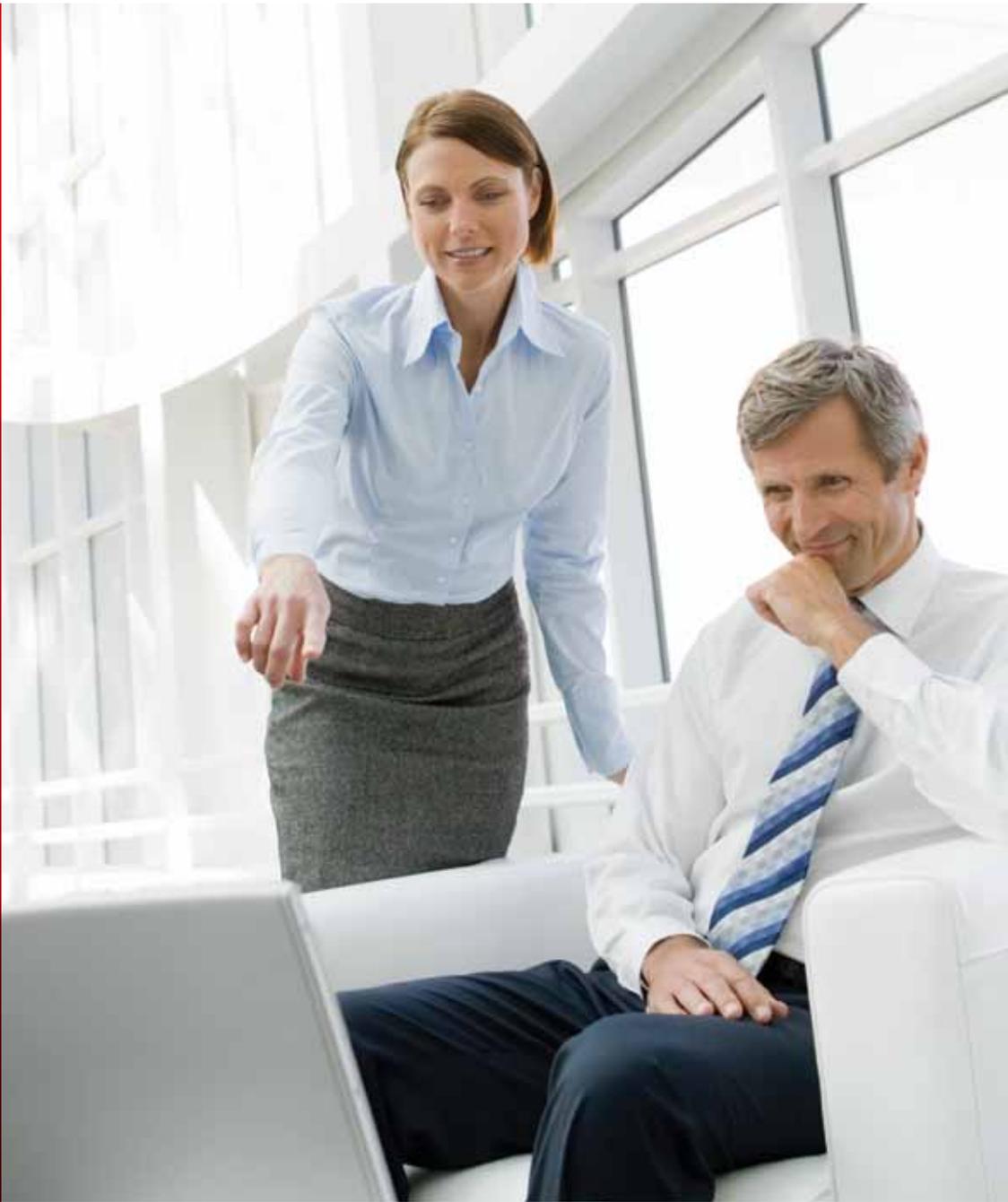


**Hardware and Software**  
Engineered to Work Together



## Oracle WebCenter: The Center of Engagement for Business

Oracle WebCenter powers exceptional experiences for customers, partners, and employees. It connects people, processes, and information through the most complete portfolio of portal, web experience management, content, and collaboration technologies.



