Oracle’s Enterprise 2.0 Strategy

Stephan Weber
Business Development Manager E20/ECM in EE/CIS Region
Agenda

• What is Enterprise 2.0?
• Oracle Enterprise 2.0 Solution
• Oracle Enterprise Content Management
• E20 – Enterprise Content Management for Business Applications
• E20 – Portal Applications & Collaboration
What is Enterprise 2.0?
Web 2.0 Evolution

- **Web "1.0" – Information Delivery**
  - Linked Web Pages
  - Transformed how users accessed information

- **Web "1.5“ – Transactional Web**
  - Web Based Application Interfaces
  - Users were empowered to access Business Applications, E-Mail etc. using the browser

- **Web 2.0 – Active Communities**
  - Author, publish, share, comment, connect
  - Web-based social software simplifies sharing
  - Transforming how we work together
Carl Frappaolo and Dan Keldsen defined Enterprise 2.0 in a report written for the *Association for Information and Image Management (AIIM)* as a system of web-based technologies that provide rapid and agile collaboration, information sharing, emergence and integration capabilities in the extended enterprise.
What is Web 2.0 and Enterprise 2.0?

**Web 2.0**
- Web-based communities and hosted services to facilitate creativity, collaboration and sharing among users

**Enterprise 2.0**
- Integrates Web 2.0 capabilities with IT systems to enrich user experience, business processes and collective intelligence
Common Myths About Web 2.0

• Only for teenagers
• Just search and blogging
• From start-ups with bleeding-edge technology
## New Tech is Not Only for Teenagers
### From Analysts Perspective

<table>
<thead>
<tr>
<th>McKinsey Survey</th>
<th>AIIM Market IQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>• More than 75% planned to maintain or increase their investments that encourage user collaboration, social networks.</td>
<td>• Both <strong>age</strong> and <strong>culture</strong> affected many aspects of Enterprise 2.0 adoption and success.</td>
</tr>
<tr>
<td>• 66% <strong>regretted</strong> not boosting their capabilities to exploit these new technologies; more said they should have acted faster.</td>
<td>• Of the two, <strong>generational affiliation</strong> had <strong>little impact</strong> on attitudes and approaches to Enterprise 2.0.</td>
</tr>
</tbody>
</table>

**McKinsey quarterly survey of over 2800 executives worldwide; Jan. 2007**

**AIIM Market IQ; Enterprise 2.0; Q1 2008**
It’s More than Search and Blogging
From a Users Perspective

• It’s more than new ways of doing the same stuff
  – Browsing
  – Publishing
• Users have new expectations
  – Richer content
  – More interactive experience
• Users now want to …
  – Create content
  – Tag content
  – Mashup content
• Resulting in…
  – More participatory communities that break down traditional barriers
we work socially
but we are organized hierarchically
Enterprises Want an Integrated Solution
From an Enterprise Perspective

Source: December 2006 United States CIO Confidence Poll Online Survey
Base: 119 CIOs at US firms with 500 or more employees

Source: Forrester Research, Inc.

Forrester; CIOs Want Suites for Web 2.0; 2007
How to Deploy Across the Enterprise
From an Enterprise Perspective

Enterprise 2.0 should not be viewed or deployed as (a) standalone system(s), it’s rather part of an integrated enterprise strategy.

Figure 44. What Are the Key Enterprise Systems that Enterprise 2.0 Needs to Integrate Into?
Wisdom of Crowds

- **Wikis**
  - Collaborative web site edited by anyone
  - Wikipedia.org

- **Prediction Markets**
  - Speculative markets, where current market prices can be interpreted as predictions of an event outcome
  - Hollywood Stock Exchange, Iowa Electronic Markets

- **Distributed Product Innovation**
  - New approach to innovation, using the Web as a participatory platform
  - Open source, LEGO
“Winning companies today have open and porous boundaries and compete by reaching outside their walls to harness external knowledge, resources and capabilities.”

Don Tapscott and Anthony D. Williams
Authors, Wikinomics
Oracle Enterprise 2.0
It’s Part of Oracle Fusion Middleware

- User Interaction
- Enterprise Performance Management
- Business Intelligence
- Content Management
- SOA & Process Management
- Application Server
- Grid Infrastructure

Development Tools

Enterprise Management
Identity Management
What is Oracle’s Enterprise 2.0?

The Enterprise 2.0 product set is an extension of Oracle Fusion Middleware that provides core services around the management of unstructured content and user experience:

- Portals and Portal Applications
- Collaboration, Blogs, Wiki, Social Networking
- Enterprise Content Management
  - Document Management, Web Content Management, Digital Asset Management
- Record and Retention Management
- Enterprise Search
- Information Rights Management
Oracle Enterprise 2.0: Corner Stones
Oracle already does: Portals and ECM bring these Applications to the Web for Web 1.0/1.5
So why not add the Web 2.0 functions to the Portal?
Oracle Enterprise 2.0 – Products

**Oracle Presentation & E2.0 Services**
- WebCenter Suite
  - WebCenter Services
  - WebCenter Framework
  - WebCenter Interaction
  - WebCenter Analytics
  - WebLogic Portal

**Oracle Comprehensive Content & Policy Management**
- BPM
- Document Capture
- Imaging & Process Management
- Universal Content Management (UCM)
  - All Unstructured Contents
  - Documents
  - Web Contents
  - Digital Assets
  - Imaging

