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SITES CLOUD

Oracle Sites Cloud Service

The Linchpin of Your Digital Engagement Platform

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Introduction: The Rise of the Extended Digital Enterprise

Today's progressive businesses interact with a broad array of online constituents including employees, customers, partners, suppliers, contractors, agencies, dealers, and many other groups—both internal and external. Digital experiences are fundamental to these online exchanges, driven by the rapid spread of activity among web, mobile, and social channels. Being able to collaborate and share information online is fundamental to business success.

People within these groups often wish to interact among themselves to ask questions, share knowledge, and collaborate on projects. However, facilitating interactions in this expanding digital universe has become increasingly complex. Advances in cloud technology are creating new opportunities for growth and innovation as they inspire organizations to rethink how they present their products, services, and brands to market. There are now 6 billion mobile subscribers online—many of them using their smartphones as the “first screen” for communication, commerce, and entertainment.

These savvy users expect a seamless experience across devices and channels. For example, a consumer might view a product offer on a desktop computer, bookmark it for perusal later, then check the same page via a mobile phone or tablet while riding home on the train. The stakes are high: she expects her experience to not only be satisfactory, but innovative. It should seamlessly incorporate social, mobile, and cloud technology and be tailored to her needs based on previous interactions and preferences.

The Extended Digital Engagement Challenge

Challenges in Driving Digital Engagement Within the Enterprise and Beyond



Effectively managing engagement across an increasing number of internal and external stakeholders



Delivering relevant, mobile-optimized digital engagement for different channels



Making it simple to effectively engage using content, self-service, and social

In the midst of this fluctuating, all-encompassing, engrossing online environment, digital disruptors succeed by applying unique solutions to the perennial problems of web and mobile engagement. They learn to create websites, landing pages, and microsites quickly and easily, and without assistance from the IT department, allowing line of business (LoB) users to take charge.

Many of these business users are looking to cloud technology to quickly publish new solutions, offerings, content, and ideas. They are driven by a tidal surge of opportunity. They know that if they can rise to meet this digital engagement challenge, they will achieve a huge competitive advantage.

The Fundamentals of Modern Sites

What does it take to operate in this new world of digital business interactions? What tools, technologies, and techniques can simplify these site development projects? Fast-moving companies want to be able to rapidly assemble content-rich sites to drive engagement and present current information with minimal IT engagement. Consider the ground rules:

- **Rich content:** Internal and external stakeholders want to share images and documents for easy viewing and collaboration through websites, microsites, and landing pages.
- **Integrated collaboration:** Online engagement goes beyond content. Communities want to be able to share ideas, ask questions, and rate their experiences via social networks. They also want to integrate processes and apps to facilitate transactions and instigate workflows.
- **Self-service:** Users must be empowered to take action and transact business via self-service applications.
- **Mobile-first:** Mobile usage via tablets and phones now exceeds desktop usage by a wide margin. Digital businesses can no longer get away with sites that are simply “good enough” for mobile. Each site must be designed to accommodate multiple mobile screen dimensions, device features, and contextual usage patterns.

On-Premises Technologies Don't Meet All of Today's Digital Engagement Needs

Traditional websites require a combination of capabilities. They are typically constructed with a range of standalone, on-premises technologies including:

- Portal and web content management systems
- Application integration services
- User and identity management platforms
- Social network engagement and collaboration tools
- Business process management (BPM) environments

These technologies are owned and operated by IT professionals who implement new sites on behalf of the business. It's difficult for line of business users to gain proficiency with these technologies or leverage them for quick-turnaround projects. These technologies require large capital investments and significant operating budgets for management, maintenance, and upgrades. They play an important role for mission-critical projects with complex integration, transactional, and scalability requirements. But small, purpose-driven sites, sometimes called microsites, need to be delivered rapidly, with little or no IT help. Line of business users must be able to deploy these sites in days or even hours to deliver content and encourage interactions with a variety of audiences.

