

Oracle WebCenter Sites



Oracle WebCenter Sites enables organizations to deliver exceptional digital experience to customers through agility in content creation, effective visitor engagement and quick time to market. This digital experience management solution offers marketers intuitive and easy to use features like drag and drop style page building, A/B testing, enhanced content analytics, visitor profile management, targeting and mobile delivery. As a key component of Oracle's digital experience ecosystem including Oracle Marketing Cloud and Oracle Data Cloud, Portal, Oracle Document Cloud, Business Intelligence, Customer Relationship Management, Commerce, Enterprise Content Management, marketing automation, search, and Social Relationship Management, WebCenter Sites uniquely offers organizations the ability to connect the customer experience across all touchpoints to build loyalty, drive customer acquisition, and reduce operational costs.

ENABLING OMNI CHANNEL DIGITAL EXPERIENCES

KEY BUSINESS BENEFITS

- Enable the next wave of revenue growth, service simplicity and business efficiency.
- Drive customer acquisition and brand loyalty with an interactive and targeted cross-channel online digital experience.
- Reduce costs through centralized business-user management of hundreds of sites, and easy, rapid reuse of content for the online channel.
- Transform business with a flexible and scalable online platform that integrates easily with other enterprise technologies for customer engagement.
- Build the foundation stone for delivering outstanding customer experience.

Making Digital Real

In today's socially enabled, multichannel, multi-device online world, visitors increasingly expect their online experiences to be targeted specifically to their interests, and to provide a point of seamless extension and expression of who they are. For Web marketers, this new imperative presents a unique set of challenges, when it comes to engaging with their customers online. No longer is it acceptable to simply present flashy product web pages, or interact with customers via newsletters and mailing lists, nor is it acceptable to publish a stripped-down mobile version of a corporate site. Instead, customers expect a personalized, context-sensitive, targeted interaction.

Irrespective of the channel or the device that they are interacting with. Would they rather interact with your company and other customers via Facebook than your corporate site? Do they do most of their browsing and interaction via their smart phone? Do they want to have a personalized view of their relationship with your company, from transaction history to loyalty offers?

Oracle WebCenter Sites meets the new digital experience management imperative by connecting the digital experience across channels, to meet the demands of today's customers. With Oracle WebCenter Sites, organizations can rapidly create, deploy, and manage multiple Web properties, while empowering business users to manage Websites themselves. Its easy-to-use tools allow organizations to get Web content and campaigns to market faster, and create targeted, interactive, and optimized experiences across Web, mobile, and social channels. Oracle WebCenter Sites offers centralized management of multilingual, multi-locale, multisite Web deployments. The solution also

KEY FEATURES

- Easy-to-use content authoring and design tools for business users
- Sophisticated customer-segment-based targeting with automated predictive recommendations through Oracle Real-Time Decisions integration
- Granular analytics for optimizing Web content, promotions, and offers
- Mobile option enables centralized management and delivery of Websites to thousands of mobile device types
- Marketing automation integration for a continuous, seamless visitor experience across different channels and devices
- Highly scalable Web content management (WCM) platform for delivery of a high volume, global Web presence
- Out-of-the-box adapters for accessing content stored across the enterprise

integrates seamlessly with campaigns, transactions, commerce, customer relationship management (CRM), enterprise content management, marketing automation and more, to deliver a digital customer experience that will help organizations meet their business goals.

Managing exceptional digital experiences with ease

WebCenter Sites offers a marketer friendly, completely in-context, drag and drop enabled user interface for content authoring, A/B testing. In addition to native content managed within, WebCenter Sites Contributor user interface provides access to content and applications from Oracle Document Cloud for digital assets, WebCenter Content for enterprise content, and WebCenter Portal for transactional capabilities. Contributor interface conforms to Oracle Accessibility Guidelines (OAG 2.0) and supports right to left languages for authoring.



Figure 1. Create A/B Test from within the Contributor UI

WebCenter Sites offers enhanced Insights (content analytics) and reporting that delivers a comprehensive, real-time big picture view of what's happening on the website, both front- and back-end. It offers in-context reporting for AB test, asset analytics and asset audit reports from the Contributor interface and drill down reports. In addition to tracking regular metrics, Insights allows you track custom metrics, events and conversions on your web page. This enables correlating the metrics collected with the events and conversions for your website. Insights can leverage Visitor Service profiles and segments, as well as A/B test data and results to provide deeper insights into visitor's behavior and interests. Insights data can be exported and shared with external applications including the Oracle Marketing Cloud to provide closed-loop marketing on user behavior in the website in addition to or independent of targeted Marketing Cloud campaigns.