**Oracle Federated ECM Services**
- Universal Records Management (URM)
- Information Rights Management (IRM)
- Secure Enterprise Search (SES)
Oracle Enterprise 2.0
Content Management drives Context and Participation

Oracle Enterprise 2.0 enables:

- Users to create & edit content
  - Blogs, Wikis, Tagging
- Information to be brought into context in the right format
  - Mashups, RSS, Linking
- Utilization of multiple devices
  - Mobile, Web, Applications
- Participation to be inherent
  - Notifications, Discussions, Comments
Oracle Enterprise 2.0:
Leverage IT Investments in Infrastructure

Oracle Enterprise 2.0 is:

- Part of Service Oriented Architecture and combined with available services
- Integrated with business applications and processes
- Compliant with corporate policies and enterprise security
- Scalable and reliable against existing and new service level agreements
Oracle Enterprise 2.0: Open and Secure Collaboration

Enterprise 2.0 Collaboration is:

- Open, standards-based and scalable
- Services oriented for integration with business processes and enterprise applications
- Secured and auditable
- A platform the mixes business objectives (compliance) with user demands (flexibility)
Oracle Enterprise Content Management
Oracle Content Management
Leading Industry Products

Gartner
Forrester Wave
InfoWorld

Gartner Enterprise Content Management
Magic Quadrant, September 2007
Forrester ECM Suites Wave, November 2007
InfoWorld Magazine, February 2008

“Leader”
“Leader”
“Best ECM”
Enterprise Content Management for Business Applications
Oracle Content Management Strategy

- ECM for Applications & Middleware
- Best of Breed ECM
- Leverage Database & Middleware
- Consolidation & Federation
Why ECM for Apps?

Business processes are driven by content…
ECM for Application Drivers

- **Higher departmental costs:**
  - Real estate and shipping for paper storage and transportation
  - Low productivity and increased errors due to manual processes
  - Costly to comply with corporate audits

- **Slower operations:**
  - Can’t attach content to workflows for escalations and approvals
  - Hard to collaborate on content (share/review/edit)
  - Hard to find content when you need it
  - Lack of content integrity to efficiently re-use across other applications, websites
  - Low visibility into process bottlenecks

- **Headaches for IT:**
  - Application file systems have scalability and performance limitations
  - Costly and complex to integrate “point” solutions with applications
  - Hard to keep up with the user demands for content-enabled apps
Oracle ECM for Applications
Increase the agility of business processes

• Reduce document storage and shipping costs by eliminating paper from high transaction processes
• Streamline operations with advanced in-context information management for line-of-business users
• Free up user resources from manual search, retrieval and audits to spend on more valuable tasks
• Ease collaboration and communication within and beyond the enterprise using library services, web publishing and workflow
• Increase process visibility with real-time dashboard views
Oracle ECM for Applications
One platform content-enables all applications

• **Enterprise-wide:**
  – One content repository supports all applications

• **Open and Integrated:**
  – Standards-based, productized integrations

• **Complete:**
  – End-to-end, single vendor process automation

• **Strategic:**
  – Built in line with Oracle Applications product strategy
“With its Stellent acquisition, Fusion, and enterprise apps footprint, Oracle stands to take a large share of ECM integration to support the enterprise application needs of organizations.”
Portal Applications & Collaboration
Business Challenges

**Optimize Bus. Processes**
- Difficult to Execute Tasks across Multiple Systems & Applications
- Collaborative Tasks with Applications & Information Lack Context
- Siloed Information from Documents, Processes, Applications, Analytics Impedes on Responsiveness

**Improve Emp. Productivity**
- Access Information & Applications Anytime Anywhere
- Combine Ad Hoc Work with Enterprise Applications & Processes
- Work with Others for Short Durations in the Context of Projects

**Maximize IT Investments**
- SOA is Integrating Enterprise Applications & Processes
- Web 2.0 & Mash-ups are changing User Interaction Paradigm
- Transactional Apps, Composite Apps, Portals, Web Sites, and Social Communities are converging

Why can’t I have an integrated view of my sales pipeline, order history, and mfg systems to ensure that my capacity is optimized and profits are maximized?

How can I better understand project status and resource allocations from documents & emails?

How can IT leverage the latest portal technology and social computing trends to make my company more competitive and profitable?
Oracle WebCenter 11g

**Advanced J2EE Portal Framework**
- Next Gen Portal Framework
- Content Integration
- Application Integration

**Web 2.0 & Social Computing Services**
- Enterprise Ready Web 2.0
- Desktop Integration
- Multi-channel interactions

**Composer & Business Dictionary**
- Layered Customizations
- Business Dictionary
- Enterprise Mash-ups
- Process Composer

**Business Communities and Portals**
- Pre-built Portal
- Community Spaces
- Social Networking
- Personal Spaces
- Integrated Content Mgmt.
WebCenter Product Strategy

• Offer an Integrated Multi-Channel, Composite UI
  • Providing Personalized Access to Desktop Tools, Enterprise Applications, Business Processes, Business Intelligence, and Document Sources

• Based on an Industry Standard Development Paradigm
  • Unifying Web sites, Transactional Applications, Enterprise Portals, and Social Computing

