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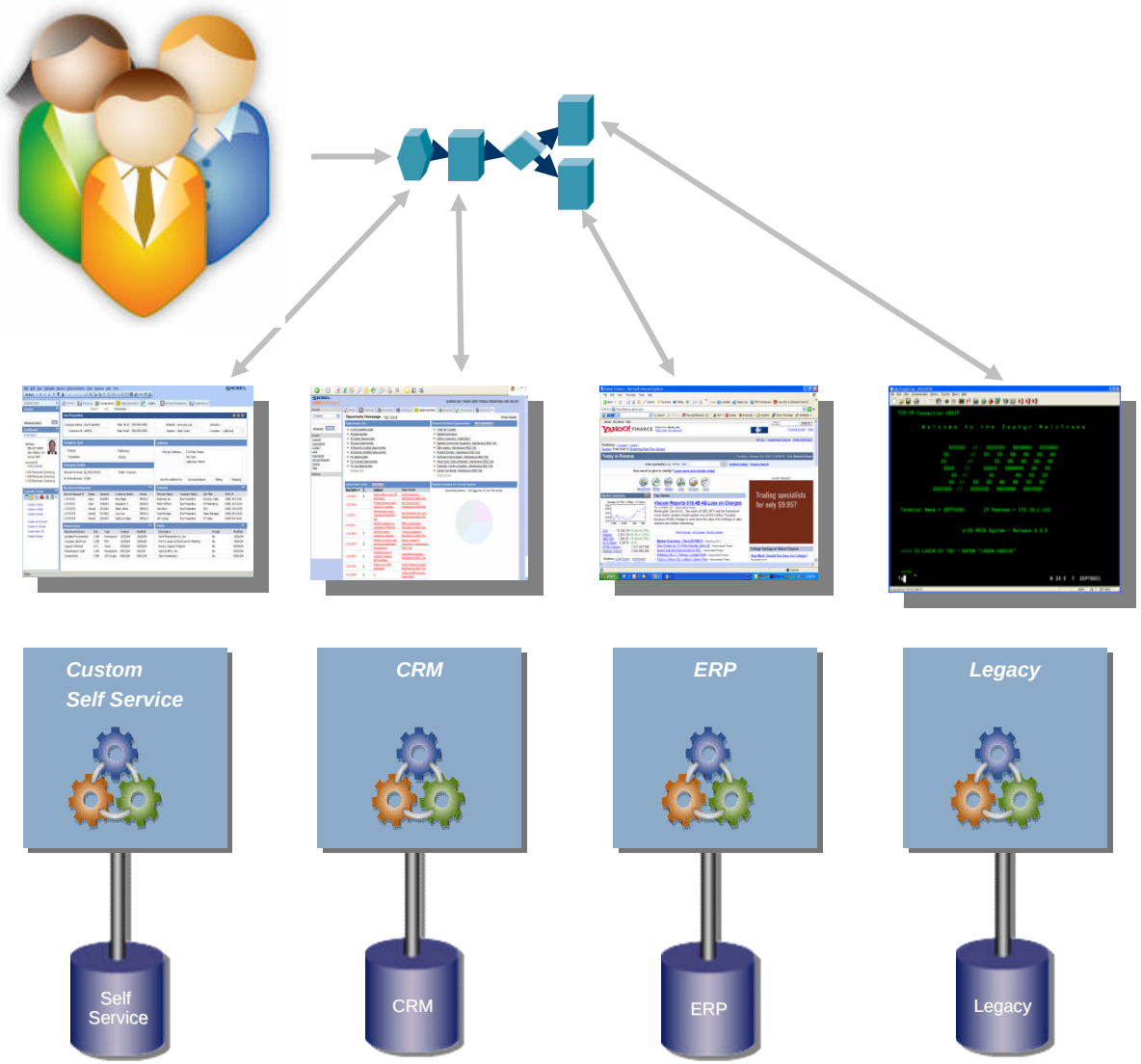
Oracle WebCenter and Beyond: Oracle's Vision, Strategy, and Roadmap for User Interaction

Rahul Patel
Vice President, Enterprise 2.0 and Portals

ORACLE

Portals are Evolving



- Difficult to execute tasks across multiple systems
- Web Programming Models

Work is Changing

- Users want to combine adhoc work with enterprise applications & processes
- Access information anywhere at any time

