Oracle Sites Cloud Service,
Rapidly Build Marketing and Community Engagement Sites

ORACLE®

SITES CLOUD SERVICE

Content and feature rich engagement sites can help drive effective interactions with various groups such as customers, partners, and employees leading to higher satisfaction and loyalty. With Oracle Sites Cloud Service business users with absolutely no website experience can rapidly assemble rich, interactive engagement microsites for marketing and communities. Microsites can be built on the fly with new content and also incorporate existing enterprise content, processes, and social apps all within a single integrated user interface.

KEY FEAURES

- Drag and drop interface to assemble sites
- Out-of-the-box components such as gallery, image, document, map, social bar, and more.
- Projects for managing updates to the site by multiple teams or for time-based changes
- Creation and management of custom themes (designs) for sites
- Full-integration with Documents Cloud Service
- Site management including taking sites online/offline, sharing with others, and cloning.
- Support for building apps to integrate third-party services

Collaborative Site Building Made Easy

Oracle Sites Cloud Service puts the power of creating highly engaging sites into the hands of non-technical line-of-business managers. A beautiful website built off of your collaborative content including images, PDFs, and presentations can be created in minutes. Applications and processes and can be integrated in as well. Assembling a website is a matter of point-and-click. Site building features include:

- **Visual Site Assembly**: Assemble sites from themes, components, and applications in a unified site building interface.
    - **Site Builder Interface.** Site Builder is an integrated environment to create, edit, and publish microsites. It also includes page management, device preview, and the ability to change the site theme. SEO settings, metadata, and navigation can also be managed for the site and pages.
    - **Use of Themes.** Themes are a collection of page layouts, content, and components that represent a site design. Out-of-the-box themes or custom built themes can be used as a starting point in building a site.
    - **Components and Applications**. Components are basic building blocks of a site. Out-of-the-box components include image, gallery, video, title, paragraph, map, button, and more. Applications, which behave similarly to components, support Integration of third-party content and processes. Business users drag and drop components and applications to pages and can easily configure them for style and content.
- **Collaboration & Content**. Enable teams to effectively collaborate on content and sites.
    - **Integration with Documents Cloud Service**. Directly access your project content from Documents Cloud and use on your pages.
    - **Projects/Updates**. Projects enable multiple teams to work in parallel to make changes to the site. This feature supports teams working on timed updates to the site. Each set of updates is stored separately from the site and only

ORACLE®

KEY BENEFITS

- Limited or no IT help needed to build sites

- Collaborate with other team members and groups to get to market faster

- Enforce corporate branding through custom themes and make updates with no site rewrite needed

- Complete visibility for IT to meet oversight and governance requirements

- Enhance engagement through integrating with content and data from other cloud and on premise systems

- Ensure security on sites and assets

merged to the site when activated.

- **Conflict and Change Management.** Any conflicts are resolved when project updates are applied to the site such as if two teams are updating the same page. Also manage versions of your content and revert back when needed.

- **Preview & Publishing.** Integrated preview and publish makes it simple and quick to deploy the site.

  - **One-Click Publishing**. Easily publish the site from the console; project updates can be viewed, merged, and published to the site as needed.

  - **Instant Preview**. Preview the site at any time to see the effect of the site edits prior to publishing. Project updates from other teams can also be applied to the preview to see the effect of other's work-in-progress.

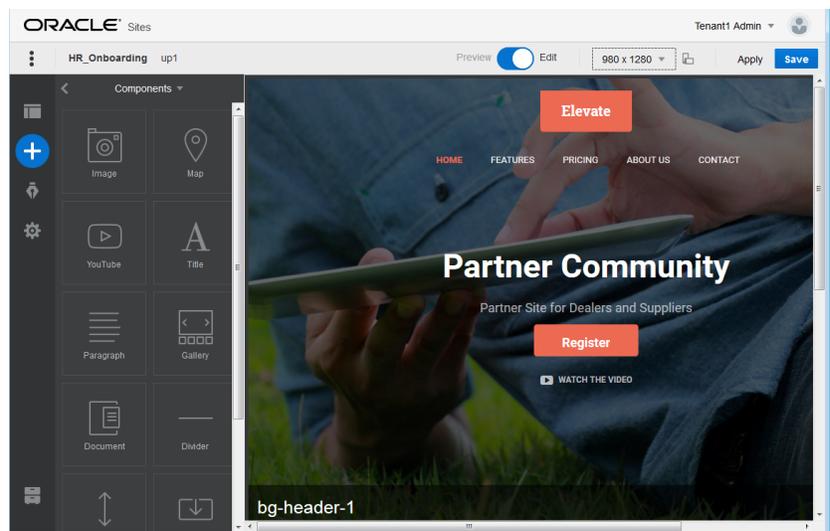 - **Mobile and Web view.** Preview the site for different screen sizes to review the site before publishing.

 Figure 1. Sites Builder: Visually assemble the site from components, applications, and content.

Manage Sites and Themes in a Single Console

The Site Manager interface provides a way to get a global view of all the microsites a user has access to with the ability to perform a number of operations such as editing, sharing and publishing. It also is used to manage the themes that are used to build sites.

- **Site Management** – Get a unified management console for all microsites that you have created and that have been shared with you by others.