• Transforming how users work individually and with others, within the Enterprise and across Enterprises
  • By Integrating Web 2.0 Capabilities and Social Computing with Enterprise Information Systems and Applications
WebCenter Framework
Simplify Building Applications/Portals

• Key Capabilities
  – For Context-rich, Highly Customizable Apps and Portals
  – Integrate Enterprise Applications as Portlets
  – Integrate Content with transaction flows
  – Integrate BPEL Business Processes
  – Industry Standards for portlets, content, processes, metadata, SIP servlet, security, and Web services

• Benefits
  – Enhance IT productivity with reusable, standards-based components
  – Easily change applications with unique runtime customization
WebCenter Enterprise 2.0 Services
Enterprise Ready Social Computing

Social Networking
- Wikis
- Blogs
- Discussions
- Announcements
- Tags
- Links

Personal Productivity
- Workflow Tasks
- Search
- RSS
- Recent Activities
- IM & Presence
- Mail

Benefits:
- Rapidly inject community, social interaction and personalized features in an application, business process or portal
- Designed to work* out-of-the-box with WebCenter, WebLogic Portal, WCI, and Oracle Portal
- Built to industry standards, highly customizable and pre-integrated with Oracle’s middleware and application solutions

* Interop via WSRP, JSR 168 portlets, Web Services and/or REST APIs
WebCenter Composer
User-Driven Customization and Mashups

• **Key Capabilities:**
  – End-users create mashup apps with wizard-driven templates and individually customize on-the-fly
  – Add content from Business Dictionary of enterprise systems/services and external sources using drag-and-drop components
  – Customize look and feel for mashup applications for role-based groups

• **Benefits:**
  – Dynamic application customization for users and groups improves adaptability for changing business requirements
WebCenter Spaces
Instant Communities, Team Sites & Portals

- An out-of-the-box solution that delivers Enterprise-ready LOB portals, communities, and team sites
- Designed for business users to quickly build a workspace
- Pre-integrated with Composer, Business Dictionary and WebCenter Enterprise 2.0 Services
- IT can extend and customize Spaces via WebCenter Framework and extensive Spaces Web Services APIs
WebCenter Spaces
Core Features for User/Group Productivity

Personal Spaces
• User’s secure individual workspace or dashboard
• Highly personalizable with social feeds, email, tasks, tags, recent documents etc.
• Users create pages, add content and customize views using WebCenter Composer

Group Spaces
• Secure team sites and community collaboration
• Role-based views and access to information
• Completely customizable
• Easily embed ad hoc activities in a business process or application
• Users can share and reuse Group Spaces as templates

Business Role Pages
• Role-based communication with user communities
• Pre-built templates simplify linking pages and content to a specific enterprise role
• All users in a given role are easily kept up-to-date with relevant information
• Integrated with user’s Personal Space
Analysts
Oracle Best-of-Breed Products
Gartner Magic Quadrants

Application Infrastructure
SOA Application Infrastructure
Composite App Infrastructure
Backend Integration
Enterprise Application Servers
Enterprise Portals
Enterprise Content Mgmt.
Business Intelligence
Corporate Performance Mgmt.
Web Access Management
User Provisioning
Customer Testimonials
Ideagoras (© Don Tapscott)

Creating an eBay for innovation

- How do you create a vibrant marketplace where you leverage other people's talents, ideas and assets quickly and move on?
- P and G had Facebook in 2001
- P&G’s Larry Huston: “Alliances and joint ventures don't open up the spirit of capitalism within the company. They're vestiges of the central planning approach when instead you need free market mechanisms.”
New foundation for the web channel

Objectives
- Deliver a new foundation for the web channel
- Develop range of online capabilities for customers to self-serve online

Solution
- Designed and implemented a totally new platform based on Oracle (BEA) WebLogic Portal and Oracle UCM in 8 months
- Delivered complete on-line self-serving solution integrated with seventeen backend systems including billing and order management, removing the need to contact call centre
- Provided comprehensive and compliant online bill presentment solution
Use Case: LEGO Mindstorms

- “Prosumer” community
- Users helped develop next generation product “NXT”
- LEGO benefits from volunteer business web
- Transferred customer-centric development to other areas of the business
  - LEGO Factory

Wikonomics; 2006; Don Tapscott & Anthony D. Williams; pg. 130-131
For More Information

http://search.oracle.com

or

oracle.com
The preceding is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
ORACLE IS THE INFORMATION COMPANY
ORACLE IS THE INFORMATION COMPANY
WebCenter Spaces Demo

Webcenter Spaces
11g Demo (long) – 11 mins.