Web is evolving even faster

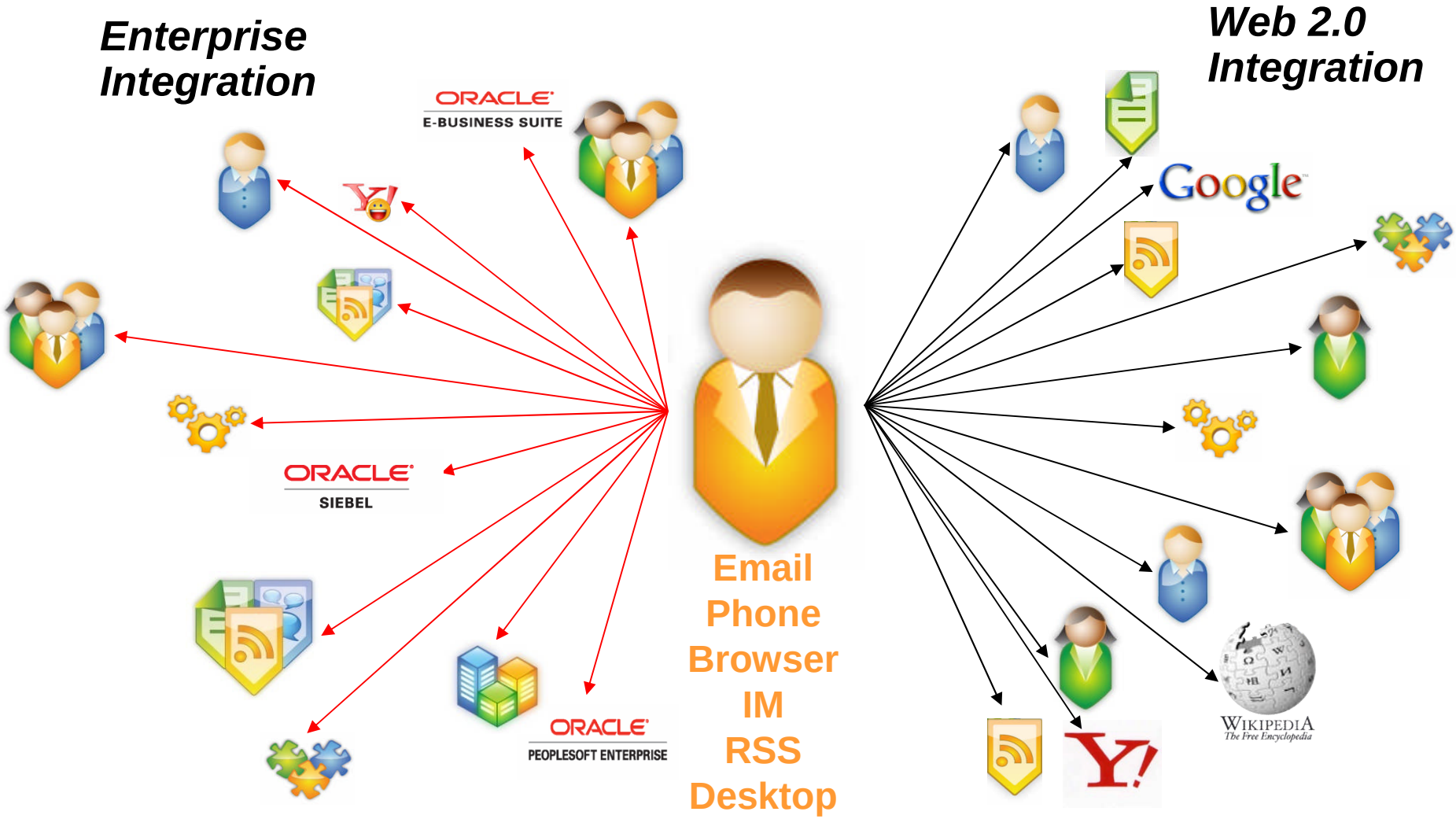
Web 2.0

- User Participation
- Wisdom of crowds

Enterprise 2.0 - Web2.0 In Enterprise

- Within Companies
- Across Companies, Partners and Customers

Enterprise 2.0



Product Strategy

Enterprise 2.0 & Portals

- Offer Integrated Multi-Channel, Composite User Interface (Portal)
  - Personalizes Access to Desktop Tools, Enterprise Applications, Business Process, Business Intelligence, Documents Sources
- To transform how users work privately & with others, within Enterprises & across Enterprises
  - By Integrating Web 2.0 Capabilities with Enterprise Information Systems & Applications
- Based on Industry Standard Development Paradigm
  - Unifying notion of Web Sites, Transactional Applications, Enterprise Portals, Social Computing

Web2.0 Information – all kinds, lots of it!

