

**Oracle® Web Center-Web Content Management**  
Product Overview  
10g Release 3 (10.1.3.3.0)

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# INTRODUCTION

## OVERVIEW

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Oracle® WebCenter-Web Content Management 10gR3 is made up of a variety of features, which are described in this document. These features can be further divided in the following manner:

- ❖ [Document Management](#) (page 2-1)
- ❖ [Web Content Management](#) (page 3-1)

This section contains the following topics:

- ❖ [About This Guide](#) (page 1-1)
- ❖ [Audience](#) (page 1-1)
- ❖ [Conventions](#) (page 1-2)

## ABOUT THIS GUIDE

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This guide describes the feature set in Oracle® WebCenter-Web Content Management .

## AUDIENCE

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This guide is intended for system integrators and administrators.

## CONVENTIONS

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The following conventions are used throughout this guide:

- ❖ The notation `<Install_Dir>/` is used to refer to the location on your system where the content server instance is installed.
- ❖ Forward slashes (/) are used to separate the directory levels in a path name. A forward slash will always appear after the end of a directory name.
- ❖ Notes, technical tips, important notices, and cautions use these conventions:

Symbols	Description
	This is a note. It is used to bring special attention to information.
	This is a technical tip. It is used to identify information that can be used to make your tasks easier.
	This is an important notice. It is used to identify a required step or required information.
	This is a caution. It is used to identify information that might cause loss of data or serious system problems.

# DOCUMENT MANAGEMENT

## OVERVIEW

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Document management features are the base of Oracle® WebCenter-Web Content Management.

This section contains these topics:

- ❖ [Content Server](#) (page 2-1)
  - [Components](#) (page 2-2)
  - [Desktop](#) (page 2-2)
  - [Dynamic Converter](#) (page 2-2)
  - [Content Integration Suite](#) (page 2-3)
- ❖ [Verity Integration](#) (page 2-3)

## CONTENT SERVER

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Content Server is the foundation for a variety of Oracle content management products. It provides a flexible, secure, centralized, web-based repository that manages all phases of the content life cycle: from creation and approval to publishing, searching, expiration, and archival or disposition. Every contributor throughout the organization can easily contribute content from native desktop applications, efficiently manage business content via rich library services, and securely access that content anywhere using a web browser.

All content, regardless of content type, is stored in the web repository or database for management, reuse and access. While stored in the repository, all types of content—

ranging from e-mail, discussions, documents, reports, spreadsheets and records to images, multimedia or other digital formats—receive the same set of fundamental [core services](#).

## Components

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A number of components, providing advanced functionality are provided with Content Server. These components may be rolled into the core, available to choose upon installation, or available in an “extras” directory on the CD.

## Desktop

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Desktop Integration Suite provides a set of embedded applications that help you seamlessly integrate your desktop experience with Content Server. More specifically, it provides convenient access to the content server from Microsoft Windows Explorer, desktop applications like Microsoft Word and Excel, and e-mail clients like Microsoft Outlook and Lotus Notes.

As a result, you can easily manage files in the content server and share files with users directly from your desktop instead of logging onto the content server and using a web browser.

## Dynamic Converter

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Dynamic Converter is transformation technology and on-demand publishing solution for critical business documents. With Dynamic Converter, you can easily convert any business document into a Web page for a specified audience without use of the application used to create that document. The benefits are immediate—information can be exchanged freely without the bottleneck of proprietary applications.

When a Web browser first requests a document, a set of rules are applied to determine how that document should appear as a Web page. These rules can be defined in a template, a core component of Dynamic Converter.

Dynamic Converter offers a number of benefits to the user:

- ❖ Business documents can be easily viewed in a Web browser.
- ❖ Native applications (such as Adobe Acrobat, Microsoft Word, etc.) are not required.
- ❖ Multiple renditions of a document are available for different devices (Web browsers, wireless devices, etc.)



- ❖ Templates are interchangeable with Content Publisher.
- ❖ Numerous business document types, including legacy formats, are supported.

## Content Integration Suite

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Content Integration Suite (CIS) enables communication with Content Server and Image Server and is deployable on a number of J2EE application servers, in addition to working in non-J2EE environments. CIS provides an interface to the fine-grained services of the servers through an object-oriented services API called the Universal Content and Process Management API (referred to as the UCPM API).