Today's Solution: Look to the Cloud

Oracle has introduced a portfolio of cloud services that are easy to use and don't require up-front investments or onsite support. Oracle Sites Cloud Service makes it easy to assemble mobile-optimized sites that aggregate content, media, conversations, and processes in a highly engaging way. It has been designed around the following fundamental principles:

- **Simple:** Users want intuitive tools to create mobile-first sites. Oracle Sites Cloud Service includes out-of-the-box templates, components, and applications that enable users to assemble sites from pre-existing building blocks.
- **Integrated:** Deep integration with Oracle Documents Cloud Service facilitates online collaboration so people can find and reuse content as part of compelling online experiences. Integration with other Oracle Cloud services and on-premises technologies is also possible.
- **Extensible:** The Oracle Cloud integrated engagement platform allows new third-party applications to be easily integrated as business needs arise.
- **Versatile:** Oracle Sites Cloud Service can fulfill many needs for many types of users. With little or no training, anyone in the company can build new sites including marketing, sales, engineering, and HR.

Oracle's cloud solutions can help you build and update sites quickly. The solutions drive digital engagement for employees, customers, and partners through the intuitive assembly of content, applications, and processes.

Standardize on an Integrated Engagement Platform

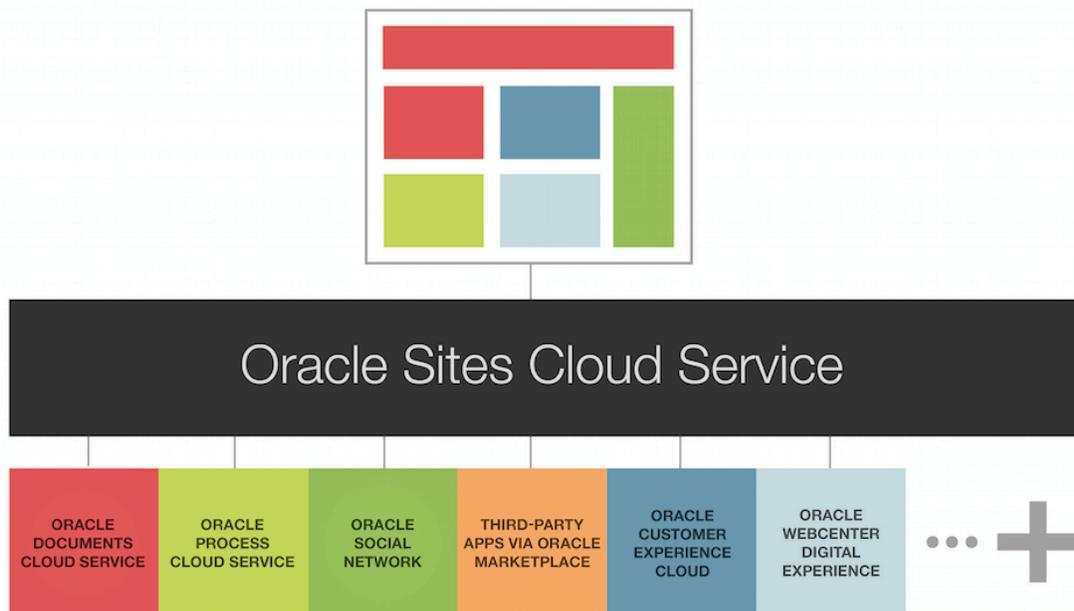
The engagement sites described here can exist as standalone URLs or be mapped to a subsection of a corporate website. Oracle Sites Cloud Service works with Oracle Process Cloud Service, Oracle Documents Cloud Service, Oracle Social Network, and other Oracle Cloud platform services to allow you to create complete solutions.

For example, if you want to allow web visitors to register for a webinar, you can use Oracle Process Cloud Service to create an interactive online form, gather visitor data and load that data into a CRM system, and send email messages confirming registrations. Using Oracle Sites Cloud Service, you can include the form and link it to the process with a few clicks.

If you want to create an online community to encourage interactions among business partners, you can use Oracle Social Network to create a secure enterprise social network that connects your business processes, enterprise applications, and content across sites in a consistent way.

If you want to publish content to internal or external constituents, you can use Oracle Sites Cloud Service to simplify content sharing and collaboration. The inherent integration between Oracle Documents Cloud Service and Oracle Sites Cloud Service enables you to create collaborative, engaging, interactive sites. Users can easily share content and exchange ideas while the IT department governs security and controls document management policies. Oracle Documents Cloud Service uses shared folders and links to expose content for consumption. Oracle Sites Cloud Service takes that concept a step further by allowing a business user to combine content from many different locations and then create engaging presentations of that content.

Oracle Sites Cloud Service complements and extends Oracle WebCenter Sites, so the sites you create with Oracle Sites Cloud Service can work hand in hand with the sites you create with Oracle WebCenter Sites.