To compete globally, organizations today must be social businesses that fully engage employees, customers, and partners. To achieve this, you need a robust, scalable, social-enabled engagement platform. You need Oracle WebCenter.

With globalization, the business world is increasingly flat. Multinational companies must operate 24/7 using teams distributed strategically around the world. These frequently ad hoc but critical workgroups are the heart of the new social enterprise. They design the products and services, solve the most urgent problems, and generate the ideas necessary to keep an organization vibrant and relevant in today's fast-moving global markets.

This type of business model requires agility. It requires collaboration. And it requires the right technology—software that works seamlessly with traditional hardware as well as the latest mobile devices.

Your employees are ready. This generation of workers is already transforming the workplace with new, social- and mobile-enabled ways of behaving derived from their personal lives. They expect to always be connected. They expect that business processes will reflect the way they think about content, collaboration, and communications. Want to succeed in business? Follow their lead.

Oracle WebCenter is the center of engagement for business. It powers exceptional experiences for customers, partners, and employees. It connects people, processes, and information through the most complete portfolio of portal, web experience management, content, and collaboration technologies. These technologies can help you increase sales and loyalty with online engagement optimization, drive innovation with portals and composite applications, and enhance productivity with contextual collaboration. Oracle WebCenter also optimizes information access by providing comprehensive content management, enabling you to effortlessly and painlessly migrate your business from where it is now to where it needs to be tomorrow.

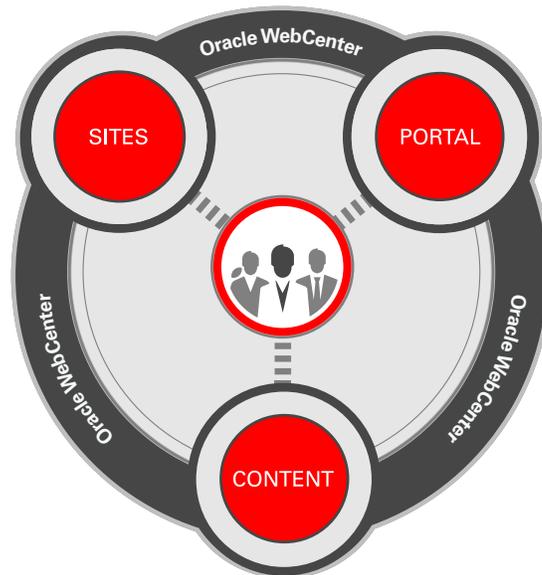


**CREATE RICH AND ENGAGING DIGITAL EXPERIENCES THROUGH WEB EXPERIENCE MANAGEMENT**

- Create, manage, and moderate contextually relevant and targeted digital experiences
- Optimize customer engagement across interactive web, mobile, and social channels
- Manage a large-scale, multichannel global online presence that includes integration with other customer experience applications

## The Center of Engagement for Business

Oracle WebCenter streamlines content marketing by helping marketing-driven organizations create and deliver rich and engaging digital experiences to users. It also gives employees anytime, anywhere access to information and applications through portals and composite applications. Oracle WebCenter helps people work together more efficiently by providing contextual collaboration tools that enable connections between people, processes, and information. And it does all this while managing the complete content lifecycle for the entire organization in a unified repository to ensure regulatory compliance.



### Increase Sales and Loyalty with Engaging Digital Experiences

Effectively harnessing the power of the online channel has become a key element of managing the customer experience. Success today depends on your ability to provide rich, interactive experiences paired with sophisticated social engagement across web, mobile, and social networks. Yet offline channels are still critical. Your challenge is to manage the entire customer journey—from the initial selection of your product or service to after-sales servicing—through both online and offline channels in a way that drives customer engagement, loyalty, and success. Oracle WebCenter Sites, the first solution in the Oracle WebCenter product family, does just that.

**FACT:** By 2016, more enterprise portals and websites will be deployed by end users than by IT organizations.

**Predictions 2013: Portal and Web Technologies,** Gartner, November 2012

Oracle WebCenter Sites provides a highly scalable web experience management platform that includes content targeting and optimization, analytics, user-generated content, social networking integration, mobile site management, and more. It enables business users to easily manage even the most distributed, multichannel, global online presence with minimal IT support. And the social capabilities offered in Oracle WebCenter Sites enable customers, partners, and other stakeholders to interact in online communities via reviews, ratings, comments, and blogs about your products and services.