This product includes an SCS Command Layer and information about extending the SCS Command Layer. The SCS Command Layer is a set of Command Objects, implemented as Java Beans, that are built to communicate to Content Server through the content server's IDC Command interface. The SCS Command Layer is based on the J2EE “Command Design Pattern,” which means that all business logic is wrapped into a business logic bean (called a “command”) and sent to an invoker object, often implemented as a stateless session bean in a J2EE environment, for execution.

## VERITY INTEGRATION

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With WebCenter-Web Content Management, you have a Verity Integration add-in module for Content Server. The Verity VDK6 add-on provides an alternative content search and retrieval solution when installed with Content Server. Verity provides metadata and full-text indexing and search capabilities, which means every word in a file is indexed, not only its metadata, and all the information can be searched. To use the Verity Integration component, you must install and configure the component. See the *Verity Integration Guide* for more information.



# WEB CONTENT MANAGEMENT

## OVERVIEW

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This section covers the following topics:

- ❖ [Content Publisher](#) (page 3-1)
- ❖ [Connection Server](#) (page 3-2)
- ❖ [Site Studio](#) (page 3-3)
- ❖ [Site Studio Publishing Utility](#) (page 3-4)
- ❖ [Content Portal Suite](#) (page 3-4)

## CONTENT PUBLISHER

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Content Publisher is an extremely powerful tool that provides advanced template-based technology to automatically publish over 225 file formats as well-designed, fully linked websites in HTML, XML, cHTML, or WML format. Content may be managed in a Product\_Name content server or stored in a standard file system. Features include single-source publishing, abstraction, personalization, scripting language inclusions, content release scheduling, and automated creation of navigation.

Content Publisher consists of two main components: Site Builder and Site Server. With Site Builder, you create project files to capture all the information necessary to build web publications. You can then either translate and publish manually in Site Builder or use Site Server to automate the process. If you use Content Publisher with Oracle Content Server, you can draw source files from a content server and use those to create the web output.

Prior to publication to a live site, new web content can be published to a staging site and routed through workflows for approval.

## Templates and Abstraction

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Content Publisher automates the publishing process using two key technologies: templates and abstraction. A translation template takes content and automatically translates it into standard HTML web pages without altering the source files. The abstraction feature automatically takes content that has been created from many different sources, and intelligently determines what the content elements are—such as title, body, text, and headings. Content Publisher then puts this information into the translation templates, converting the data into professional web pages.



**Tech Tip:** Site Server can be run as a service in Microsoft Windows.

## CONNECTION SERVER

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The Connection Server system automates the distribution, transformation, and management of digital content over the Internet. The Connection Server system provides an efficient means for communications between the distributors of content, called content providers, and the consumers of content, called subscribers. Content providers and subscribers agree on the information to be distributed, and on its availability and distribution timing. Content providers then use Connection Server to distribute content that they control to their authorized subscribers, in the form of packages called offers.

Content distribution can take place between businesses, or within a single organization. For example, a news agency can distribute content for use by its affiliates; or a bank can distribute application-software upgrades to its branches. Because the Connection Server system transmission is content-insensitive, any kind of digital information can be distributed.

The Connection Server system uses standard industry protocols such as Information and Content Exchange (ICE), Extensible Markup Language (XML), and the Hypertext Transfer Protocol (HTTP). The Connection Server software is built using the Java programming language and is designed as a stand-alone server.

The Connection Server system also provides the following services:

- ❖ Automatically assigns users UUIDs (Universal Unique IDentifiers) and passwords to help ensure the secure distribution of content.
- ❖ Keeps track of distribution relationships between content providers and subscribers.

## SITE STUDIO

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Site Studio is the application most often used for designing websites. It offers site developers and designers a built-in methodology for building websites as well as a customizable library to easily reuse custom code and fragments—enabling them to create and deploy robust websites quickly. Additionally, Site Studio enables companies to design and develop websites for dynamic contribution and viewing, as well as publish these sites as static representations built and delivered with HTML code on standard web servers.