Building Blocks for Rapid Assembly—from Concept to Launch

Think of Oracle Sites Cloud Service as an assembly layer that integrates Oracle Cloud Platform services with third-party applications, commerce applications, and on-premises content management systems. You'll have a point-and-click environment that empowers business people to assemble sites out of many different components. You can create engagement sites for marketing purposes as well as for facilitating self-service communities. Out-of-the-

box facilities help you choose graphical themes, relay messaging and information, facilitate interactions, and promote collaboration with customers, partners, and employees.

Drag-and-drop components, page templates, and site themes enable you to assemble and publish a site from predefined building blocks. Because Oracle Sites Cloud Service is integrated with Oracle Documents Cloud Service, you can leverage collaborative content to build engaging online experiences. Creating a site is interactive, visual, modular, and fast using a what-you-see-is-what-you-get interface and one-click publishing.

Of course, “fast” doesn’t mean you have to throw caution to the wind. Created with security in mind, Oracle Sites Cloud Service fulfills enterprise demands for security, governance, collaboration, and management. All sites can be created and published without help from IT. However, IT professionals can view and monitor the sites as they are created, making sure that they adhere to corporate branding and security constraints. Users have the freedom to exercise creativity and establish the general look and feel, but always within corporate guidelines. And because the content is maintained separately from the design process, your sensitive data is always kept safe. Sharing and collaboration between groups is fast and easy.

In addition, out-of-the-box apps, such as social networking and calendar, allow you to quickly extend the functionality of a site. You can register third-party apps as well as custom apps with Oracle Sites Cloud Service. The apps are then available to integrate into your sites to address ongoing business needs. Best of all, these advanced sites can be created and deployed with little or no help from IT professionals. LoB users can explore opportunities as new ideas arise and new initiatives surface.

Oracle Sites Cloud Service for Marketing and Communities

Mobile-First Digital Engagement for the Enterprise and Beyond



Visual Assembly of Mobile-First Digital Experiences

- Visual site creation for nontechnical users
- For internal and external communications
- Mobile-optimized experiences
- Strong engagement with content



Collaboration and Extensibility

- Collaborate with internal teams and agencies
- Build sites from assets in Oracle Documents Cloud Service
- Perform simple, collaborative content authoring
- Support parallel development on sites through projects
- Use apps marketplace to extend functionality



Governance for IT

- Manage all microsites under one view
- Adhere to corporate branding and security
- Assign permissions to edit and manage sites
- Use one-click rollback to previous states
- Manage from dozens to thousands of sites

Creating Sites for Customers, Partners, and Employees

Oracle Sites Cloud Service enables you to create interactive touchpoints that allow customers, partners, and employees to share information and engage in dialogs. The use cases are practically limitless. For example, you can create sites that empower customers to access sales collateral, stay abreast of new product launches, interact with technical support staff, or engage with other members of the customer community. Other sites can get news out to employees quickly and effectively, or guide partners to the information they need for onboarding, training, and procurement. The use cases are practically unlimited:

- A line of business manager creates a customer-facing community site to post product information, encourage discussions, and convey best practices from an attached knowledgebase.
- A marketing team creates a social site to recruit customers to a focus group, qualify them based on their responses to a questionnaire, and publish event details for people who qualify.

- A campaign manager builds a site for an event or conference, enabling registration and the posting of daily schedules, events, and content.
- A channel sales manager creates a site to sign up and onboard new partners or agents; enlist participation in new programs; and access documentation, videos, and training materials to help people get started.
- A sales organization that wants to boost revenue by incentivizing sales reps with end-of-the-quarter bonuses builds a site that allows people to track their progress toward earning bonuses and meeting goals.
- An HR department creates a self-service site for quick and seamless employee onboarding, with links to enterprise applications that allow new employees to select equipment, retirement options, and health plans.
- An insurance company creates a microsite to process claims and provide news updates following a natural disaster such as a flood or hurricane.



Marketing and Information-Sharing Sites

Marketing sites are intended to share information with other parts of the organization and with external groups for events such as a product launch or marketing campaign. The challenge is to create compelling engagements for all of these interaction points. Developers need to be able to deliver relevant content, processes, and experiences to various audiences in order to engage customers. Oracle's point-and-click development environment lets them rapidly assemble these marketing sites from pre-existing themes and components.

