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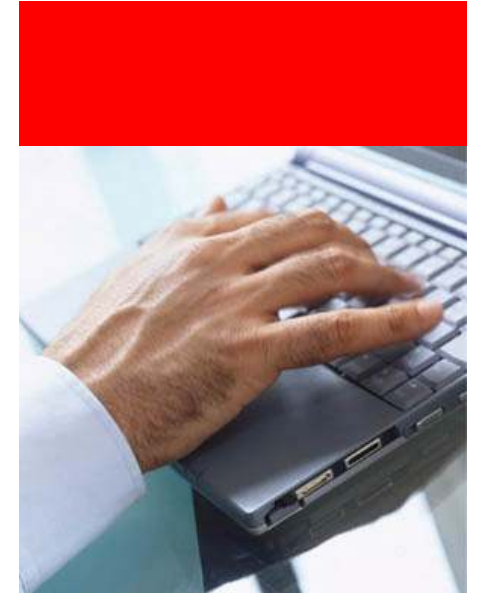
## **Oracle's Enterprise 2.0 Strategy**

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





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# What is Enterprise 2.0?

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## 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





## What does “The Web 2.0” say about Enterprise 2.0?

[http://en.wikipedia.org/wiki/Enterprise\\_2.0](http://en.wikipedia.org/wiki/Enterprise_2.0)

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

## Cases 2.0

### Welcome to Cases2.co

A screenshot of the Oracle Mix web application interface. The page is titled "Welcome to Oracle Mix" and features a navigation menu with "Home", "Groups", "Groups", "Groups", and "Groups". The main content area includes sections for "Share Ideas", "Join Groups", "Network", "Get Answers", and "Share and Learn". There are also sections for "Recent Ideas" and "Recent Questions". The interface is designed to facilitate collaboration and knowledge sharing within an enterprise environment. On the right side, there is a sidebar with a "Feedback" section and a "What is New" section. The overall layout is clean and professional, with a focus on user engagement and content discovery.

## 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

### McKinsey Survey

- More than 75% planned to maintain or increase their investments that encourage user collaboration, social networks
- 66% regretted not boosting their capabilities to exploit these new technologies; more said they should have acted faster

### AIIM Market IQ

- Both age and culture affected many aspects of Enterprise 2.0 adoption and success
- Of the two, generational affiliation had little impact on attitudes and approaches to Enterprise 2.0