Some of the website creation and contribution best practices that are automated and enforced with Site Studio include:

- ❖ In-context contribution and updates directly from the website
- ❖ Hierarchical website structure and navigation
- ❖ Template-based pages comprised of multiple regions
- ❖ Separation of content and presentation
- ❖ Separation of navigational structure and its presentation
- ❖ Secure, regional-level content authoring and editing
- ❖ WYSIWYG XML-based contribution forms
- ❖ Reusable content and XML-based fragments
- ❖ Single-source content management
- ❖ Multi-site management

Organizations may also prefer to build websites using Site Studio if they would like to distribute website development to multiple site designers, yet still have a centralized team of developers maintain control over the brand and look-and-feel. Site Studio gives developers the ability to create customizable libraries to provide site designers with reusable drag-and-drop layouts, fragments, navigation, and code that integrates with back-end applications for developing their own unique websites. With Site Studio's customizable library as well as its built-in framework for designing websites, these site designers can create robust and well-architected sites with little or no knowledge of

HTML or other programming languages. Learn more about our approach to multi-site management.

## SITE STUDIO PUBLISHING UTILITY

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The Site Studio Publishing Utility enables you to publish a Site Studio web site from a Content Server environment to a pure web server environment that is not running Content server (that is, one running Microsoft IIS, Apache, etc.).

The Publishing Utility creates a static snapshot of a dynamic site by traversing all the links in a web site (visiting all of the linked pages) and downloading a copy of each page and all of the resources (images, flash movies, etc.) on each page. Your entire web site (including the content of queries, layout pages, fragments, contributor data files, and native documents) will be copied and published to the new server.

## Content Portal Suite

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Content Portlet Suite is built on top of the Content Integration Suite and offers a number of pre-built reference portlets for the [BEA WebLogic](#), [IBM WebSphere](#), [Plumtree](#), and [Sun ONE](#) portal servers. Content Portal Suite provides access to content stored in the content server, enabling users to update, search, and view portal content in a way that is efficient and easy to use. Oracle provides the ability to manage the content creation and distribution process through the use of portlets. These portlets can be enabled for different users based upon the user's roles and permissions within the organization. Depending on the permission level, the user may be allowed to browse or search content, contribute a new content item and view the progress of their content through workflow.

Integrating your portal and Product\_Name with Content Portal Suite provides an easier way to keep the portal up to date—resulting in greater utilization, lower maintenance costs and a larger your return on your portal investment.

## Content Portlet Suite for WebLogic

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Content Portlet Suite (CPS) for WebLogic provides a reliable and scalable integration with BEA WebLogic Portlet Server. This suite leverages the [Content Integration Suite](#) (CIS) as the foundation layer for integration with WebLogic. The suit provides eight functional reference portlets (Library, Authenticated Library, Basic Search, Authenticated Search, Saved Search, Contribution, Workflow Queue, and Metadata Administration)

which can be used immediately, or as examples of how to implement WebLogic portlets with Content.

## Content Portlet Suite for WebSphere

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Content Portlet Suite (CPS) for WebSphere provides a reliable and scalable integration with IBM WebSphere Portlet Server. This suite leverages the [Content Integration Suite \(CIS\)](#) as the foundation layer for integration with WebSphere. The suite provides eight functional reference portlets (Library, Authenticated Library, Basic Search, Authenticated Search, Saved Search, Contribution, Workflow Queue, and Metadata Administration) which can be used immediately, or as examples of how to implement WebSphere portlets

## Content Portlet Suite for Plumtree

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Content Portlet Suite (CPS) for Plumtree provides a reliable and scalable integration with Plumtree Portlet Server. This suite leverages the [Content Integration Suite \(CIS\)](#) as the foundation layer for integration with Plumtree. The suite provides eight functional reference portlets (Library, Authenticated Library, Basic Search, Authenticated Search, Saved Search, Contribution, Workflow Queue, and Metadata Administration) which can be used immediately, or as examples of how to implement Plumtree portlets with CIS.

## Content Portlet Suite for Sun ONE

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Content Portlet Suite (CPS) for Sun ONE provides a reliable and scalable integration with the Sun ONE Integration Server. This suite leverages the [Content Integration Suite \(CIS\)](#) as the foundation layer for integration with Sun ONE. The suite provides eight functional reference portlets (Library, Authenticated Library, Basic Search, Authenticated Search, Saved Search, Contribution, Workflow Queue, and Metadata Administration) which can be used immediately, or as examples of how to implement Sun ONE portlets with CIS.





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