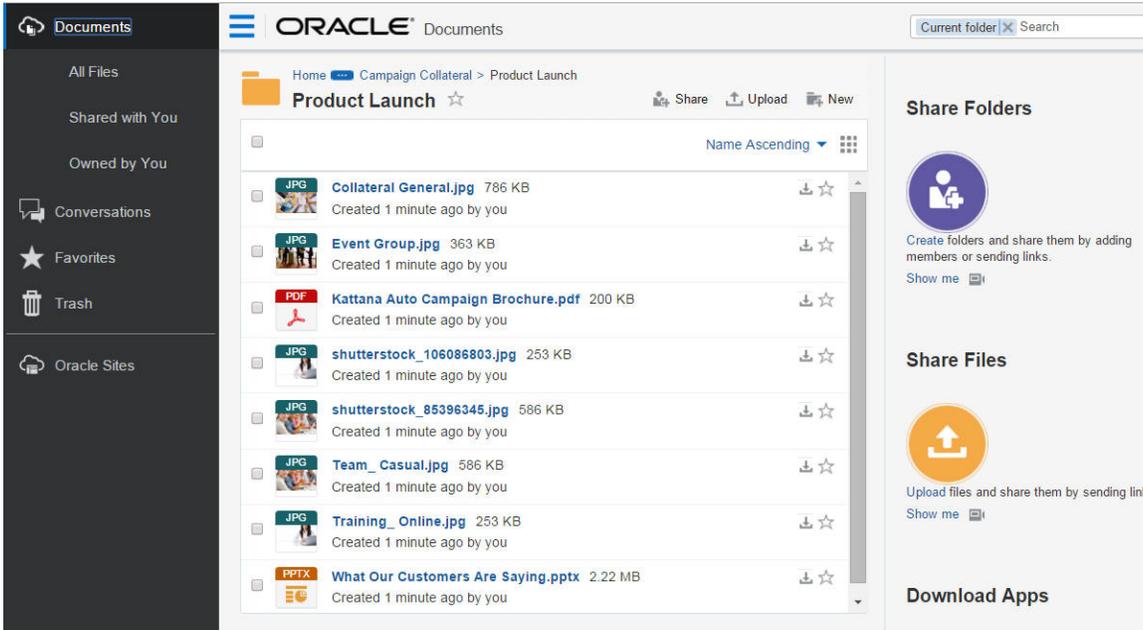
Oracle Sites Cloud Service includes an app marketplace to help extend functionality and streamline collaboration among multiperson teams with support for time-based updates.

Community Sites

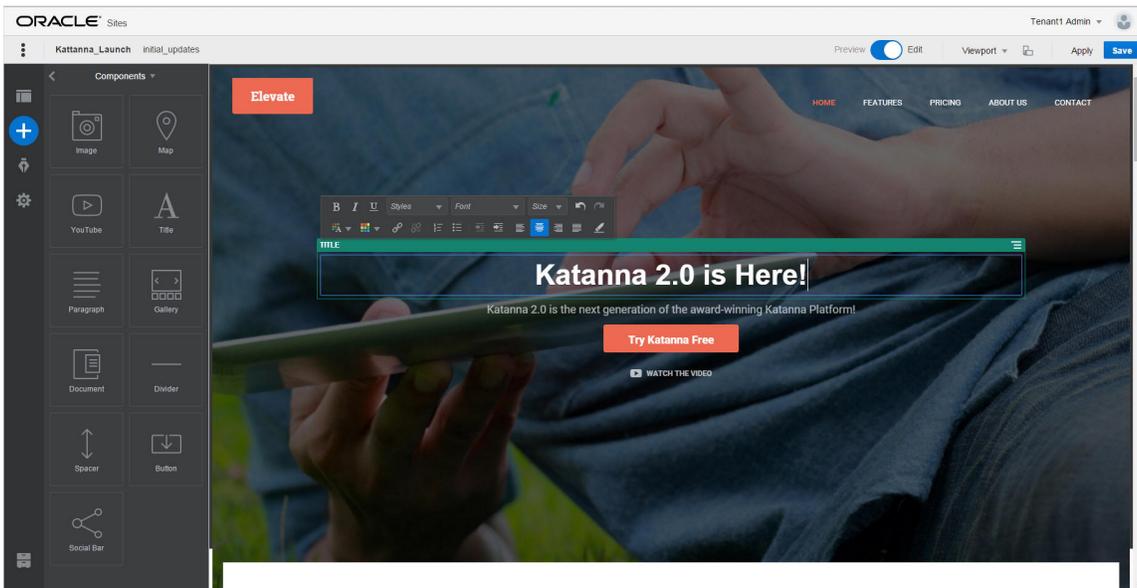
Community sites combine content with opportunities to facilitate interactions between a company and its partners, customers, or employees—as well as to encourage social interactions within these groups, such as customer-to-customer. The goal is to increase productivity via engaging content, combined with integrated actions and processes.