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

AIIM Market IQ; Enterprise 2.0; Q1 2008

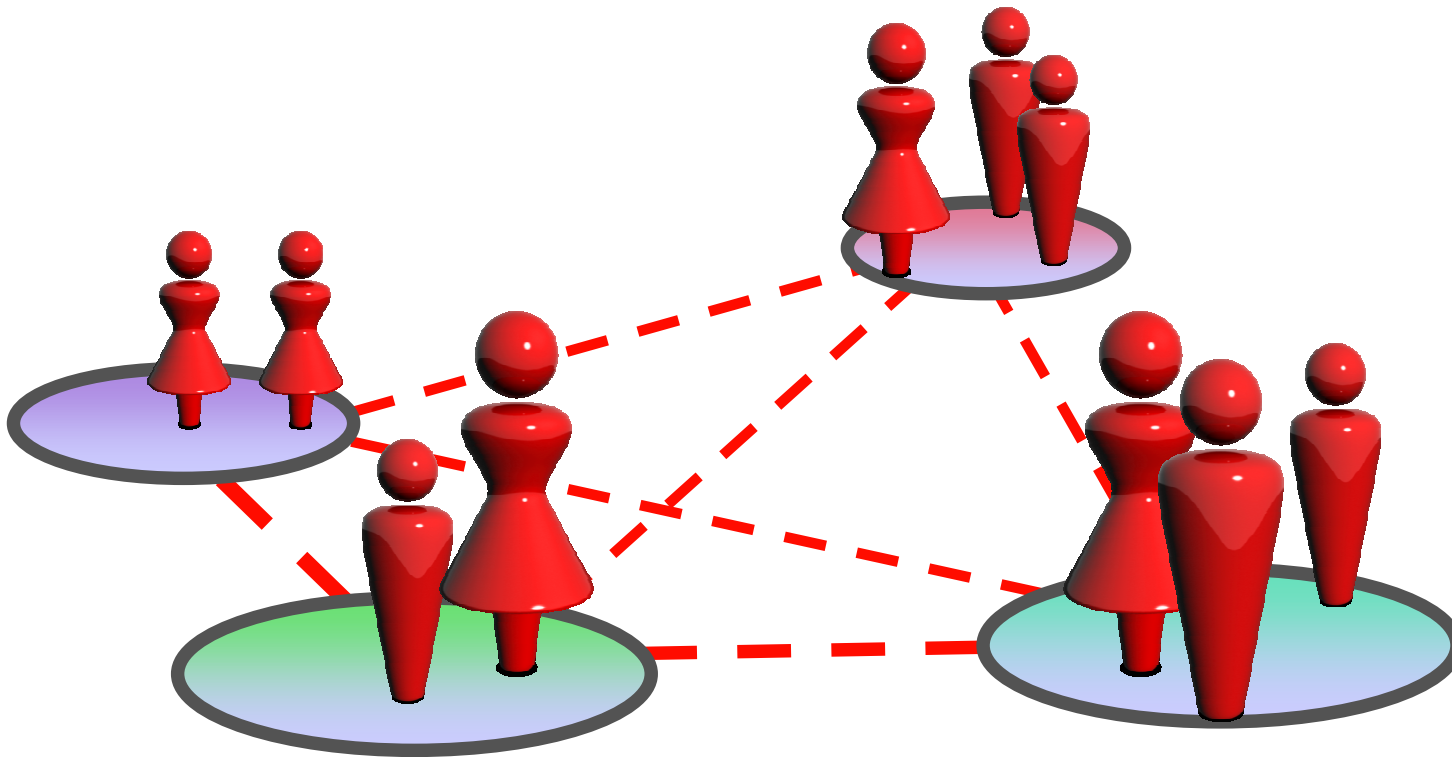
# It's More than Search and Blogging

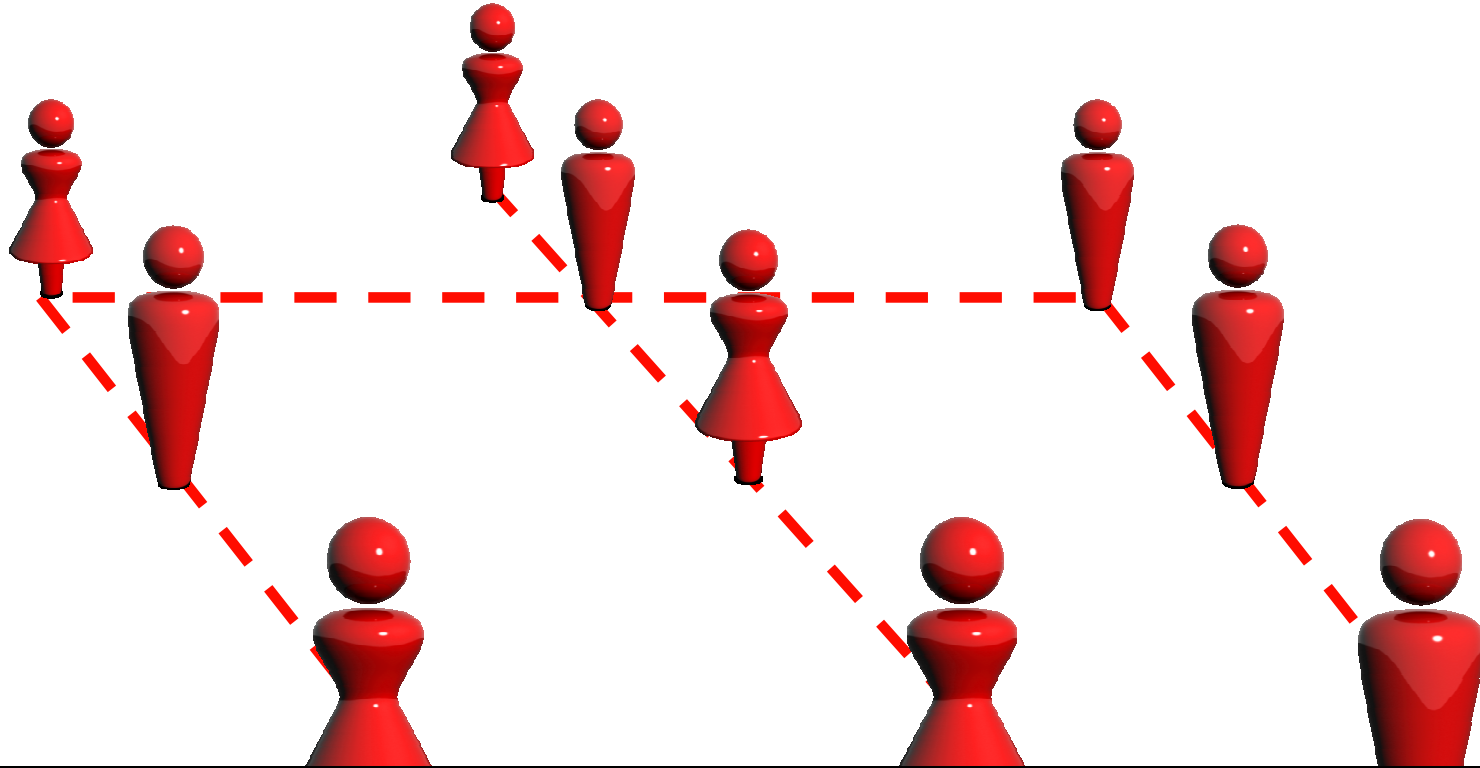
## From a Users Perspective

- 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



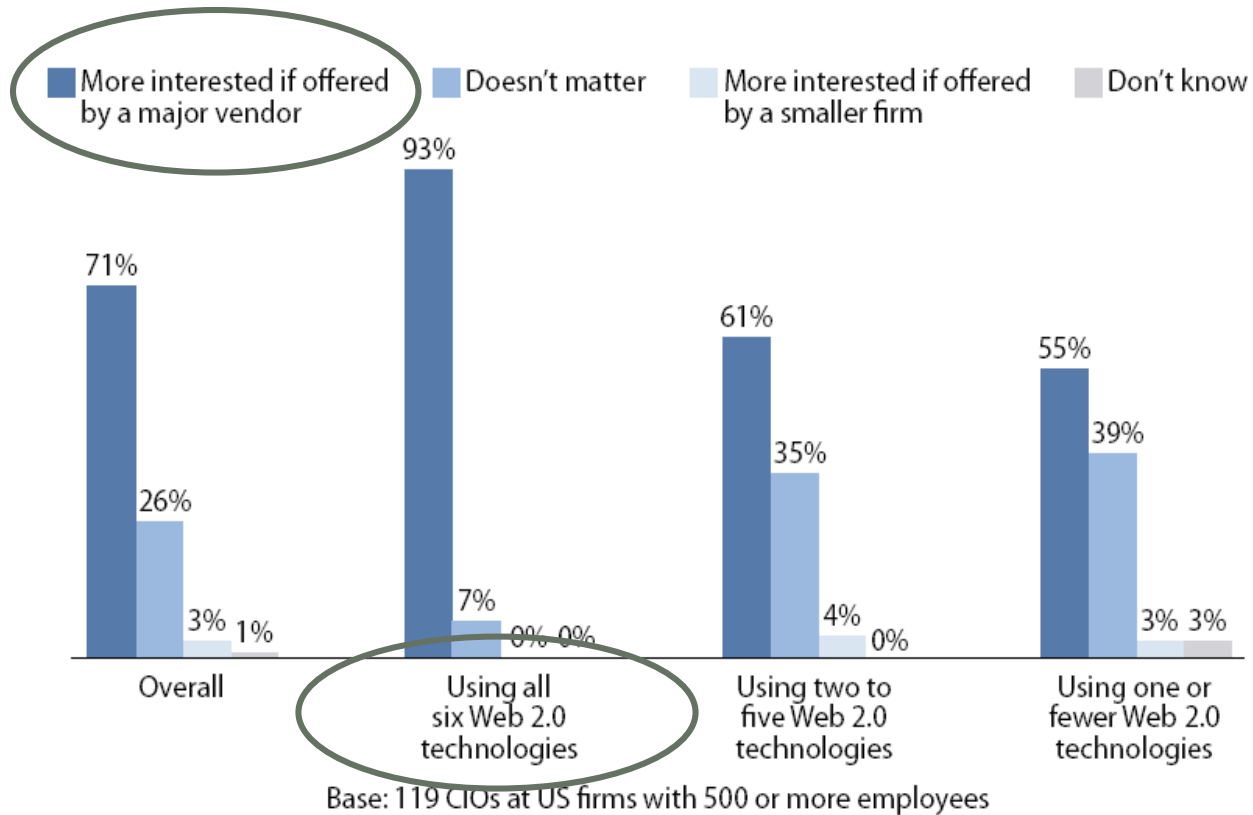
we work socially





but we are organized  
hierarchically

# Enterprises Want an Integrated Solution From an Enterprise Perspective



Source: December 2006 United States CIO Confidence Poll Online Survey

41797

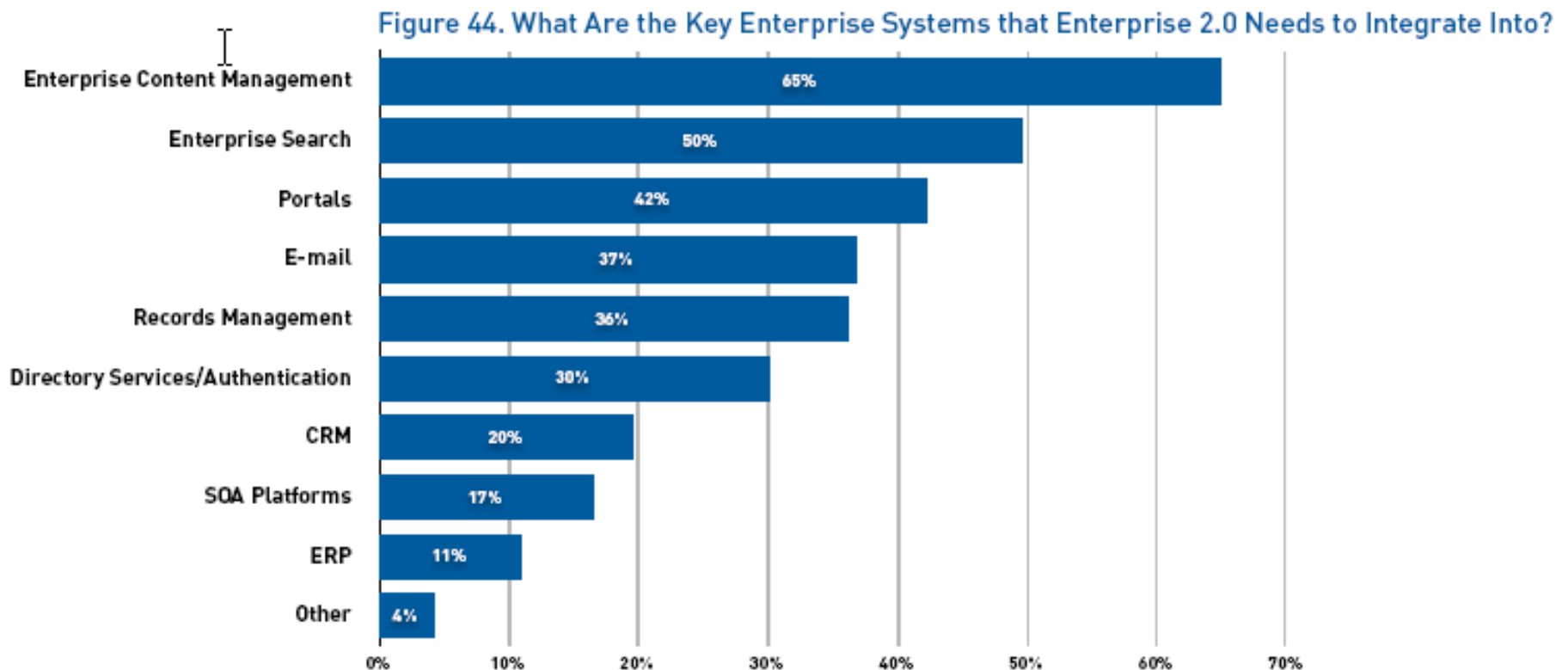
Source: Forrester Research, Inc.

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# How to Deploy Across the Enterprise

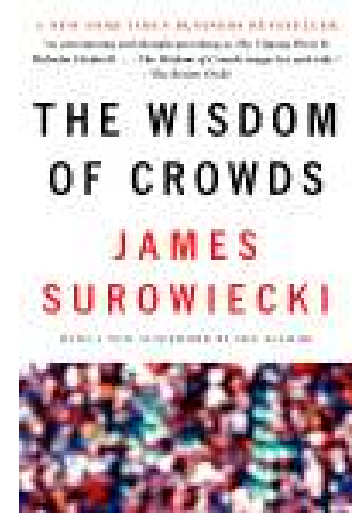
## From an Enterprise Perspective

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



# 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





**Don Tapscott and  
Anthony D. Williams**  
Authors, *Wikinomics*

“Winning companies today have open and porous boundaries and compete by reaching outside their walls to harness external knowledge, resources and capabilities.”