Webcenter Spaces
Content Sharing – 5:23 mins
Backup Slides
More Customer Testimonials
Enterprise 2.0 – New Business Models

Ideagoras (© Don Tapscott)

- Community Self-Service
- Verizon introduced forums in their online self-support Portal to allow customers to discuss issues
- “Mavens” © and “Connectors” have emerged that answer the support questions and make product recommendations without being paid
- Enhancing their CRM System
- Improving Customer Service

(© Malcolm Gladwell – The Tipping Point)
COMPANY OVERVIEW

• Corporate HQ in the UK
• World’s largest mobile phone company with over 150 million customers

CHALLENGES/OPPORTUNITIES

• Create a single technology platform for all Websites
• Enable employees to access same version of unstructured data from any channel (call ctr, retail etc)

SOLUTION

• Integrated solution using WebLogic Portal, Universal Content Management, and WebCenter Services
• Flexible architecture enabled high performance design that leveraged each component’s best-of-breed capabilities
• Added discussions and communities to promote better team working

RESULTS

• Single platform for content management and information delivery used worldwide
• Delivered solution for customers to interact with global website, bill presentment and other interactive E20 services
• Employees access knowledge base built on same platform
• Caching implemented in UCM for fast response times
• Communities added to enable customer escalation resolution
COMPANY OVERVIEW

• Enables service providers, enterprises and governments worldwide, to deliver voice, data and video communication services to end-users
• 76,000 employees and operations in over 130 countries

CHALLENGES/OPPORTUNITIES

• Increase the push of dynamic information to the users based on customer profile
• Design extranet website to support customers generate new opportunities

SOLUTION

• Global Support Portal with complete personalization and integration with UCM, SES, Oracle EBS Product Catalog and Configurator
• Accelerated development leveraging existing assets
• Provide users with collaboration tools like Wikis, Blogs and Forums

RESULTS

• Strategic advantage in customer service
• Single Portal platform to service Customer, Partners and Employees resulting in lower TCO
• Portal localized in 6 languages
COMPANY OVERVIEW

- Largest and strongest portfolios of trusted brands, including: Pampers, Tide, Ariel, Always, Pantene, Bounty, Pringles, Charmin, Downy, Iams, Crest, Actonel and Olay
- Over 138,000 employees working in over 80 countries worldwide

CHALLENGES/OPPORTUNITIES

- Multiple portals to surface operational data to each line of business
- Over 130 cockpits require standardization for simple, quick roll-out
- Analytics information not connected to enterprise apps

SOLUTION

- WebCenter Suite provides a highly personalized cockpit
- Simplified, consolidated cockpit design using 10gR3
- Analytics and OBIEE data consolidated in cockpit delivery

RESULTS

- Over 130 cockpits consolidated down to 75 key solutions
- Businesses can get cockpits set up in 1/10 of the time
- OBIEE & Analytics provide real time site interactions with enterprise app transactions to help drive business initiatives
COMPANY OVERVIEW

- Located in Quebec city, Canada
- 16 faculties, 13 services, 350 programs in 17 schools (Including Medicine, Engineering, Law, Business)

CHALLENGES/OPPORTUNITIES

- Dynamic academic portal and content management system
- Integration points with HR (PeopleSoft)
- No centralized Security Architecture

SOLUTION

- WebCenter Suite provides a highly customizable portal via Web 2.0 services.
- SOA-based with collaboration tools and Web application integration services
- Leverage Oracle IdM Suite for extensible security framework

RESULTS

- All campus activities and courses managed online by faculty members directly.
- Highly interactive collaboration environment with integrated Web 2.0 tools such as RSS, discussion forums, wikis, presence, etc.
- Content stored and managed in ECM with live Web page editing
Canadian Partnership Against Cancer
Federally Funded Healthcare group

COMPANY OVERVIEW

• Federally funded partnership to bring together people with an interest in cancer

CHALLENGES/OPPORTUNITIES

• Provide people with a ‘one stop shop’ for all cancer related information
• Enable Collect, Connect, Collaborate, and Distribute (C3D) activities
• Provide cancer partner organizations with micro sites including C3D

SOLUTION

• Create on-line communities using WebCenter Suite
• Leveraged WebCenter Spaces, SES, UCM and IDM

RESULTS

• Fast deployment cycle with most features available OOTB
• Quick buyin by end-users with almost no learning curve
• Online communities and collaborations tools foster increased participation
COMPANY OVERVIEW

- Global leader in device software optimization (DSO)
- Technology is deployed in more than 300 million devices worldwide by industry leaders like Apple, Hewlett-Packard, Boeing, Motorola, NASA, and Mitsubishi

CHALLENGES/OPPORTUNITIES

- Replace an Online Customer Support Application built on PHP, PERL and CGI.
- Integrate with Oracle eBS and iSupport.
- No clear view of customer

SOLUTION

- Personalize customer online experience based on the product and services relevant to their profiles
- Composite Application with eBS functionality surfaced as ADF components and related content from UCM through WebCenter
- Extensible Enterprise 2.0 platform to rollout out discussions & wiki & blog

RESULTS

- Improved customer experience leading to increased customer loyalty
- Increased customer satisfaction from 47% to 82%
- Flexible infrastructure leading to fast upgrade time and lower TCO
COMPANY OVERVIEW

• Global provider of products, services and solutions to industrial and commercial users of electronic components
• Nearly $17 billion in revenue with over 800 suppliers and 130,000 OEMs in more than 340 locations in 53 countries

CHALLENGES/OPPORTUNITIES

• Over 30 different partner & supplier systems
• Tracking manufacturing tolerances from partners is cumbersome and slows production deliveries

SOLUTION

• Develop SOA processes to deliver through a dashboard using WebCenter
• Test data delivered with component deliveries to track faults and overall sample sets
• Collaborative tools attached to overall process to hone new ideas for improving overall deliveries