- Documents
- Pages / Mashups
- Wikis/Blogs
- Reports
- Emails
- Discussions
- Messages
- Conference recordings
- RSS Feeds
- …

SOA for Web2.0 Services

Portal Framework

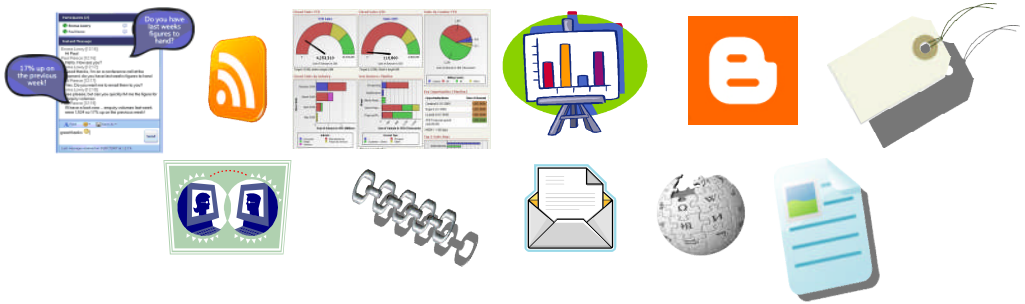
Integration & Composition Interface
REST, HTTP, JSR-227, JSR168-WSRP, JSR-170

Management, Configuration, Life cycle management
JMX, J2EE, WS*

Integration with Apps, Processes and BI

Portal Framework

Integration & Composition Interface
REST, HTTP, JSR-227, JSR168-WSRP, JSR-170



Enterprise Applications

ORACLE
PeopleSoft
SIEBEL
SAP

Business Processes

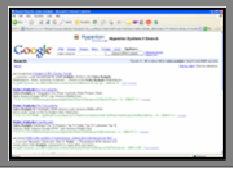
BI

Management, Configuration, Life cycle management
JMX, J2EE, WS*

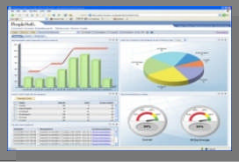
WebCenter Product Architecture

Enterprise 2.0 & Portals

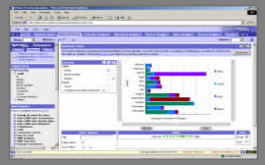
Web Development
PHP, PERL
Ruby, ASP.NET



Embedded Web 2.0
"Collaboration"
(Applications)



Enterprise
Portal



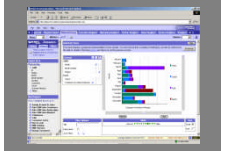
Multi-Channel
Workplace

"Portal" Framework – Creation, Delegation, Customization

Contextual Framework – User Context, Personalization, Session Mgmt.
Metadata Management – Relationships, Taxonomy, Customization
Delivery & User Interface – Portal, Transaction Application, Multi-Channel

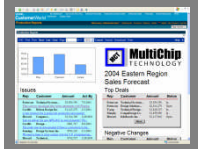
Integration & Composition Interface
REST, HTTP, JSR-227, JSR168-WSRP, JSR-170