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# Oracle Enterprise 2.0

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# It's Part of Oracle Fusion Middleware





## What is Oracle's Enterprise 2.0?

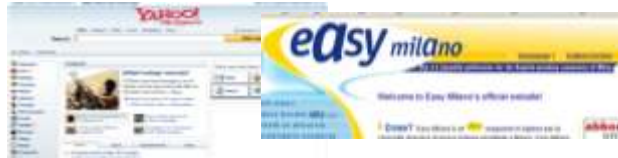
The Enterprise 2.0 product set is an extension of Oracle Fusion Middleware that provides core services around the management of unstructured content and user experience:

- 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



Oracle Presentation & E2.0 Services

WebCenter Suite

WebCenter Services

WebCenter Framework

Search

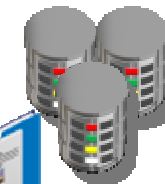
ECM



PeopleSoft

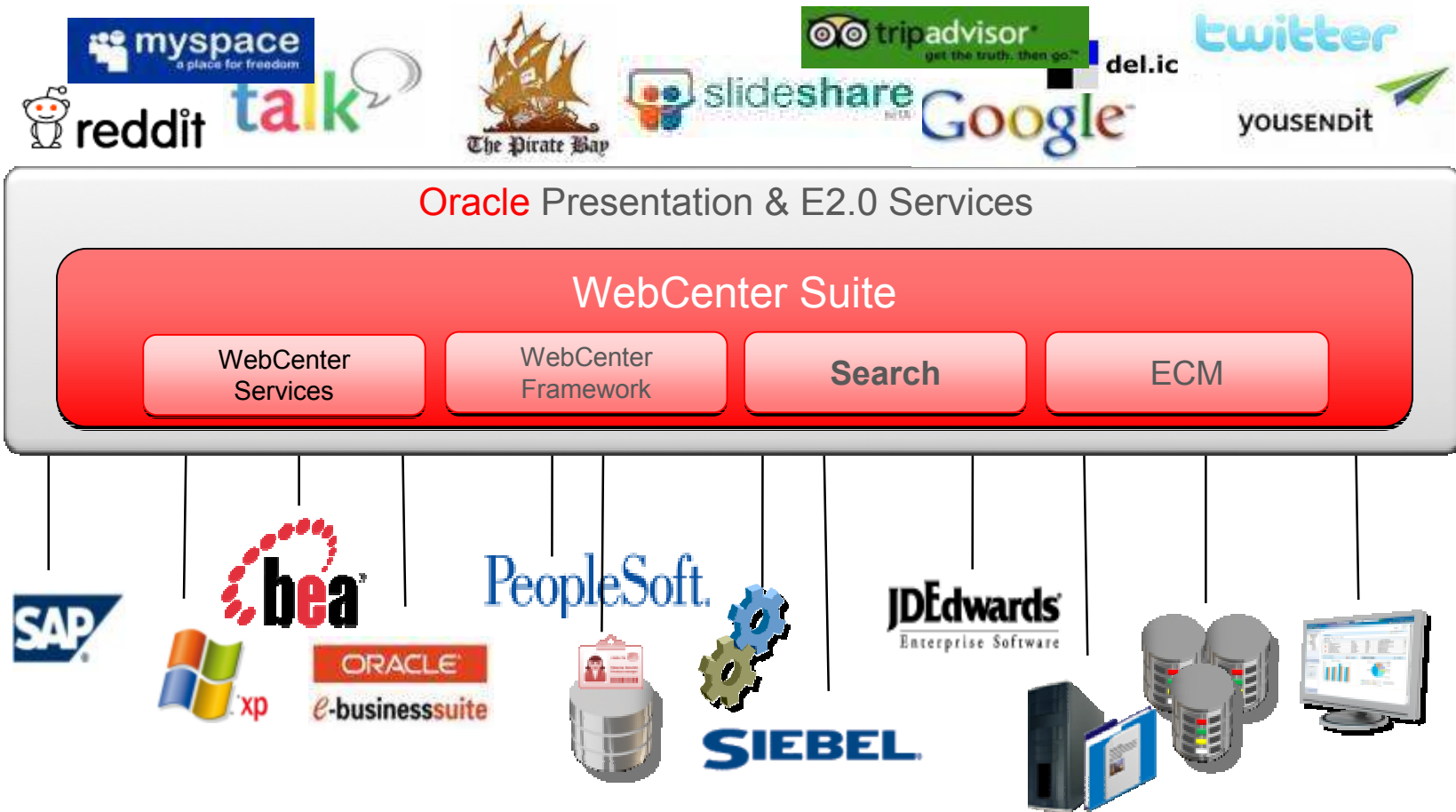


JDEdwards Enterprise Software



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# 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

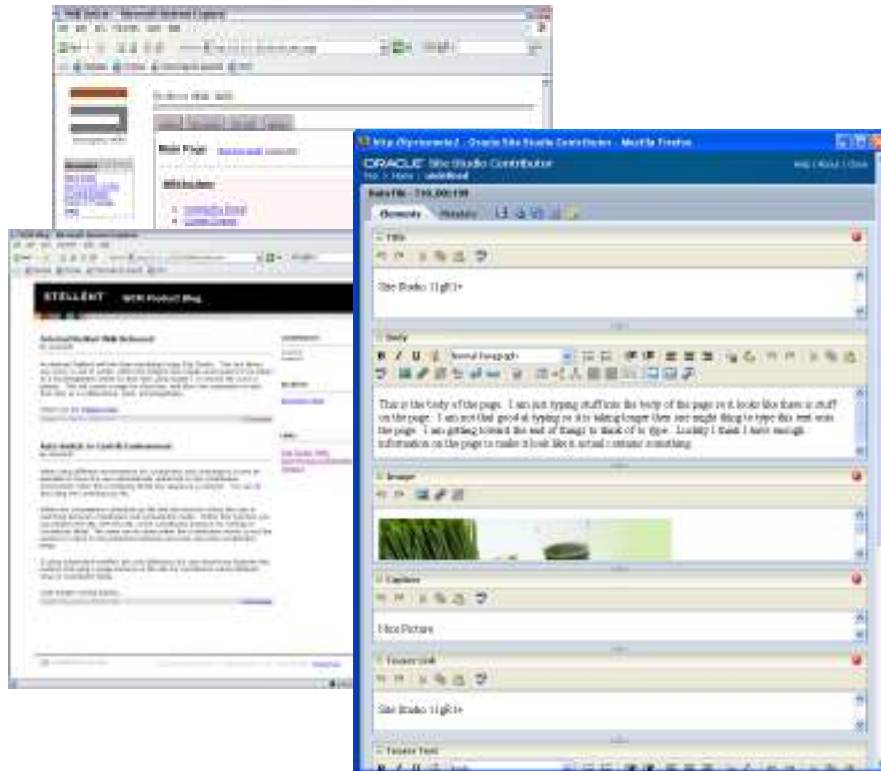
Universal Records  
Management (URM)

Information Rights  
Management (IRM)

Secure Enterprise  
Search (SES)

# Oracle Enterprise 2.0

## Content Management drives Context and Participation

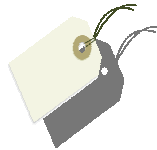


### Oracle Enterprise 2.0 enables:

- 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



Mobile



Tagging



RSS



Linking

# 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)



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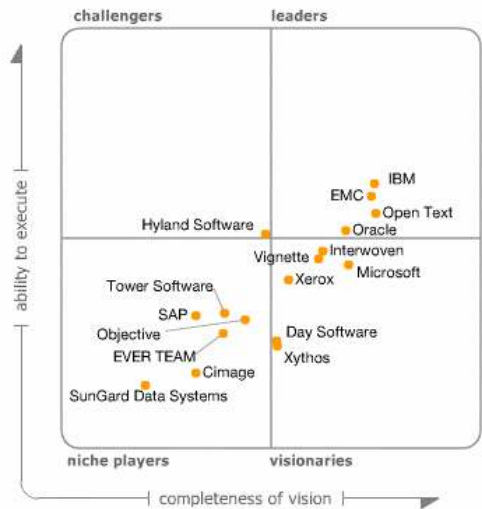
# Oracle Enterprise Content Management