RESULTS

• Process models for data loads and tracking to cut overall processing time in half
• Manufacturing process controls automated to be attached to transactional system
• Overall partner quality now tracked directly with deliveries
Schneider National
Ad-hoc Interactions Integrated with Transportation & Logistics Processes

COMPANY OVERVIEW
• Leading provider of transportation, logistics and related services for over 80 percent of the Fortune 500® companies
• Located in Milwaukee, WI

CHALLENGES/OPPORTUNITIES
• Transportation management info held in isolated system
• Sales tracking management not integrated with transportation management
• Ad-hoc interactions kept separate from other systems

SOLUTION
• Targeted UI across Transportation Mgmt & Siebel CRM
• WebCenter Suite used for ad-hoc processes tied into simplified, dynamic UI

RESULTS
• Easy, fast lookup interface for drivers and staff to provide instant information on shipments
• Using WebCenter Spaces for ad hoc projects that tie into applications systems
• Lineage and decision tracking included as part of the core application deployments
Novartis
Improved Visibility and Better Decision Making

COMPANY OVERVIEW
• Multinational pharmaceutical manufacturer
• 100,000 employees
• Operates in 140 countries, global headquarters in Basel, Switzerland

CHALLENGES/OPPORTUNITIES
• KPIs sourced from 3 disparate systems and across several reports required manual correlation
• Multiple Excel files mailed out weekly with embedded comments with no “single source of truth”

SOLUTION
• Enterprise portal with configurable sales dashboard using WebCenter Interaction, that integrates all KPIs and other related data from back-end systems
• Portal UI is custom branded for each product line with role-based access to data and versioning
• Wiki used to track aggregated comments centrally

RESULTS
• Immediate and integrated view of sales rep performance on key products
• Shows trends previously not visible and allows drill-down into detailed data
• Performance thresholds can be changed on the fly with each change in objectives
Customer Use Case: Procter & Gamble

• IT and Business Challenges
  – Knowledge worker productivity
  – Reinventing the wheel
  – Keeping up with the consumer space
• Need to leverage existing systems and toolsets
• Social Networking – P&G PeopleConnect
  – Users were already networking
  – Professional Profiles
  – Social graphs
  – Activity streams
• Embrace it
  – Community building can be fun, develop camaraderie
COMPANY OVERVIEW
• One of the world’s leading providers of communications solutions and services
• Over 110,000 employees, operations in 170 countries, generating more than $29 B annually

CHALLENGES/OPPORTUNITIES
• Disconnected view of the business from within each holding company: BT Global Services, Openreach, BT Retail and BT Wholesale
• Design dashboard including enterprise applications along with custom application data to better track performance

SOLUTION
• Global Line of Business Portal with complete integration using SOA Suite, OBIEE, WebCenter Suite, and IdM Suite
• Injected ability to discuss, comment, and adjust business processes leveraging WebCenter’s Web 2.0 Services

RESULTS
• Proactively correct service outages with early alerting to maintain agreed service agreements
• Due to quick success, many new projects will leverage the Portal platform and add new Web 2.0 experience for customers, partners, and employees
COMPANY OVERVIEW
• Provides comprehensive and integrated range of financial products and services
• Nearly $16 billion in annual revenues with close to 40,000 employees

CHALLENGES/OPPORTUNITIES
• Asset value rapidly changing requires more direct monitoring and response
• Account management needs to proactively report to any client immediately on investment opportunities
• Multiple back end systems required coordination

SOLUTION
• Standardized on WebLogic Portal with WebCenter Services to enable rich work bench for acct mgmt
• Connecting UCM with discussions, SOA, and OAM to deliver responsive alerting and offers

RESULTS
• Quickly add/remove services as they become available or are closed out
• Enable internal conversations to be tied to customer account activity
COMPANY OVERVIEW
• 1100 flights (international and domestic) every week
• Over 5,000 Employees
• 350,000 tons of cargo annually

CHALLENGES/OPPORTUNITIES
• Automate all baggage and cargo handling through multiple disconnected systems
• Manage and track security for all terminal buildings and parking structures
• Provide an easy way for employees to improve overall services

SOLUTION
• Deliver employee portal tied to all existing systems on time and under budget
• Leveraged SOA Suite and IdM Suite together with Portal
• Phase 2 used to enable employee participation

RESULTS
• Single employee portal to manage all airport operations
• As airport continues to expand, portal designed to easily add to existing deployment
COMPANY OVERVIEW

• Global company developing, manufacturing and supplying specialty chemicals for the pharmaceutical industry
• Global presence – 22 sites, 1200 employees

CHALLENGES/OPPORTUNITIES

• Convert from static site to dynamic content-based site
• Re-organize and improve usability of their vast amount of critical but unstructured content
• Integration with existing supplier applications
• Consolidation of departmental websites

SOLUTION

• OracleAS Portal as a standards-based platform (WSRP, WebDAV)
• Integration with Oracle eBusiness Suite
• Leveraging WebCenter Services for project discussions

RESULTS

• New portal provides role-based information with an easy-to-use search facility and seamless integration with other enterprise systems
• Single Source Knowledge Base Portal for access to documents & BI data
• Deployed internally to about 1200 users in under 5 months
COMPANY OVERVIEW

- Operating in over 170 countries, one of the world’s leading providers of communications solutions and services
- More than 110,000 employees worldwide