Content Storage & Delivery



Wikis BLOGS

RSS, Tags, Linking, Search



Social Networks & Services

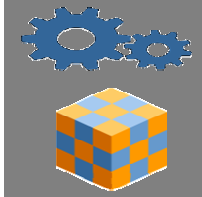
Mashups

Presence & Communication

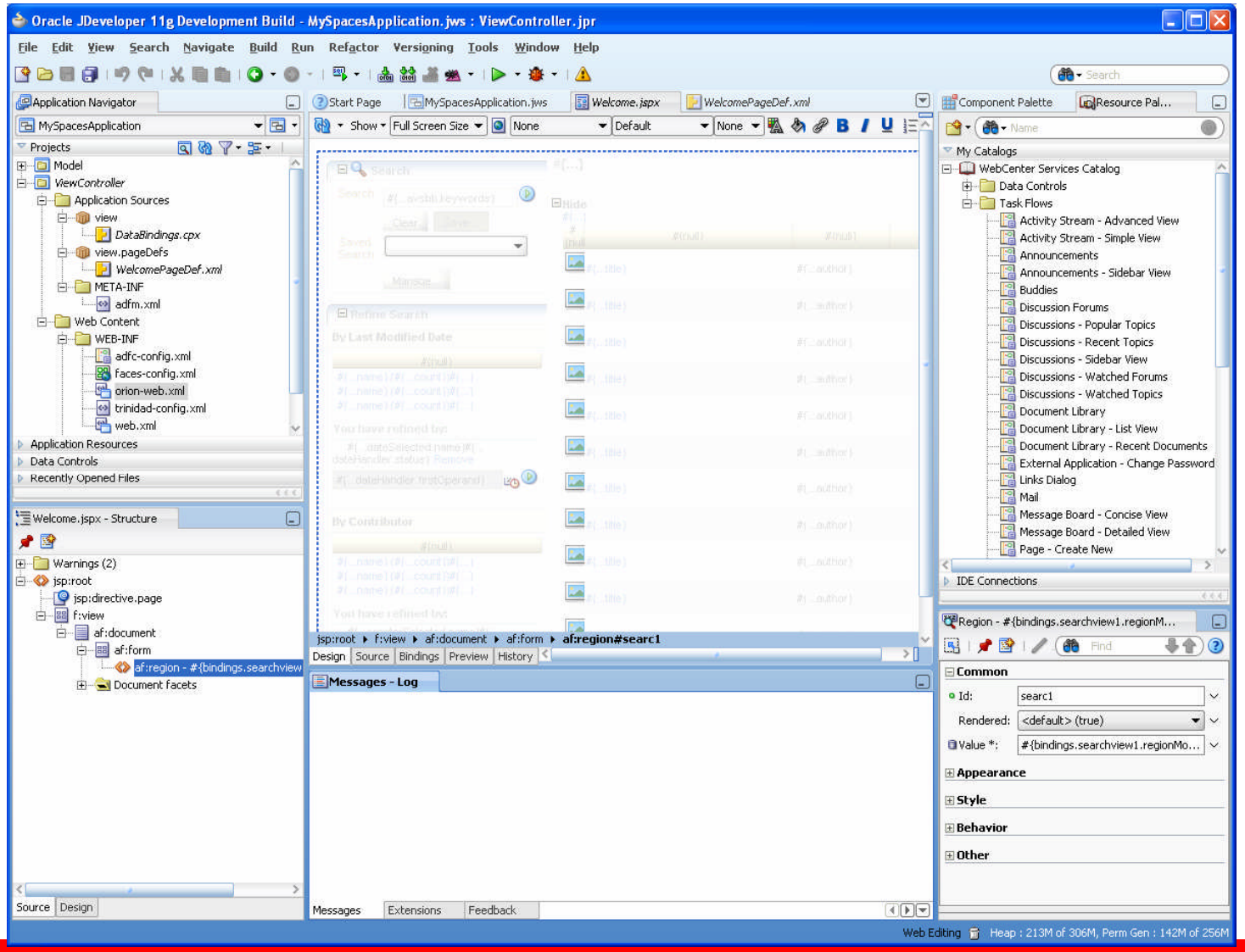
Enterprise Applications

ORACLE
PeopleSoft
SIEBEL
SAP

BPM & BI



Declarative Development Environment

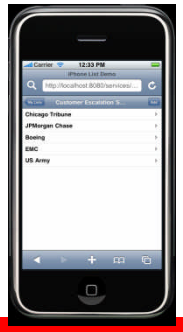


Java

J2EE: Enterprise Java

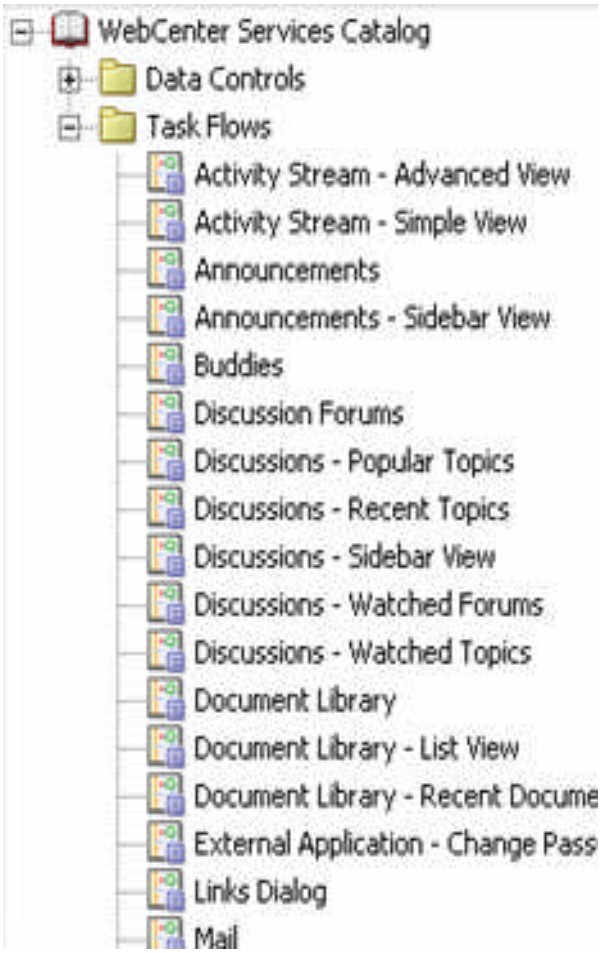
Web Development

```
impresa.module('mashlet.list.iphone', (function()
{
        var listUri = '/webcenter/rest/list';
        return {
            instance: function(mashlet) {
                var listData = {};
                var markup;
                function listSortAsc(a, b) {
                    var cmp = 0;
                    if (a.name < b.name) {
                        cmp = -1;
                    }
                    else if (a.name > b.name) {
                        cmp = 1;
                    }
                    return cmp;
                }
```