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# Oracle Content Management

## Leading Industry Products

**Gartner**

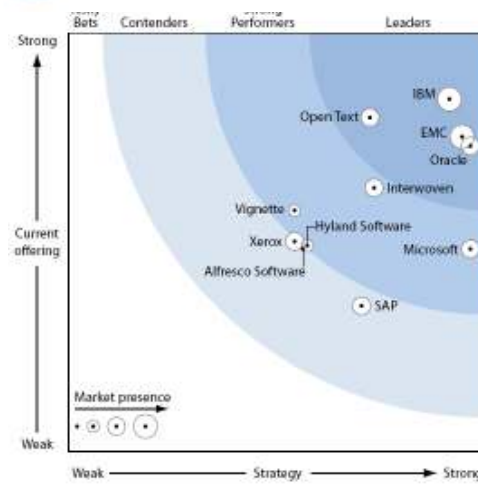


As of September 2007

Gartner Enterprise Content Management  
Magic Quadrant, September 2007

**“Leader”**

**The Forrester Wave™**  
Smart data for smart decisions



Forrester ECM Suites Wave, November 2007

**“Leader”**

**InfoWorld**



InfoWorld Magazine, February 2008

**“Best ECM”**



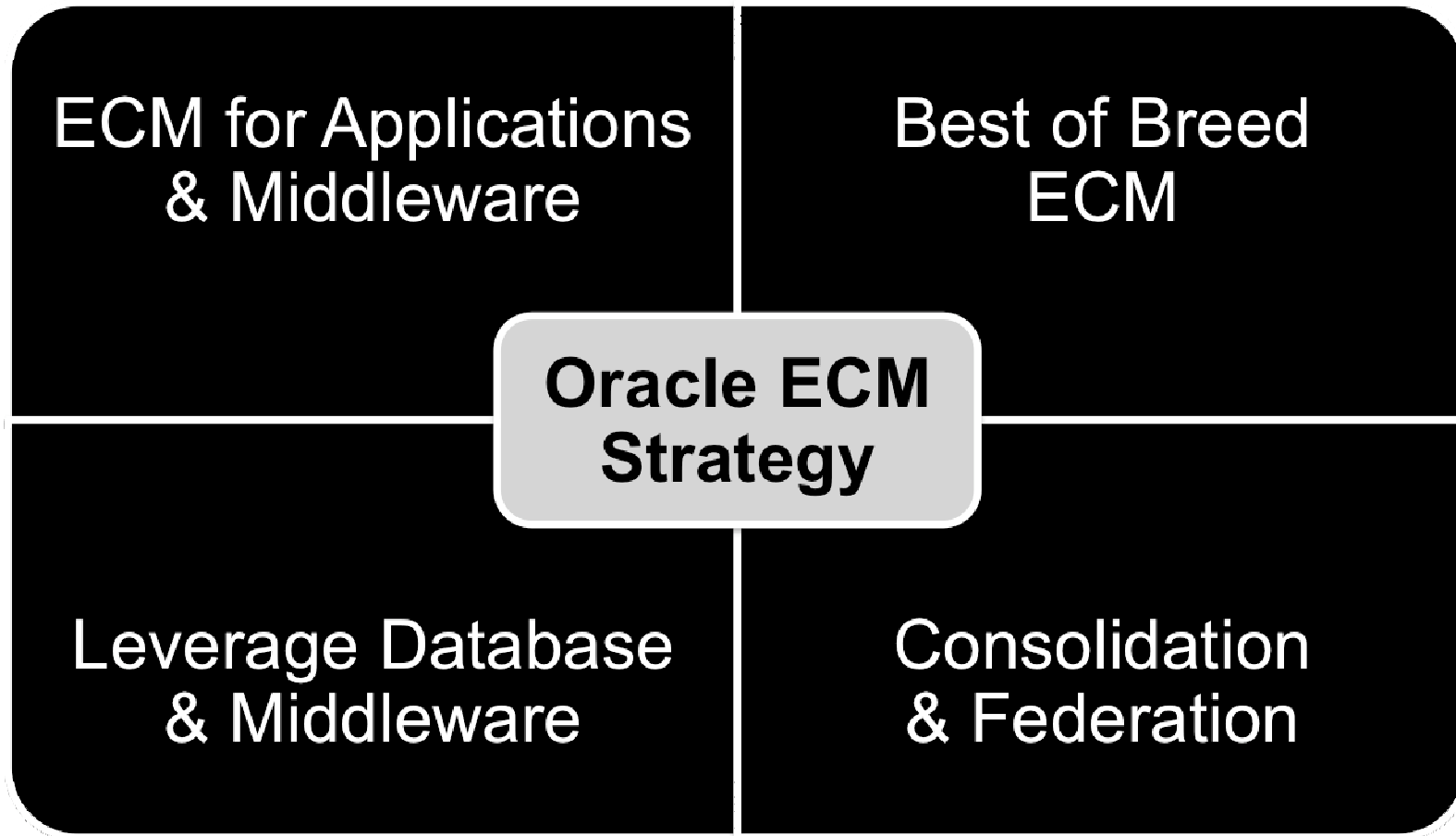
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# Enterprise Content Management for Business Applications

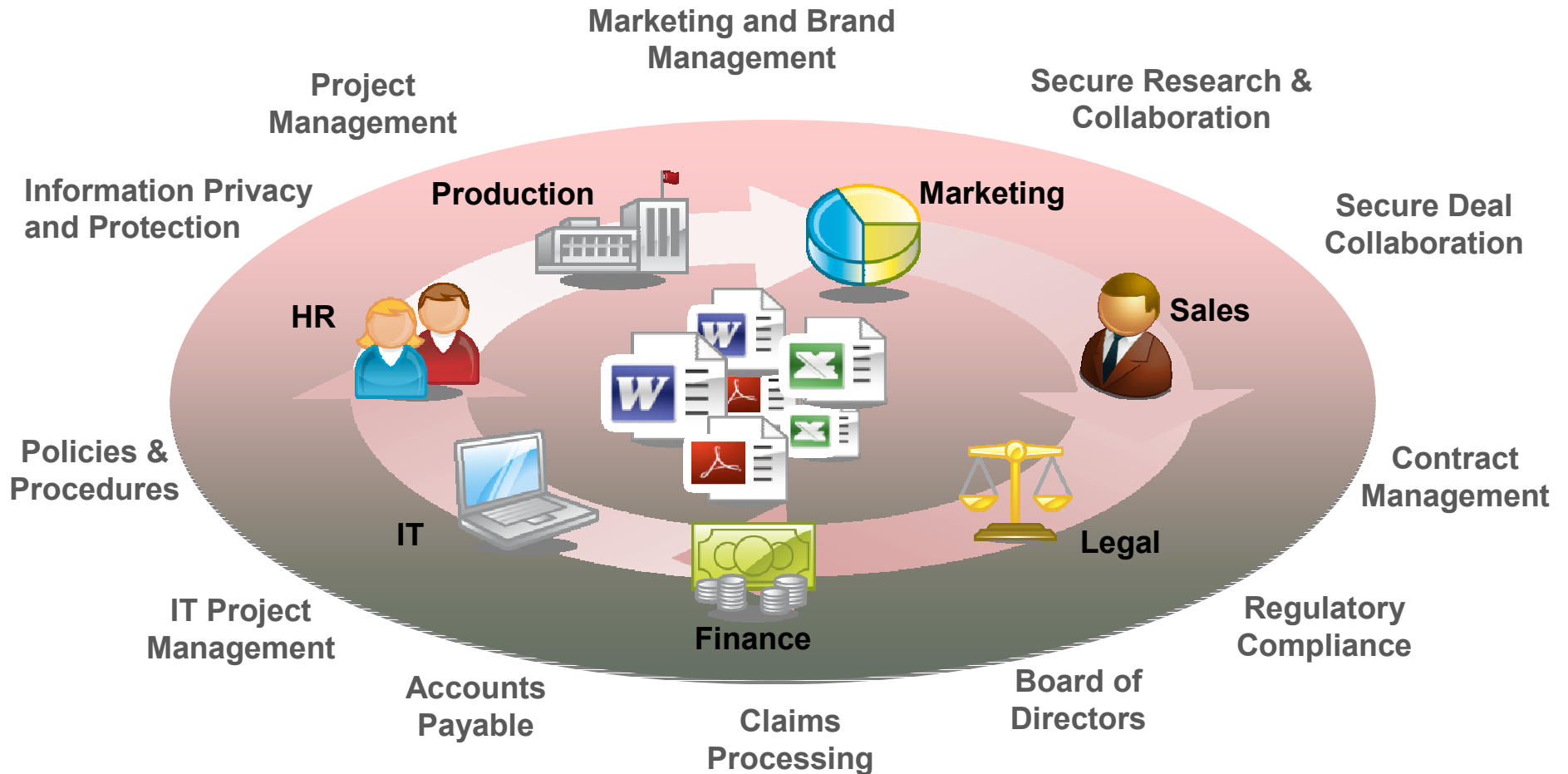
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# Oracle Content Management Strategy



# 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





Use ECM to Fire Up Business Processes  
Forrester Research, 2008

**“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.”**



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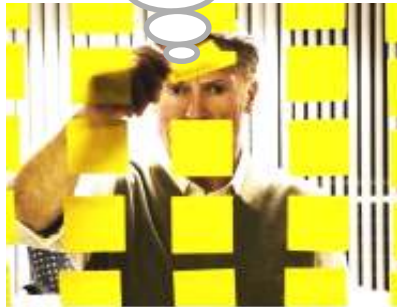
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# Portal Applications & Collaboration

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# Business Challenges

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?