CHALLENGES/OPPORTUNITIES

- Transform web presence from product focused to customer-centric to retain existing customers
- Increase per transaction amount through recommendations
- Fragmented sites using different technologies

SOLUTION

- WebLogic Portal delivers Federated Portals for Nokia.com
- Coherence leveraged to accelerate overall site performance
- Leverage UCM & WLP together for rich content delivery

RESULTS

- Optimized dynamic site process to go from 13 hours to less than 1 hour
- Improved user experience leveraging dynamic content for upwards of 10 second responses to sub-second response
- Transparent addition of UCM as core repository; very little code changes to add into site
COMPANY OVERVIEW

- Leading financial services company with more than $600 billion in assets
- More than 160,000 employees in North America

CHALLENGES/OPPORTUNITIES

- Transform Private Client Services business from product-centric to relationship-centric to help deepen relationships with most valuable customers
- Increase frequency and value of transactions
- Fragmented systems with different technologies

SOLUTION

- Built ClientLink based on WebLogic Portal and SOA Suite
- 360 degree view of customer information
- Adding Web 2.0 capabilities to increase opportunities to communicate with customers

RESULTS

- Supporting 1.5 million customers
- Increasing overall earnings from investment, brokerage, trust, and insurance services
- Increasing referrals from high-net-worth clients
- Attracting premier clients to maximize revenue and reduce customer churn
Webcenter Pricing & Packaging
# WebCenter & Portals Pricing

## Oracle Technology Global Price List

June 18, 2009

<table>
<thead>
<tr>
<th>Enterprise 2.0 Products</th>
<th>Named User Plus</th>
<th>Software Update License &amp; Support</th>
<th>Processor License</th>
<th>Software Update License &amp; Support</th>
<th>Notes</th>
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<td>WebCenter Services</td>
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<td>WebLogic Portal</td>
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<td>80,000</td>
<td>13,200.00</td>
<td></td>
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</table>

## Enterprise 2.0 Management

| Management Pack for WebCenter Suite | 240 | 52.80 | 12,000 | 2,940.00 |
| Management Pack for IBM WebSphere Portal | 240 | 52.80 | 12,000 | 2,940.00 |

### Oracle Technology Footnotes

1. If licensing by Named User Plus, the minimum is 13 Named User Plus licenses per Processor.
2. WebCenter Adapters are available for: Microsoft SharePoint, IBM Lotus Domino, and EMC Documentum. Each Adapter is licensed separately.
Oracle WebCenter Suite

Comprehensive, Open Enterprise 2.0 Portal Suite

- Oracle WebCenter Services (Updated)
- Oracle WebCenter Spaces (New)
- Oracle Content Server *
- Oracle Secure Enterprise Search *
- Oracle Presence *
- Oracle BPEL Process Manager *
- WebCenter Interaction
- WebCenter Collaboration
- WebLogic Portal
- WebCenter Application Accelerator for .NET
- WebCenter Console for Microsoft SharePoint
- WebCenter Web Control Consumer for .NET
- WebCenter Interaction Container for WSRP

Former BEA products

Requires
WebLogic Server SE

* Restricted use. Complete pricing and packaging information at oracle.com/pricing
Oracle WebCenter Services

Add Enterprise 2.0 Capabilities to Your Existing Portal or Web Site

- **WebCenter Framework**
  - JSR 168, WSRP 2.0 (New), JSR 170
  - Metadata Service, Page Service
  - OmniPortlet Producer, Web Clipping Portlet Producer

- **WebCenter Composer (New)**
  - Customization and Personalization, Bus. Dictionary

- **WebCenter Services**
  - Wikis & Blogs, Discussions
  - Presence, Announcements, Polls
  - Tags (New), Links (New), Search, Content Integration
  - RSS (New), Recent Activity (New), BPEL Worklist & Notifications

- **UCM Content Server JCR Adapter**
- **JSF Portlet Bridge**
  - Oracle WebCenter Ensemble
  - Oracle WebCenter Analytics
  - GroupWare Portlets for Notes / Exchange

Former BEA products

Requires WebLogic Server SE
Oracle WebLogic Portal

Industry Leading Solution for Building Highly Scalable Web Sites and Portals

- Portal Business Services
  - Content Integration and Repository
  - Community Framework
  - Interaction Management / Campaigns
  - Web 2.0 End User Customization Tools
  - Search (Restricted User License of Autonomy) *

- Portal Lifecycle Management
  - Development Framework
  - Intelligent Administration

- Unified Portal Framework
  - Federation Fabric / WSRP / REST
  - Presentation Services
  - Enterprise Scalability / High Availability Architecture

* Restricted use. Complete pricing and packaging information at oracle.com/pricing
Oracle WebCenter Adapters

Simplified, Standardized Access to Enterprise Systems

- Microsoft SharePoint
- IBM Lotus Domino
- EMC Documentum

Requires WebCenter Services or Web Center Suite

* Adapter for Oracle Universal Content Management (UCM) are included in WebCenter Services or WebCenter Suite License
Management Pack for WebCenter Suite

Application Performance Management Automation for Portals

- **Composite App Monitoring & Modeling (New)**
  - WebLogic Portal
  - WebCenter ADF Taskflows and JSF (2HCY09)
  - WebCenter Framework, Services and Spaces (1HCY10)