A Point-and-Click Example of a Site Creation

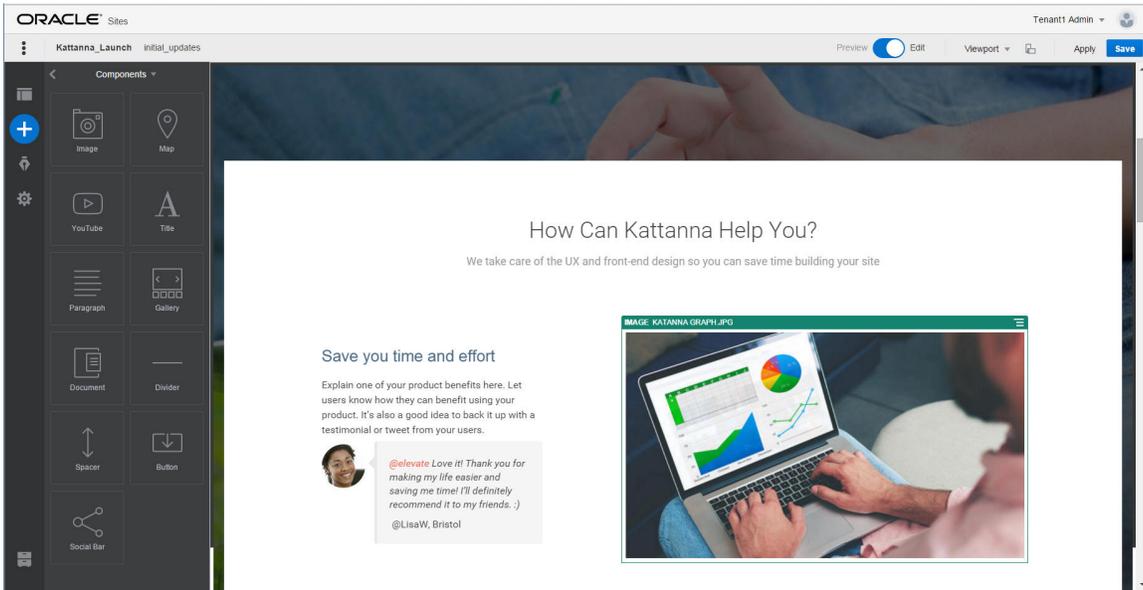
A distributed team can easily assemble a new site in a few easy steps. The following screen shots depict the process:



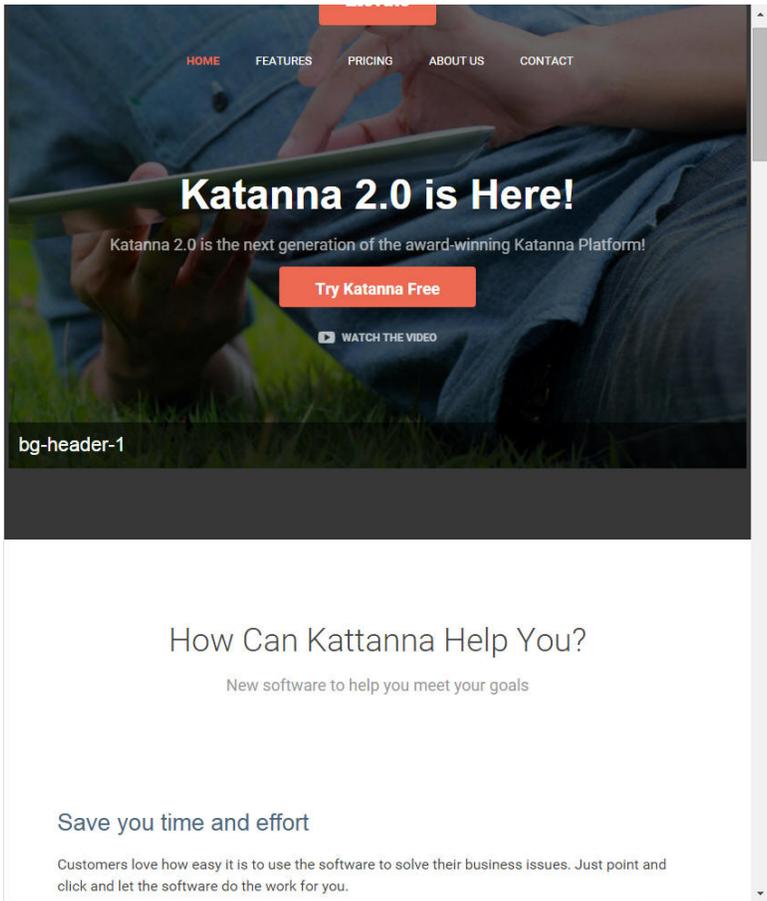
Team members collaborate on which assets to include on the website.