## 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

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



## 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

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



## 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

# Oracle WebCenter 11g

## *Advanced J2EE Portal Framework*



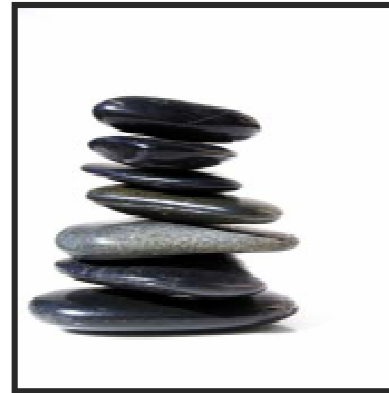
- Next Gen Portal Framework
- Content Integration
- Application Integration

## *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

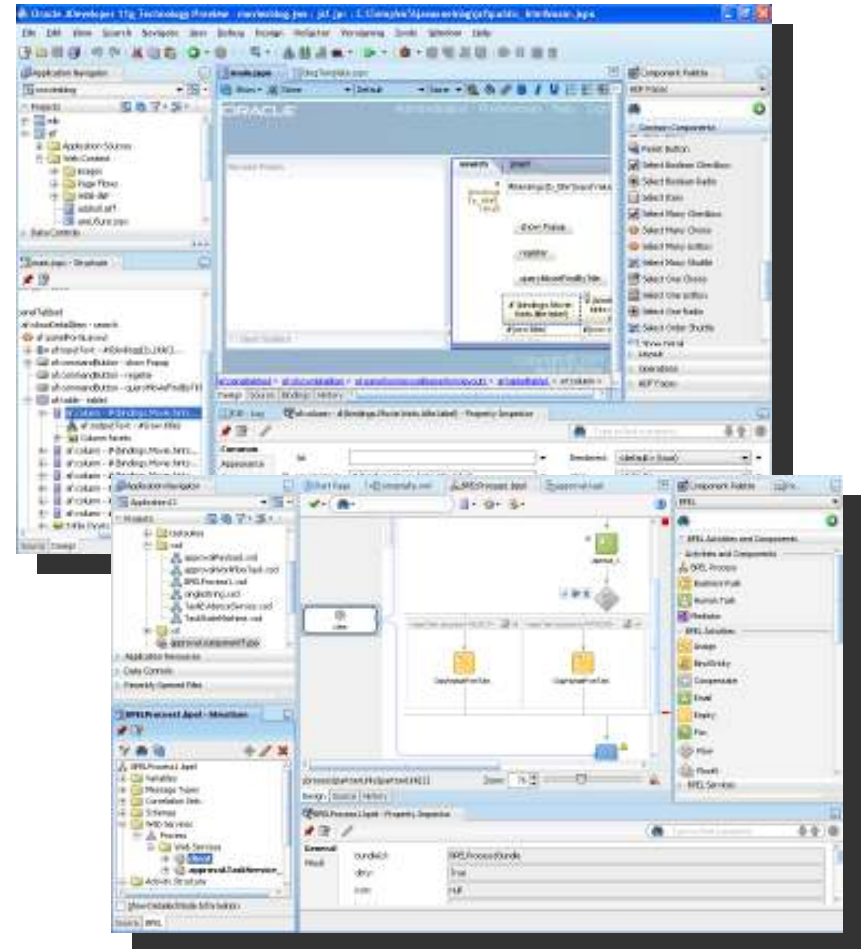


### • Key Capabilities

- 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





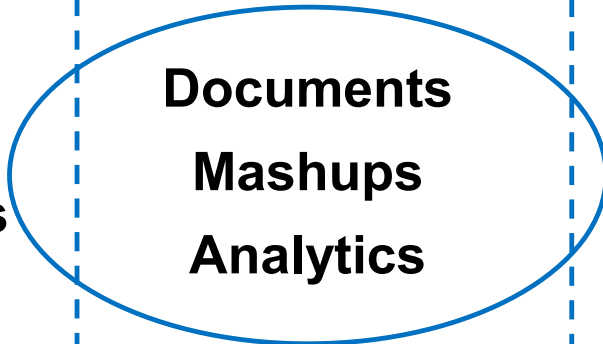
# WebCenter Enterprise 2.0 Services

## 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

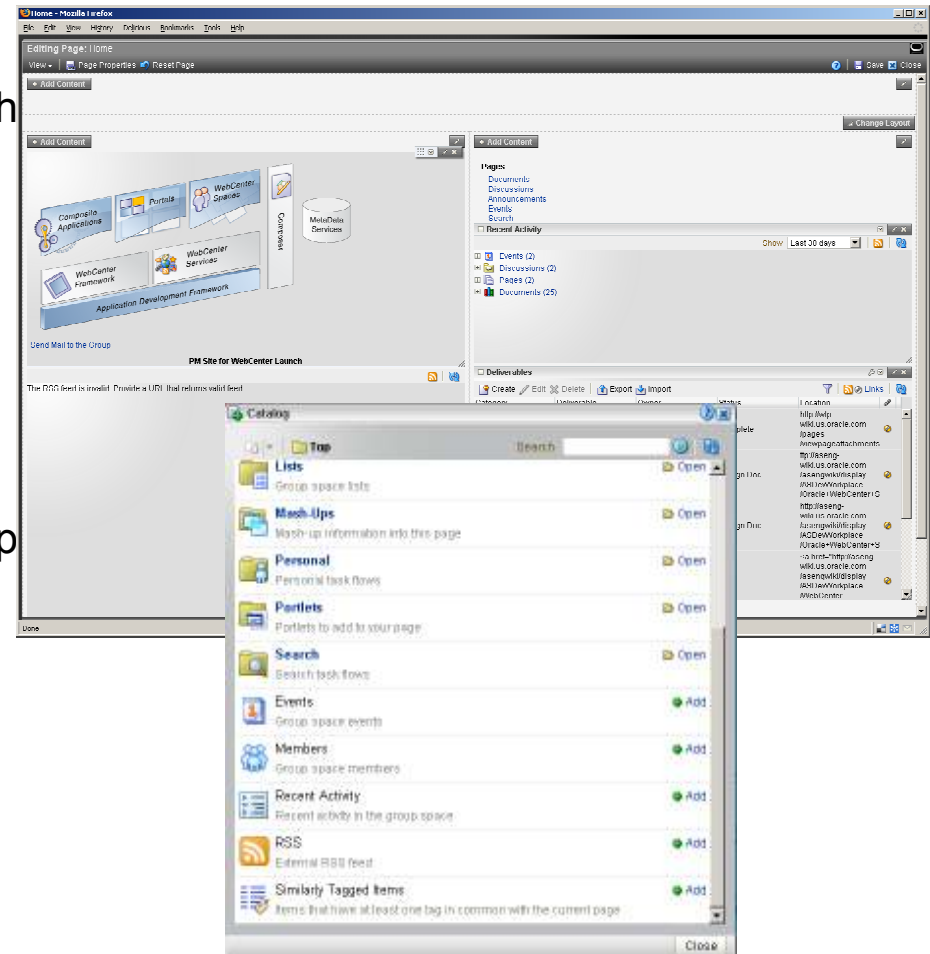
\* Interop via WSRP, JSR 168 portlets, Web Services and/or REST APIs