For organizations wanting to integrate segment-based targeting with real-time recommendations, Oracle WebCenter Sites offers integration with Oracle Real-Time Decisions, a powerful platform that combines both rules and predictive analytics to enable real-time intelligence to be instilled into any type of online customer interaction. This provides marketers with the freedom and flexibility to deploy the level of targeting and optimization that best suits their needs, from marketer-managed to fully automated, enabling you to always deliver in context the right content, message, or recommendation tailored and personalized within the "moment of impact" to optimize online engagement and business results.

ORACLE WEBCENTER SITES

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RELATED PRODUCTS

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

- Oracle Sites Cloud
- Oracle Document Cloud
- Oracle WebCenter Portal
- Oracle WebCenter Content
- Oracle Marketing Cloud
- Oracle Data Cloud
- Oracle Real-Time Decisions
- Oracle Siebel CRM
- Oracle Social Relationship Management
- Oracle Commerce

Digitize end to end customer experience across channels

Delivering seamless and consistent visitor experiences across channels is a significant challenge for marketers. In part, this is hindered by silos of disparate data and content in marketing departments and across organizations: All too often the data needed to effectively engage and personalize customer and anonymous visitor interactions, is stored in silos -- inaccessible to the tools and people that need it most, the marketers. This is typically true of the content used on the campaigns and blogs, creating an inconsistent user experience across email, web and mobile. WebCenter Sites integrates tightly with marketing automation tools like Eloqua, Responsys and Compendium to provide reusable content for campaigns and blogs.

Content and experience sharing. By sharing and reusing the content from WebCenter Sites to unify the customer experience and consistency across channels, marketers can deliver higher conversion rates.

Simplified lead generation. Marketers simply drag and drop the lead generation forms directly into WebCenter Sites web pages to capture registration data. Now, when a prospect comes to the website through organic search, provides their email address or other information to access some gated content, campaign is made instantly aware of the visitor journey during the website session.

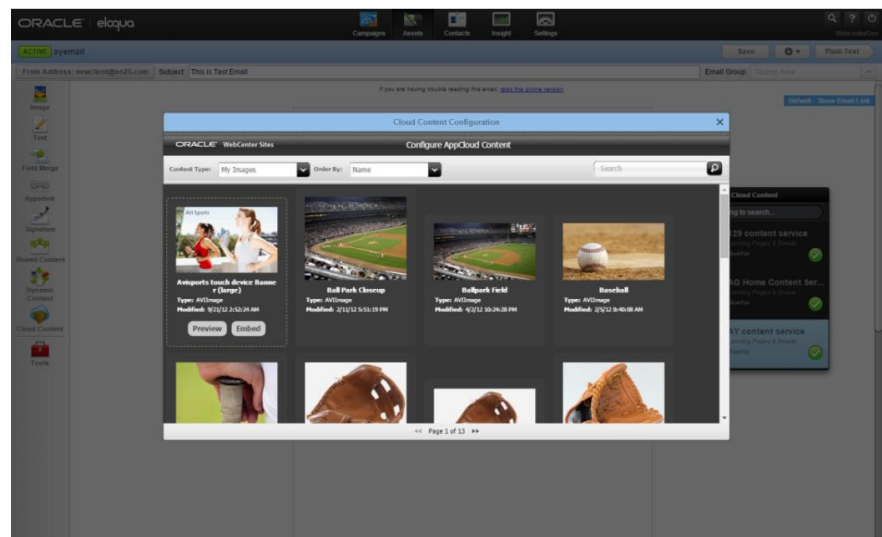


Figure 2. Share assets across products to promote content reuse

Personalizing and targeting across channels. By sharing visitor profile data with a campaign, we could achieve a highly personalized and consistent experience email, landing pages and the visitor's entire web experience. When a visitor lands on a WebCenter Sites page, WebCenter Sites can utilize Eloqua visitor profile data to target specific content and information to the visitor by personalizing not only their visit to a landing page, but on any page wherever they navigate around the web site. Now, by sharing both content and visitor profile data across Eloqua and WebCenter Sites, the visitor is guaranteed a consistent personalized experience, one that leads to higher conversions.

