

# Empowering Business to Deliver at Market Speed

## Rapidly Build Engagement Sites for Every Part of Your Business

### DIGITAL ENGAGEMENT SITE DEVELOPMENT IN THE CLOUD

Today people connect digitally. Yet despite digital channels, stakeholders lack engagement and enablement.



### THE CHALLENGE

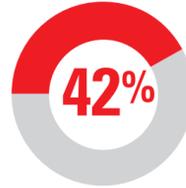
**70%** of employees don't feel engaged with their company.<sup>1</sup>

Engaged employees are

**57%** more likely to work harder

**80%** more likely to perform better

**87%** more likely to stay with the company longer<sup>2</sup>



of partners are not clear how vendors use their feedback.<sup>1</sup>



of salespeople can't find what they need when they need it. Content is not easily customized for a particular selling situation.<sup>1</sup>



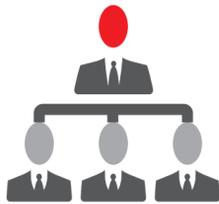
65% of CXOs don't understand their customers well today. Engaged customers drive a 23% premium in profitability, revenue, and relationship growth compared with the average customer.<sup>1</sup>

### THE SOLUTION: EMPOWER BUSINESS USERS TO DEVELOP DIGITAL ENGAGEMENT SITES



#### Engage

Rapidly assemble rich digital experiences for marketing sites, communities, and other business needs using themes, components, and applications.



#### Govern

View, manage, and administer all of your community and marketing microsites in one console.



#### Collaborate

Collaborate with internal and external teams to create content, build sites, and coordinate site updates.



#### Extend

Integrate third-party applications and create new custom themes to meet specific business needs.

## ORACLE SITES CLOUD SERVICE = RAPID SITE DEVELOPMENT + COMMUNITY ENGAGEMENT



### Features

- Simple, intuitive tools to create mobile-first sites
- Deep integration with the Oracle Documents Cloud Service collaboration platform to seamlessly leverage content
- Extensibility such that new third-party applications can easily be hosted and integrated
- Ability to serve many use cases and different users—anyone in the company can build a site, including marketing, sales, engineering, and HR

### Benefits

- Rapidly assemble desktop and mobile sites using content, process, and social
- Communicate with numerous stakeholders including customers, partners, and employees for a variety of use cases to build relationships and create loyalty
- Collaborate back and forth between internal teams and external agencies
- Gain control and visibility over all sites to ensure governance and compliance

Learn more at [cloud.oracle.com/cloud-sites](http://cloud.oracle.com/cloud-sites)

<sup>1</sup>"State of the American Workplace," [gallup.com/services/178514/state-american-workplace.aspx?g\\_source=position1&g\\_medium=related&g\\_campaign=tiles](http://gallup.com/services/178514/state-american-workplace.aspx?g_source=position1&g_medium=related&g_campaign=tiles), Gallup, July 2013.

<sup>2</sup>"The Strategic Advantage of Supplier Engagement," [gallup.com/businessjournal/169103/strategic-advantage-supplier-engagement.aspx?g\\_source=position1&g\\_medium=related&g\\_campaign](http://gallup.com/businessjournal/169103/strategic-advantage-supplier-engagement.aspx?g_source=position1&g_medium=related&g_campaign), Gallup, June 2014.

<sup>3</sup>"EventTrack 2015," [www.eventmarketing.com/eventtrack-2015/](http://www.eventmarketing.com/eventtrack-2015/), Event Marketing Institute, 2015.