# 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

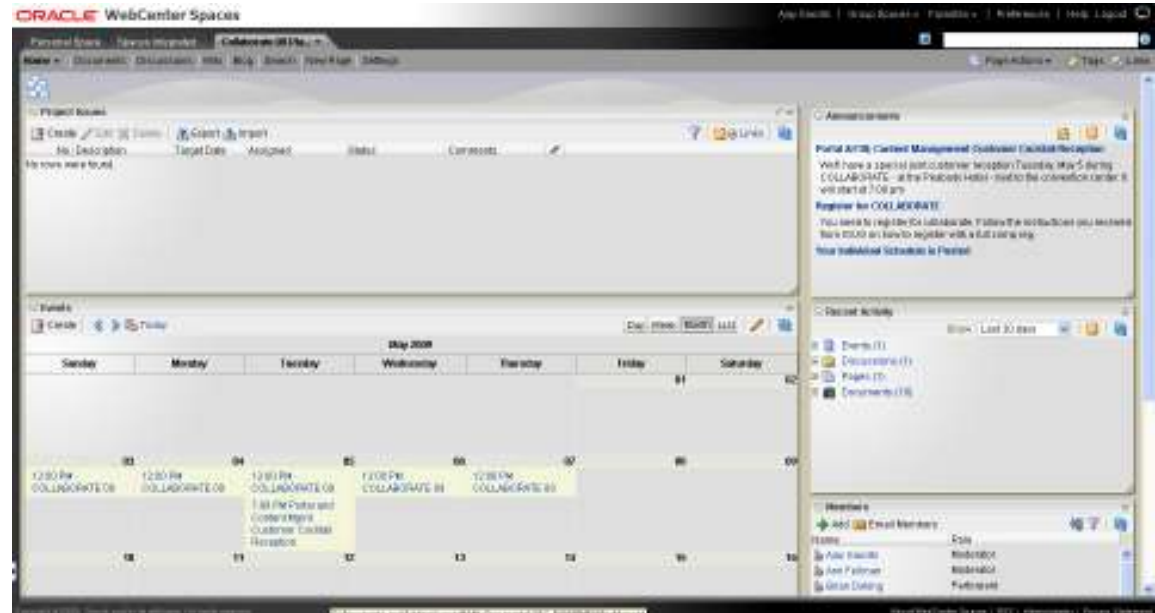


# WebCenter Spaces

## 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



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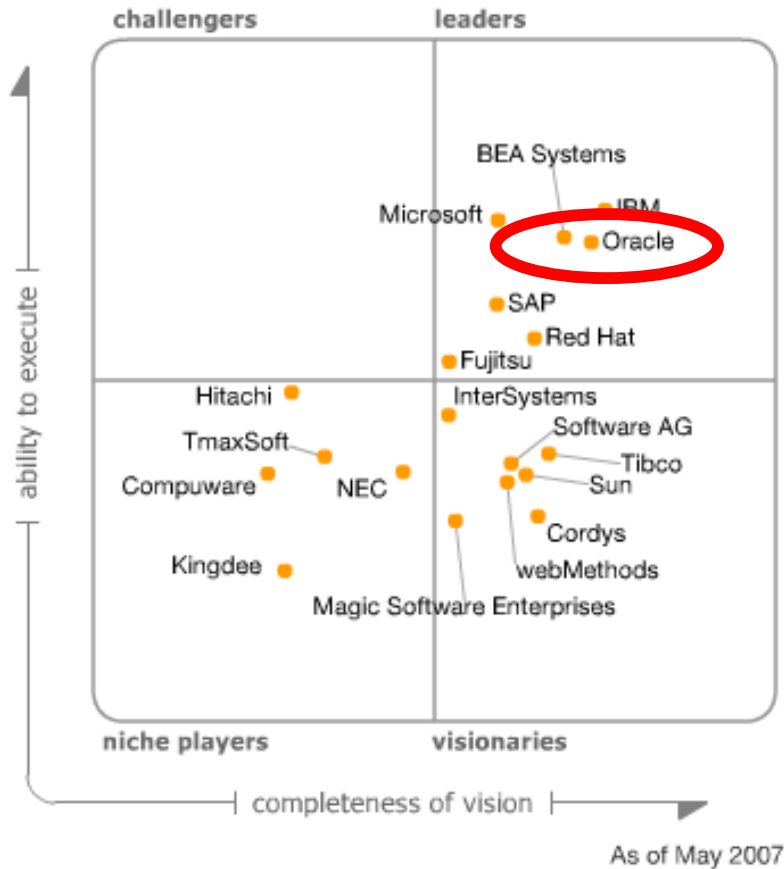
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# Analysts

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# Oracle Best-of-Breed Products

## Gartner Magic Quadrants



Application Infrastructure  
Magic Quadrant

# Gartner

- 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



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# Customer Testimonials

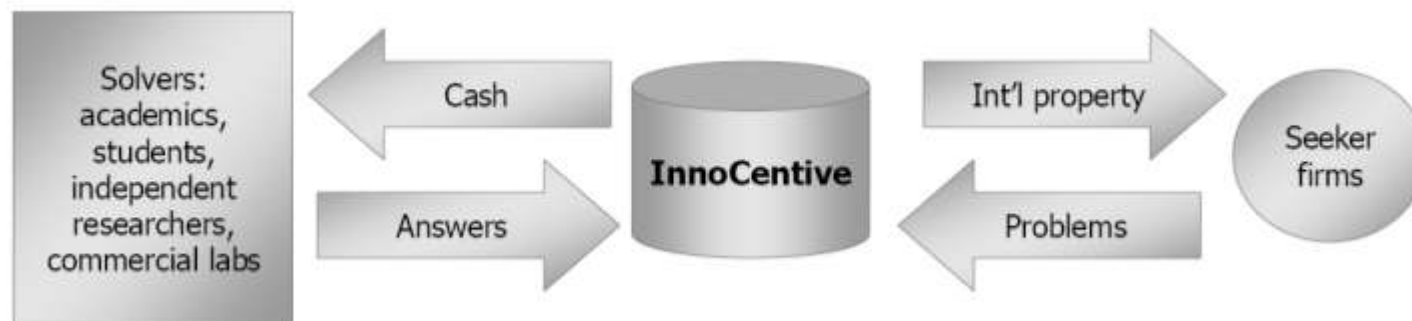
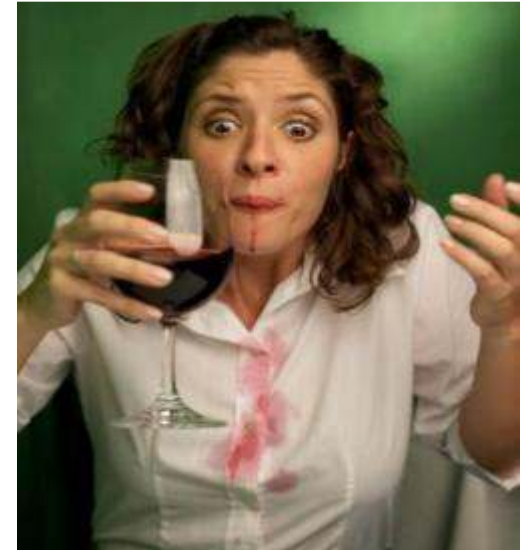
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## Ideagoras (© Don Tapscott)

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




[www.mindstorms.lego.com](http://www.mindstorms.lego.com)

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<http://search.oracle.com>



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**oracle.com**



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# 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)



# Vodafone

Single, scalable platform for global Web sites



## 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

# Alcatel-Lucent

## Collaborative Global Support Portal



### 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

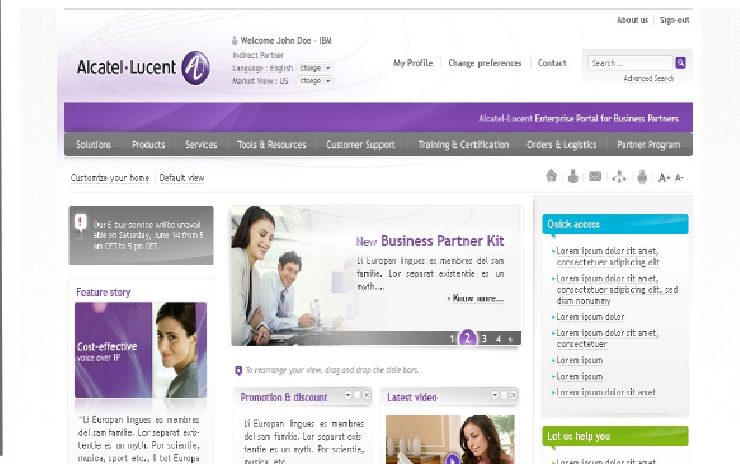
- Increase the push of dynamic information to the users based on customer profile
- Design extranet website to support customers generate new opportunities

### 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**



# Proctor & Gamble

## Brand Cockpits for Managing Entire Businesses



### 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



# University of Laval

## Collaborative Learning Management System



### 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**



# Wind River

## Personalized Customer Service Website

### 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

# WIND RIVER

### 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



# Arrow Electronics

## Collaborative Business Dashboards



ARROW ELECTRONICS, INC.

### 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**



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# 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