### **Improve Business Agility with Intuitive User Experiences**

Web 2.0 and social technologies are transforming the ways customers, employees, partners, and suppliers communicate and stay informed. Today's enterprises need technologies and services that push organizational productivity to the next level by integrating social activities with business applications.

Oracle WebCenter Portal solves this piece of the social enterprise puzzle. By delivering a complete, open, and integrated enterprise portal and composite applications platform, you can develop and deploy internal and external portals and websites as well as composite applications with integrated social and collaboration services and enterprise content management capabilities. And because Oracle WebCenter Portal connects people, information, and applications, users can navigate, discover, and access content in context.

Oracle WebCenter Portal also offers dynamic personalization for applications, portals, and sites so users have a truly customized experience. Oracle WebCenter Portal provides a foundation that delivers the next-generation user experience for Oracle Fusion Middleware and Oracle Fusion Applications. Additionally, users can create dynamic enterprise portals such as intranets, extranets, and self-service portals with personalized dashboards. And with Oracle WebCenter Portal, users can easily assemble composite applications with Oracle's common user experience architecture, Oracle Application Development Framework, and can easily extend existing applications and Oracle Fusion Applications with the reusable, standards-based components they create.



**FACT:** By 2016, 50 percent of large organizations will have internal Facebook-like social networks, and 30 percent of these will be considered as essential as e-mail and telephones are today.

**Predicts 2013: Social and Collaboration Go Deeper and Wider,** Gartner, November 2012



*“Based on customer surveys and discussions, we knew we had to upgrade our back-end architecture to improve web navigation and make it easier for users to find the information they need. Oracle provided us with the necessary platform functionality to develop the business-driven interface we needed.”*

**Wayne Roberts**  
Director, Information Technology  
Canadian Partnership Against  
Cancer

### Seamless Access to the Right Information in Context

Managing and gaining insight from massive amounts of information is one of the top business challenges organizations face today. Although most companies have the tools to manage structured information such as financial accounts or inventory numbers, they are not leveraging the full value of this information. That value can only be realized when structured data is used in context with unstructured information such as word processing documents, spreadsheets, presentations, e-mails, audio and video files, scanned documents, images, and many other types of files.

Businesses are experiencing an explosion in the amount of the unstructured content being created and stored by users. And despite the proliferation of new devices and applications that generate this data in electronic form, many organizations are buried underneath reams of paper on which information is still printed, processed, shipped, faxed, and eventually stored in physical filing cabinets and warehouses around the world.

Oracle WebCenter Content manages the entire lifecycle of this information by applying flexible yet secure controls while providing simple, intuitive user access at every stage of the content management lifecycle. Oracle WebCenter Content also offers version control, full-text search, access via mobile applications, retention policies, and robust access control and auditing to provide maximum security against unauthorized access.

### Social Business for the Enterprise

For organizations seeking to transform themselves into truly social businesses, Oracle WebCenter provides the most complete user engagement platform available today. By enhancing users' experiences and ensuring they get access to the right information at the right time in the right context, Oracle WebCenter improves business agility while increasing customer loyalty.

Oracle WebCenter brings together the leading portal, web experience management, collaboration, and content management capabilities. The Oracle WebCenter unified infrastructure enables seamless content-sharing both internally and externally. With social channels embedded throughout both Oracle WebCenter Portal and Oracle WebCenter Sites, users are more productive because they can collaborate directly from their applications and favorite websites. With Oracle WebCenter, your increasingly social enterprise will be more effective, efficient, and innovative while maximizing user productivity and satisfaction.



#### CONTACT US

For more information about Oracle WebCenter, please visit [oracle.com/webcenter](http://oracle.com/webcenter) or call +1.800.ORACLE1 to speak to an Oracle representative.

Outside North America visit [oracle.com/us/corporate/contact/global-070511.html](http://oracle.com/us/corporate/contact/global-070511.html) to find the phone number for your local Oracle office.



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