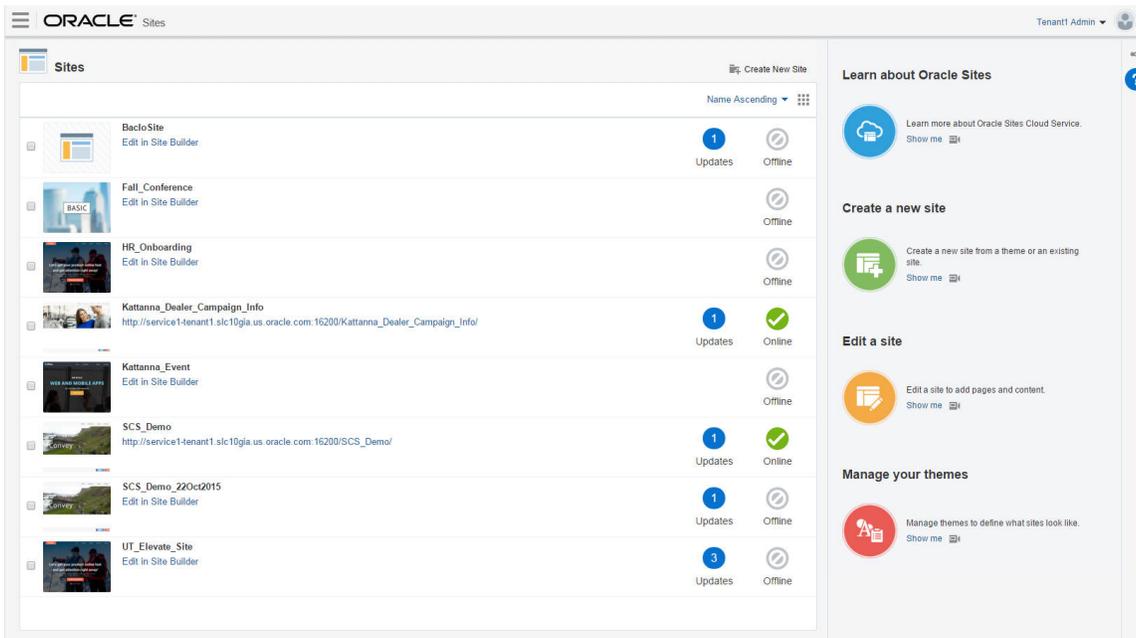
They can then quickly assemble the site from components and applications.



Next, team members build out the pages with components and applications that allow them to tweak and fine-tune the visual aspects of the site.



Oracle Sites Cloud Service automatically renders the site for mobile devices.



Team members can manage the new site—and others—all from a single console. IT has complete oversight on what's being deployed.

Conclusion

In today's online business world, many organizations have difficulty communicating with customers, partners, employees, and other constituents in a comprehensive, digitally savvy way. Communicating through multiple channels can make it difficult to understand challenges, set expectations, collaborate on strategies, and drive informed engagements. Line of business managers need to be able to take control of these communications so they can quickly assemble content, facilitate self-service interactions, and streamline collaboration within new and existing communities.

To establish and sustain a compelling online presence, astute organizations are looking to the cloud. They want a cloud-based engagement platform that empowers nontechnical users to quickly build engaging experiences that integrate content, collaboration capabilities, and applications. They don't want more on-premises software, along with its requirements for expensive infrastructure and expertise. Organizations want Oracle Sites Cloud Service, a nimble online development platform that enables companies to extend digital engagements to all enterprise touchpoints and rapidly respond to business needs.

For more information, please visit cloud.oracle.com/cloud-sites.



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Hardware and Software, Engineered to Work Together

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