### 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

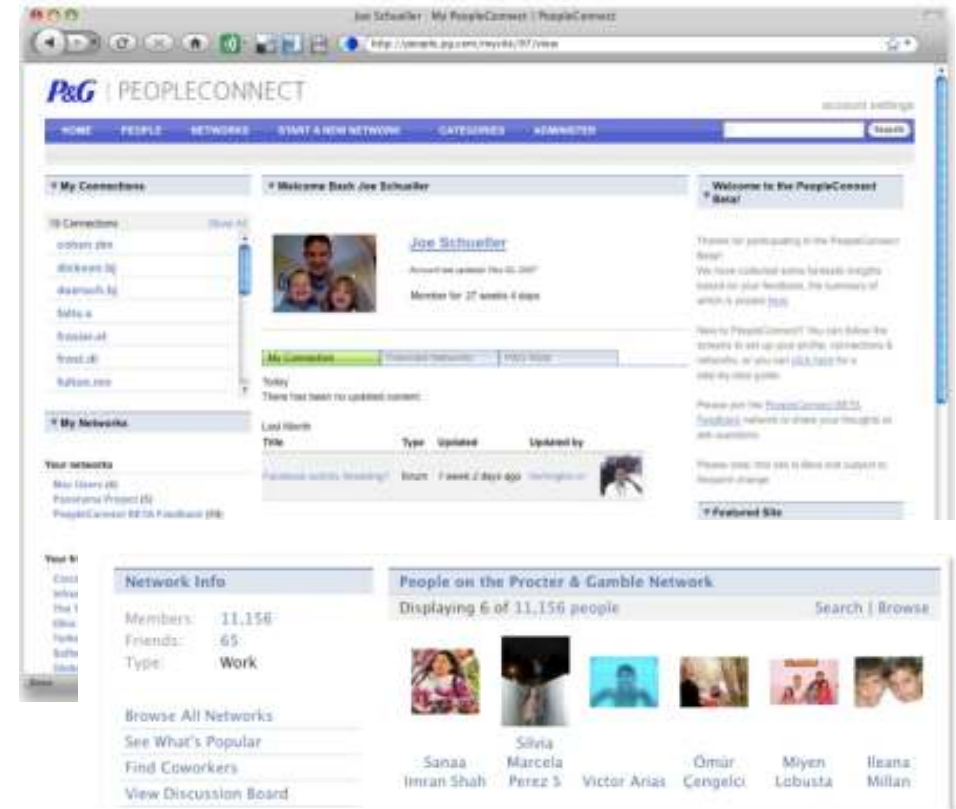
### RESULTS

- 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



# British Telecom

## Dashboard Across Custom & Enterprise Apps



### 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





# National Australia Bank

## Unified Client Account Management



### 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



# Bangalore International Airport

## Employee Portal for Airport Operations



### 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





# Colorcon

## Optimizing Employee Productivity



### 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





# Nokia

## Internet Site & Partner Portal



### 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**





# Wells Fargo

## Private Client Services Portal



### 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

	Prices in USA (Dollar)				
	Named User Plus	Software Update License & Support	Processor License	Software Update License & Support	Notes
<b>Enterprise 2.0 Products</b>					
WebCenter Services	1,400	308.00	70,000	15,400.00	1
WebCenter Suite	2,500	550.00	125,000	27,500.00	1
WebCenter Adapter	-	-	11,500	2,530.00	42
WebLogic Portal	-	-	80,000	13,200.00	
<b>Enterprise 2.0 Management</b>					
Management Pack for WebCenter Suite	240	52.80	12,000	2,640.00	
Management Pack for IBM WebSphere Portal	240	52.80	12,000	2,640.00	

## Oracle Technology Footnotes

<sup>1</sup> If licensing by Named User Plus, the minimum is 10 Named User Plus licenses per Processor.

<sup>42</sup> 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 FUSION MIDDLEWARE

*Requires  
WebLogic Server SE*

- Oracle WebCenter Services (Updated)
- Oracle WebCenter Spaces (New)
- Oracle Content Server \*
- Oracle Secure Enterprise Search \*
- Oracle Presence \*
- Oracle BPEL Process Manager \*

Former BEA products

- 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

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\* Restricted use. Complete pricing and packaging information at [oracle.com/pricing](http://oracle.com/pricing)

# Oracle WebCenter Services

## Add Enterprise 2.0 Capabilities to Your Existing Portal or Web Site



ORACLE FUSION MIDDLEWARE

*Requires  
WebLogic Server SE*

- **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

ORACLE

# Oracle WebLogic Portal

## Industry Leading Solution for Building Highly Scalable Web Sites and Portals



**Requires  
WebLogic Server EE**

- **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

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\* Restricted use. Complete pricing and packaging information at [oracle.com/pricing](http://oracle.com/pricing)

# Oracle WebCenter Adapters

**Simplified, Standardized Access to Enterprise Systems**



**ORACLE FUSION MIDDLEWARE**

- Microsoft SharePoint
- IBM Lotus Domino
- EMC Documentum

***Requires WebCenter Services or Web Center Suite***

**ORACLE**

\* 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.



# 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

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\* Restricted use. Complete pricing and packaging information at [oracle.com/pricing](http://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

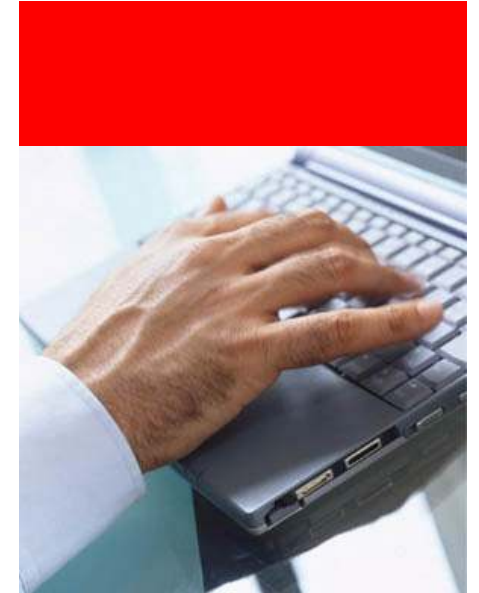


## Key Things to Know

- 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\*

# More Details about ECM for Applications



# Oracle Content Management for Siebel Seamless access to content from within Siebel

The screenshot displays the Siebel CRM interface for contact 'Joseph Armstrong'. The 'Managed Attachments' table lists several documents, with the last one, 'DRAFT Testmobile Pricing Proposal', highlighted. An 'ECM check-in dialog' is open, showing the following details:

- Type: SiebelAttachment - Documents attached to Siebel Entities
- Title: DRAFT Testmobile Pricing Proposal
- Author: sysadmin
- Security Group: Public
- Revision: 1
- Primary File: B:\Pricing\Pricing Proposal 02092009
- Metadata: Updated with 02/09/2009 pricing
- Comments: (empty)
- Attach to Siebel Entities: (empty)
- Order: (empty)
- Contact: 331A-2081
- Account: (empty)
- Service Request: (empty)
- Quote: (empty)
- Claim: (empty)
- Call Report: (empty)
- Opportunity: (empty)
- Asset: (empty)

Buttons for 'Check In' and 'Reset' are visible at the bottom of the dialog.

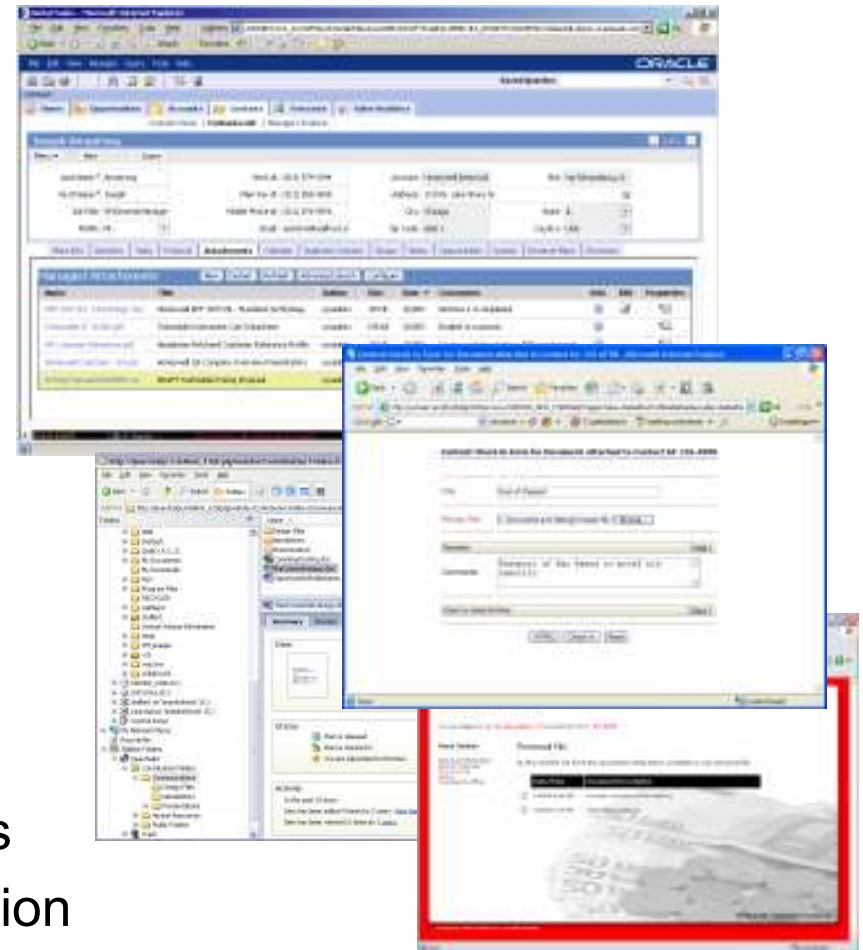
^ 'Managed Attachments' iFrame displayed from within the Siebel UI

