leverages customer information from all systems
 - Unifies commerce, merchandising, marketing, and service across all channels
 - Provides personalized, choreographed consumer journeys & interactions across all channels

Q&A

The logo for Oracle OpenWorld, featuring the words "ORACLE", "OPEN", and "WORLD" stacked vertically. "ORACLE" and "WORLD" are in white, while "OPEN" is in black, all set against a red square background.

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- Live demos showcasing the latest in WebCenter technology

Q&A



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Oracle WebCenter Homepage:

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