- **Key Benefits:**
  - Bridging the ‘IT Visibility Gap’ for Portal applications
  - Reduce the time and effort required to set up APM. Significantly reduces Total Cost of Ownership

- **Key Features**
  - Correlates application services to the underlying code components
  - Discovery, modeling, visualization of end-to-end business service
  - No coding (or source code) needed
  - Auto map of the WebLogic Portal Desktop metadata
  - Automatic APM configuration determines what to monitor
  - Auto-correlation ties every metric to high-end portal, transaction, and business functions
  - Dynamic, auto-customized service-level dashboard
WebCenter Suite Restricted Use Licenses

• **Secure Enterprise Search**
  Includes the ability to search and index any content stored in the Content Repository and any page delivered as part of the WebCenter App/Portal. If a page includes portlets the information delivered as part of the portlet can be indexed as part of the search results. However, if the information in the backend system that supplies the content for the portlet needs to be searched & indexed, this would trigger a full use license of SES.

• **Content Repository (Universal Content Management)**
  Used for storing all content that is delivered as part of the WebCenter Application / Portal. This includes base content management features like versioning and rendering different renditions of content. It also includes the indexing of the content in the repository for integration with search results within the application.

• **Presence***
  Restricted to having up to 50,000 user entries in the presence server. Can be used to set and display presence information within an application / portal. Also includes Oracle Communicator which allows for instant messaging using text, voice, and video. In addition, it allows for these users to use the SIP servlet to deliver presence in any type of application. Delivers the components to setup and tear down SIP based calls. (It does not include PSTN gateway components. These would be licensed directly from the CGBU.)

• **BPEL Process Manager**
  Restricted to running existing deployed processes and responding to requests that require user input delivered inside of the WebCenter Application/Portal. Allows for modification of the document BPEL processes included with the content repository to be integrated with existing BPEL process. It does not allow for creation of new BPEL process that don't include content from the content repository. Allows the usage of the pre-built portlet to view all of a user’s worklist items from any combination of backend BPEL servers.

* Subject to revision with 11g release
BPM Suite Restricted Use License of WebCenter Suite

• **WebCenter Suite**

The usage of Web Center Suite in BPM Suite is limited to delivering a process portal that primarily is composed of portlets and/or other components shipped as part of the Oracle BPM Suite. The WebCenter Suite can be used to enhance the user experience around and extend the functionality of the BPM Suite components but can not be used in a standalone fashion. The Web Center Suite can also be used to facilitate evolution of BPM process model definitions.

For example, the usage of WebCenter discussions is allowed within the limited license if it is linked to a BPM portlet, such as adding ad hoc discussions to process instances. However, a stand-alone discussion forum triggers a full use license. Any usage that is not explicitly linked to a BPM component is considered stand alone, even when housed within the same Portal.

• **Sales Opportunities (i.e. where full-use likely required)**
  - Customers looking to integrate multiple processes into a single portal instance
  - Customers looking to expand Web 2.0 and Social Services beyond the process being monitored
  - Expansion of process portal for use as departmental or LOB portal
  - Expansion of process portal to a content management system
Key Messages for the Portal Installed Base
Key Messages for Oracle Portal Customers

- **Continue with Oracle Portal**
  - New Portal 11g release includes:
    - WLS support, WSRP 2.0, JCR support, Portlet-Bridge enhancements, etc.
  - Portal continues to be certified with E-Business Suite

- **Enhance Oracle Portal with WebCenter Services**
  - WebCenter Services includes Web 2.0 features like:
    - Mash-ups, Wikis, Blogs, Discussion Forums, Richer Analytics
  - WebCenter Services work across all Portal products

- **Move to WebCenter (co-exist or migrate)**
  - WebCenter features a new J2EE-based architecture and runtime
  - WebCenter and Fusion Applications share same architecture
  - WebCenter Suite includes WebCenter Services plus:
    - BPEL PM, Presence Server, Content Server, Secure Enterprise Search*…
  - WebCenter Spaces offers dynamic business and social communities

* Restricted use. Complete pricing and packaging information at oracle.com/pricing
Key Messages for WebLogic Portal Customers

• WebLogic Portal continues to be enhanced by Oracle
  – E.g. new SPI adapter for UCM in May
  – E.g. 10gR3 released in Q4FY09
  – The FMW 11g has a phased release schedule with WLP 11g coming out later this FY

• WLP continues to be available standalone and as part of WebCenter Suite
  – Options for license migration to WebCenter Suite (if desired)

• WLP customers can take advantage of the Web 2.0 services that are included in WebCenter Services and / or WebCenter Suite today
Key Messages for ALUI / Plumtree Customers

- ALUI / Plumtree continues to be enhanced by Oracle
  - E.g. 10gR3 released in Q4FY09
  - WebCenter Services work across all Oracle Portal products and are certified with WCI 10gR3
  - FMW 11g has a phased release schedule with WCI 11g coming out later this FY

- AquaLogic Portal/UI offerings have been aggregated into WebCenter Suite
  - Options for AquaLogic license migration to WebCenter Suite (if desired)
  - WebCenter Services and WebCenter Suite enhance existing AquaLogic deployments
    - Includes BEA products: Analytics, Ensemble, Collaboration, Console for Microsoft Sharepoint, Application Accelerator for .NET, AL Identity Service, JSR168 Container
    - Adds Oracle products: BPEL, UCM, Wikis/Blogs, Discussions, SES, Presence
Key Things to Know