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

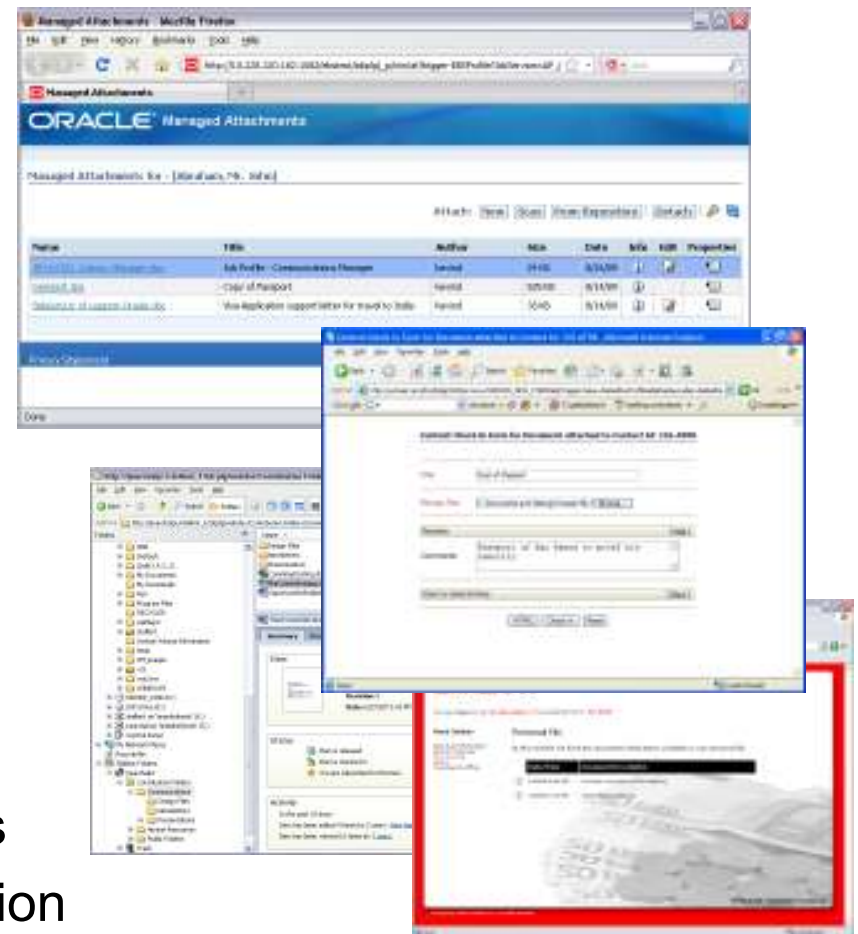
The screenshot shows two overlapping windows. The top window is 'Oracle Applications' with a menu bar (File, Edit, View, Folder, Tools, Reports, Window, Help) and a toolbar. A red box highlights a task icon in the toolbar, with a red arrow pointing to the text 'Oracle I/PM is launched from Financials UI to:'. Below this, a list of actions is shown: 'Complete Invoice', 'Invoice Approval', 'Request Information', 'Supplier Maintenance', 'Delete Invoice', 'Duplicate Invoice', 'Escrow', 'Specialist Exceptions', and 'Save to My Tasks'. The bottom window is 'Oracle I/PM Express - Document Viewer - Microsoft Internet Explorer'. The address bar shows a URL starting with 'http://axf-dv3.7777/axf-web/axes/TaskViewer.jsp?oid=1965d169-14ca-4037-b99a-4ee52b603403&pid=ce7a2b8a-a41b-4352-afef-1c02d'. The page title is 'ORACLE Imaging and Process Management' and it shows 'You are logged in as: jcooper'. The main content area displays 'Summary' information for an invoice, including 'Status: Received', 'Exception Code: [none]', 'Processing Group: North', 'Invoice Number: [none]', 'Supplier Name: [none]', and 'Supplier Site: [none]'. Below this is an 'ImageViewer' window showing a scanned invoice from 'SM HEALTH CARE' dated 'April 22, 2008'. The invoice includes a table with columns 'QTY', 'ITEM DESCRIPTION', 'UA', and 'AMOUNT', showing two line items: '1 885 Machine' for \$208,000.00 and '1 885 Machine' for \$8,400.00.

- 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

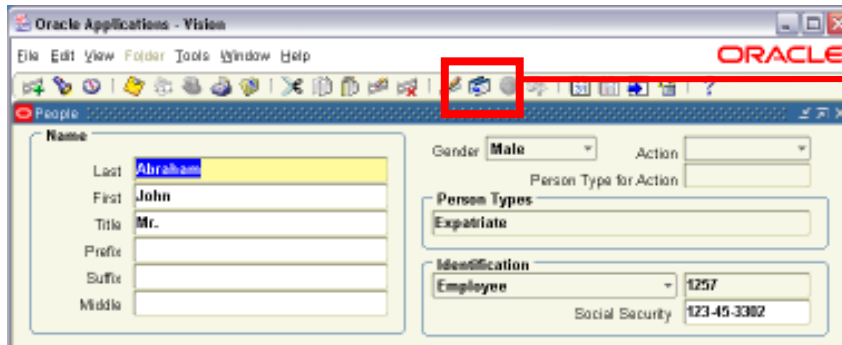
## Managed Attachments accessible from within EBS

- 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

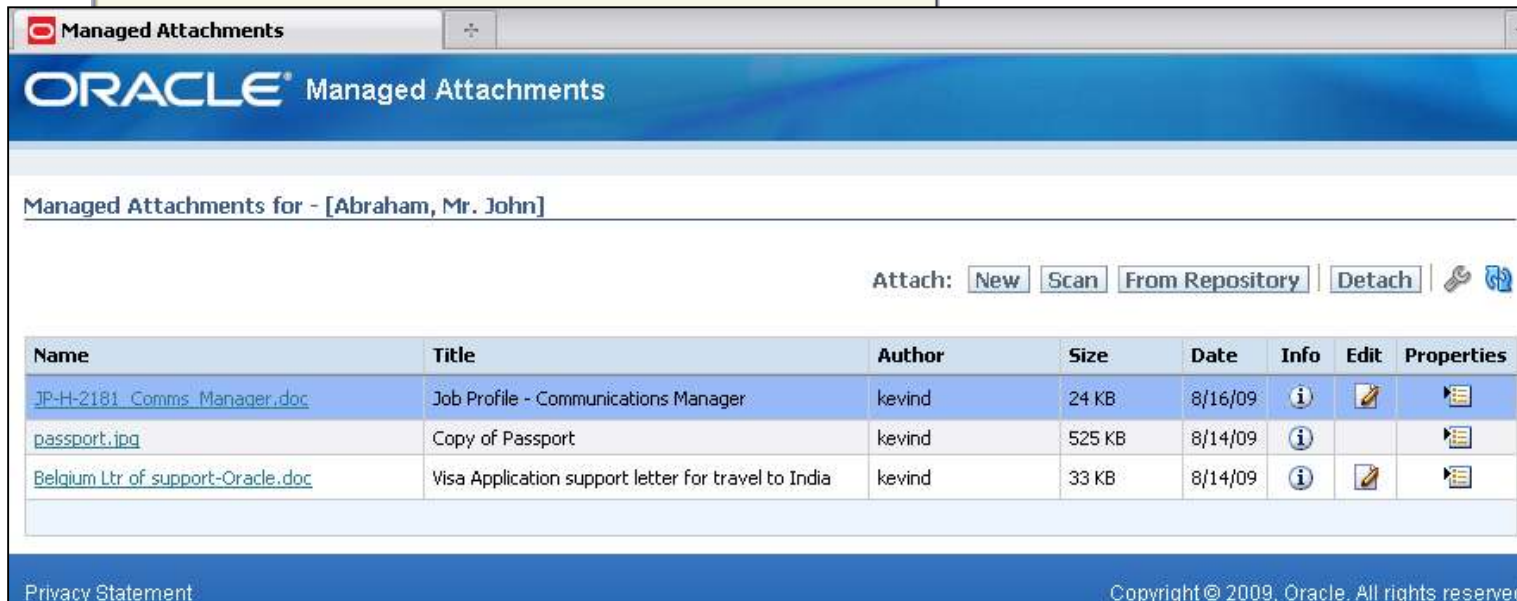


# E-Business Suite Adapter – Attachments

Easy access to attached documents





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










Managed Attachments

ORACLE® Managed Attachments

Managed Attachments for - [Abraham, Mr. John]

Attach: [New](#) [Scan](#) [From Repository](#) [Detach](#)  

Name	Title	Author	Size	Date	Info	Edit	Properties
<a href="#">JP-H-2181_Comms_Manager.doc</a>	Job Profile - Communications Manager	kevind	24 KB	8/16/09			
<a href="#">passport.jpg</a>	Copy of Passport	kevind	525 KB	8/14/09			
<a href="#">Belgium Ltr of support-Oracle.doc</a>	Visa Application support letter for travel to India	kevind	33 KB	8/14/09			

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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



## User Interaction

### Oracle WebCenter Suite

Complete, open & manageable portal platform enabling Enterprise 2.0

### Oracle WebCenter Services

Extends existing portal with Enterprise 2.0 services



## Content Management

### 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

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

## WebCenter Components



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

## Content Management



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

## Collaborative Portal & BPM



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

## Team Spaces



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

## Collaboration Infrastructure