  - **Create and Edit Sites:** Start with a pre-built theme to jumpstart building a site. Launch the Site Builder to edit and update the site.

  - **View and Publish.** Publish sites from the Sites Manager. Access links for the published sites. View all of the project updates in progress for the each site. Get online/offline status of the sites.

  - **Access Control**. Select who has access to manage and contribute content to the site by sharing sites with selected team members.

- **Marketing site** for a new product release which may include gated assets (form submission to download datasheet or view video)
- **Event sites** to display information about an event as well as register
- **Sales collateral site** to share information and specific collateral with a prospect
- **Customer community** to relate new product information, encourage discussions amongst customers, learn about product usage, supply best practices and answer questions
- **Partner community** to help partners get information, share information with each other, and get signed up and on boarded.

.

•

- **Theme Management**– Create and manage custom themes for building sites.
  - **File Sync & Share:** Develop themes on your desktop and sync the files to Sites Cloud Service using the Enterprise File Sync and Share features of Documents Cloud.
  - **Copy & Share**: Share themes with specified users to edit and/or use. Copy a theme to create a new theme.
  - **One-click updates**: Make changes to a theme and easily republish to existing sites that are using an older version of the theme. Swap one theme with another within a site in one click.
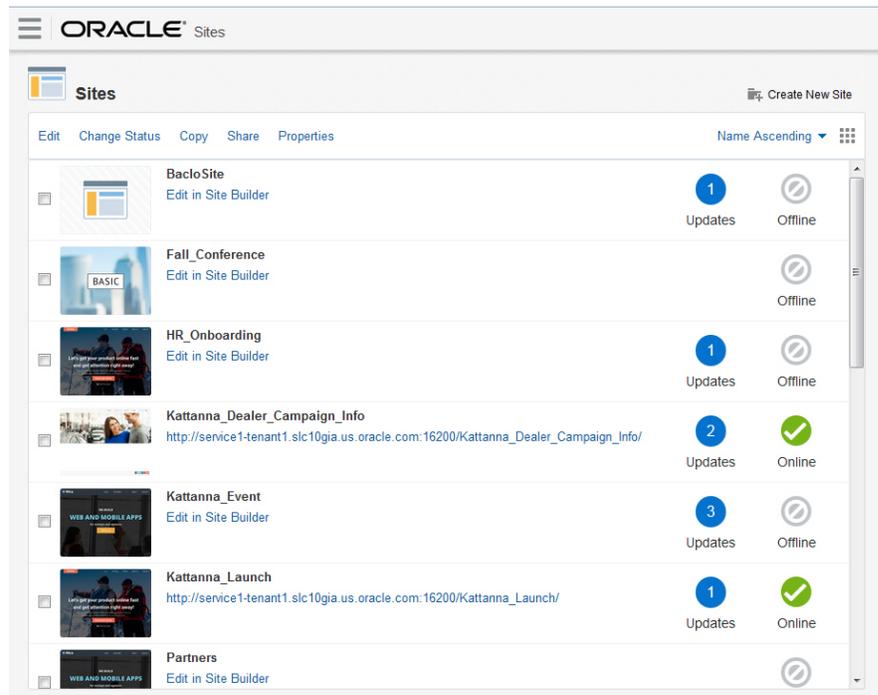

Figure 2. Site Manager view of sites and management features.

Integrate, Extend & Scale

Oracle Sites Cloud Service fulfills enterprise requirements with features for scalability and extensibility thus supporting a variety of business requirements and use cases. Highlights include:

- **Third-Party Application Integration.** Create business user accessible application components that integrate with other cloud and backend systems.
  - **Application Developer Kit**. Everything developers need to build custom apps that integrate in third party applications is available. Create a settings interface for the app that is displayed in the Sites Cloud UI for managing custom settings for the application.
  - **Application Registration**. Easily register new apps for access directly in the Site Builder in just a few clicks.
  - **Business User Control**. Enable non-technical users to drag and drop applications and pass in visual settings and other parameters to control the app.

- **Brand Compliant Site Design.** Create corporate branded themes using standard technologies like JavaScript, HTML, and CSS
  - **Template-driven**: Create page-layout templates for your themes. Supports adding slots to pages to provide guided structure. Templates and slots ensure consistency, repeatability and reuse, yet still provide freedom for marketers in creating pages. Content is separated from design which enables reuse.
  - **Bootstrap support**: Use responsive designs created with the Bootstrap framework as a basis for your custom themes to support cost-effective design and save time.
  - **Sync and Share**: Develop themes on your desktop in your tools of choice and sync files to Sites Cloud when ready to share.
- **Other Enterprise Benefits.** Sites Cloud Service is built with performance and scalability features to support enterprise use.
  - **Efficient Delivery**. As pages are delivered, content is fetched and cached in an efficient manner. This results in increased responsiveness of web pages.
  - **Developer & Business Separation.** Since all the business user entered data is managed separately from templates, there is clean separation of content from developer artifacts. This enables updates to the design/look & feel without a site rewrite.
  - **Oversight & Governance.** With all your enterprise microsites managed in one solution, proper visibility is available to administrators.

.

CONTACT US
For more information about [insert product name], visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

ORACLE®

Integrated Cloud Applications & Platform Services

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