• Oracle Continues to Enhance Each Portal Product
  – Each has its own Individual Roadmap and 11g Release
  – Oracle Has Committed to Supporting the BEA Portal products for a minimum of 9 Years
    • In addition, all FMW 11g products will be subject to Oracle’s Lifetime Support Policy

• WebCenter Services are Designed to Work Across All Portal Products
  – Represent the best solutions from the combined Oracle-BEA stack
  – There is a Compelling Value Proposition for Every Install Base Customer

• WebCenter Suite is Inclusive of all Portal Offerings
  – Provides Ultimate Flexibility in Terms of License Migration and Upgrades and Even Product Switching
  – Simplifies Customer’s Purchase Decision
Agenda

• E20 Strategy for FY10
• WebCenter 11gR1 Key Features
• WebCenter Spaces Demo
• FY10 Roadmap for Portal Products
• Pricing/packaging
• Key Portal Sales Plays for FY10
• Key Messages for the Installed Base
• Competition
• Available Resources
Portals and User Interaction
FY10 Planned Releases Summary

• 1HFY10
  – WebCenter 11g R1
    • Incl: WebCenter Framework, Spaces, Services
  – Oracle Portal 11g
  – WebLogic Portal 11g
  – WebCenter 11g PS1*

• 2HFY10
  – WCI 11g
  – WebCenter 11g PS2*
  – Oracle Portal 11g PS1*

* Note: Subject to change
More Details about ECM for Applications
Oracle Content Management for Siebel  Seamless access to content from within Siebel

‘Managed Attachments’ iFrame displayed from within the Siebel UI

ECM check-in dialog launched from button within Managed Attachments
Seamless UI Integration
Advanced ECM functionality from within Siebel

- Check-in and attach content
- Auto-convert to PDF, HTML, TIFF
- View attachments and metadata
- Edit documents using native apps
- Automatic versioning upon save
- Update metadata
- Attach existing UCM content
- Detach content
- Delete attachment revisions
- Invoke content-centric workflows
- Publish content to web sites, portals
- Access content via desktop integration
E-Business Suite Adapter – Imaging

Example: easy access to invoice processing

- Oracle I/PM is launched from Financials UI to:
  - Access task lists
  - View task and image
  - Key from image
  - Resolve exceptions
  - etc.
Oracle Universal Content Management
Managed Attachments accessible from within EBS

- Check-in and attach content
- Auto-convert to PDF, HTML, TIFF
- View attachments and metadata
- Edit documents using native apps
- Automatic versioning upon save
- Update metadata
- Attach existing UCM content
- Detach content
- Delete attachment revisions
- Invoke content-centric workflows
- Publish content to web sites, portals
- Access content via desktop integration
E-Business Suite Adapter – Attachments
Easy access to attached documents

- Managed Attachments is launched from EBS UI to:
  - View/Edit Attachments
  - Check-in, Scan, etc.

Managed Attachments for - [Abraham, Mr. John]

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Application Adapters for ECM
Leverage the Oracle Fusion Middleware Stack

• Oracle (Distributed) Document Capture:
  – Scan documents centrally or from remote locations
  – Commit imaged docs with indexed metadata to ECM
  – Expose imaged attachments from within Business Application
• Oracle BPEL Process Manager for high-end workflow requirements
• Oracle Information Rights Management for document security beyond the ECM repository
• Oracle Universal Records Management for meeting compliance requirements
• Oracle ECM Suite
Oracle Fusion Middleware

Oracle WebCenter Suite
Complete, open & manageable portal platform enabling Enterprise 2.0

Oracle WebCenter Services
Extends existing portal with Enterprise 2.0 services

Oracle Universal Content Management
Enhance business applications, web sites, portals with the most unified enterprise content management platform
- Web Content Management
- Digital Asset Management
Oracle’s Platform for Enterprise 2.0

- Oracle WebCenter Suite
  - Complete, open and manageable portal platform
  - Enables Enterprise 2.0 business processes and maximizes collective intelligence
Enhance Investments with Enterprise 2.0

- **Oracle WebCenter Services**
  - Get new value from existing portal investments
  - Enterprise 2.0 services make users more productive and sites more manageable and effective

- **Oracle Universal Content Management**
  - Enhance business applications with the most unified enterprise content management platform
Packaged Enterprise 2.0 Solutions

WebCenter Components
- Blogs, Wikis, RSS
- Linking, Tagging
- Notifications, Discussions, Comments
- Real time communications
- Application Integrations

Content Management
- Personalized Content Delivery
- Mobile and handheld conversion
- In-context web content management
- Compliant and Scalable

Collaborative Portal & BPM
- Integrated components with Oracle BPM and AIA
- Visual dashboards and real-time communications
- Application Development Framework for extending and integrating packaged Apps.

Team Spaces
- Team and Personal spaces
- Integrated collaboration services and content management
- Utilization of WebCenter Components

Collaboration Infrastructure
- Email archiving and Email delivery services
- Next generation collaboration with real-world compliance infrastructure
- Integrated applications and infrastructure