Seamless, Targeted and Innovative Omni-Channel Visitor Engagement

WebCenter Sites enables Omni-channel visitor targeting for anonymous visitors and signed-in visitors using Engage engine and Visitor Services. Engage, a powerful rules

engine with an intuitive interface, enables marketers to define customer segments and create rules for what content will be delivered to each customer segment. Engage feeds off visitor profile information obtained through Visitor Services component of WebCenter Sites. Visitor Services discovers visitor's state and aggregates profile data from multiple sources. Customers can pick and choose profile attributes from various sources to create a composite profile for specific targeting needs. Visitor profile data could be aggregated across multiple sources including LDAP, Eloqua, Facebook, CRM systems and custom data sources. This enables visitor state transition from anonymous visitor to signed-in visitor across sessions, but enables visitor discovery and segmentation by WebCenter Sites, thereby enabling seamless, continued targeting. WebCenter Sites APIs are tightly integrated with Visitor Services API for accessing the visitor profile data within templates. Marketers can build segments based on the visitor profile attributes for targeting using WebCenter Sites Engage. Built-in REST APIs allow the sharing of captured and enriched visitor data with external applications to further enhance email campaign targeting efficiency, CRM systems, and many others.

Centrally Manage and Optimize Mobile Sites

Oracle WebCenter Sites offers a mobile option that makes it possible to manage mobile with ease and to market more effectively to mobile customers. Mobile editing and preview can be done from the same business user interface as the traditional web presence, and mobile pages can be previewed as they will appear across different devices and using different orientations. Users can edit mobile content contextually and employ Oracle WebCenter Sites' familiar drag-and-drop capabilities to build mobile pages quickly. As with the traditional web presence, highly personalized and relevant experiences can be delivered to mobile users using Oracle WebCenter Sites' segmentation and targeting capabilities. The mobile option for Oracle WebCenter Sites provides a great deal of flexibility when it comes to mobile design and development. Organizations can use the same templates for their mobile and traditional websites, or they can create mobile variants that enable a higher level of optimization for the device types that are most relevant to their customers. Both HTML-5 and responsive design are supported so you can design templates once and render an optimized experience across a multitude of device types. These powerful capabilities make managing the Web experience for mobile devices easy, without compromising the customer experience—even with frequently changing content—across a variety of different devices. Oracle WebCenter Sites makes it easy to manage a seamless multichannel site visitor experience.

Enterprise-Scale Web Content Publishing and Site Management

Because the digital needs of enterprises are expanding at an ever increasing rate, the scope of functionality and the scale of deployments across departments and geographies demand a system that can support an enterprise-scale Web presence. Oracle's architecture and capabilities offer the most scalable deployments on the market. For example, Oracle WebCenter Sites enables organizations to manage vast and complex product catalogs with ease with its sophisticated product information management capabilities. In addition, Oracle WebCenter Sites offers advanced multisite management capabilities for management of hundreds of departmental or regional sites, as well as strong multilingual content management and delivery capabilities, workflow based processing, and role based editing.

Today's large-scale, global, targeted sites require rapid delivery of high volumes of dynamic content and pages. Oracle WebCenter Sites' caching infrastructure provides high-performance, distributed caching to support dynamic deployments on the largest global scale. This enables extremely scalable delivery of targeted content at the speed of a static site. A key component of the Oracle WebCenter Sites deployment

infrastructure, the caching infrastructure assembles dynamic and static content on personalized pages according to targeting rules in real time, as visitors come to the site—resulting in a relevant Web experience for each visitor.

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.

Agility in creating digital experiences

WebCenter Sites supports a modern development framework, data access APIs, and REST services that enable unprecedented flexibility in developing applications consumed in both desktop and mobile environments.

The Model-View-Controller (MVC) framework coupled with data access APIs enable robust development of server-based applications that clearly separate business logic (implemented as Groovy controllers), and presentation (implemented as WebCenter Sites templates). This level of separation provides your applications with the very best mix of dynamic deployment and high-performance caching.

The new aggregate-style REST services consume minimal bandwidth and provide robust content access mechanisms for client-based Single-Page Application (SPA), mobile Web, and mobile application development, including the ability to create custom REST services. Agnosticism towards perimeter security and single sign-on solutions further enhances development flexibility.





The MVC framework, data access APIs, and REST services are fully integrated into WebCenter Sites lifecycle and developer tools (CSDT) and can be freely mixed and matched. A drastically reduced learning curve and full backwards compatibility with existing applications based on WebCenter Sites enables IT with agility in creating digital experiences and reduced time to market.

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