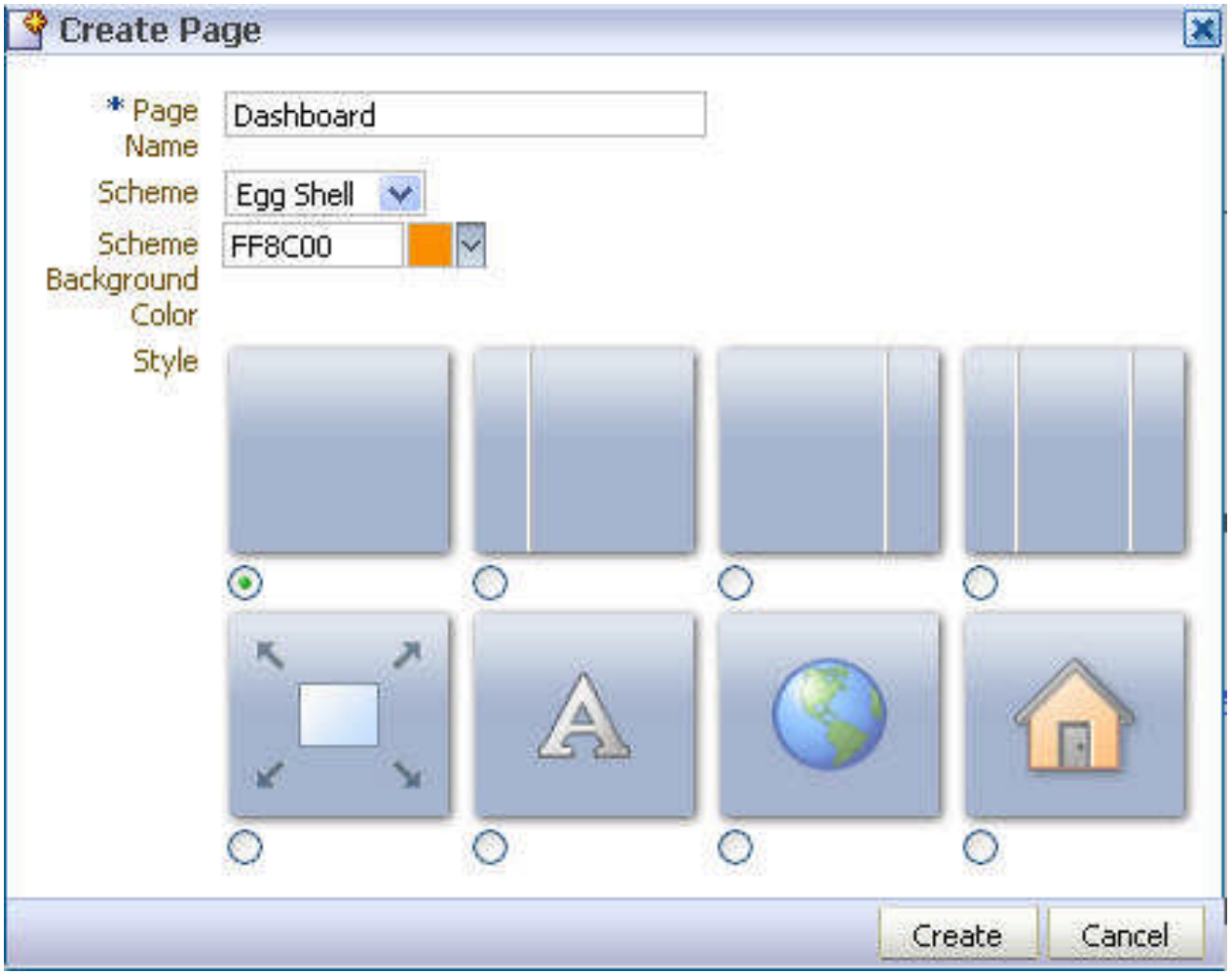


REST

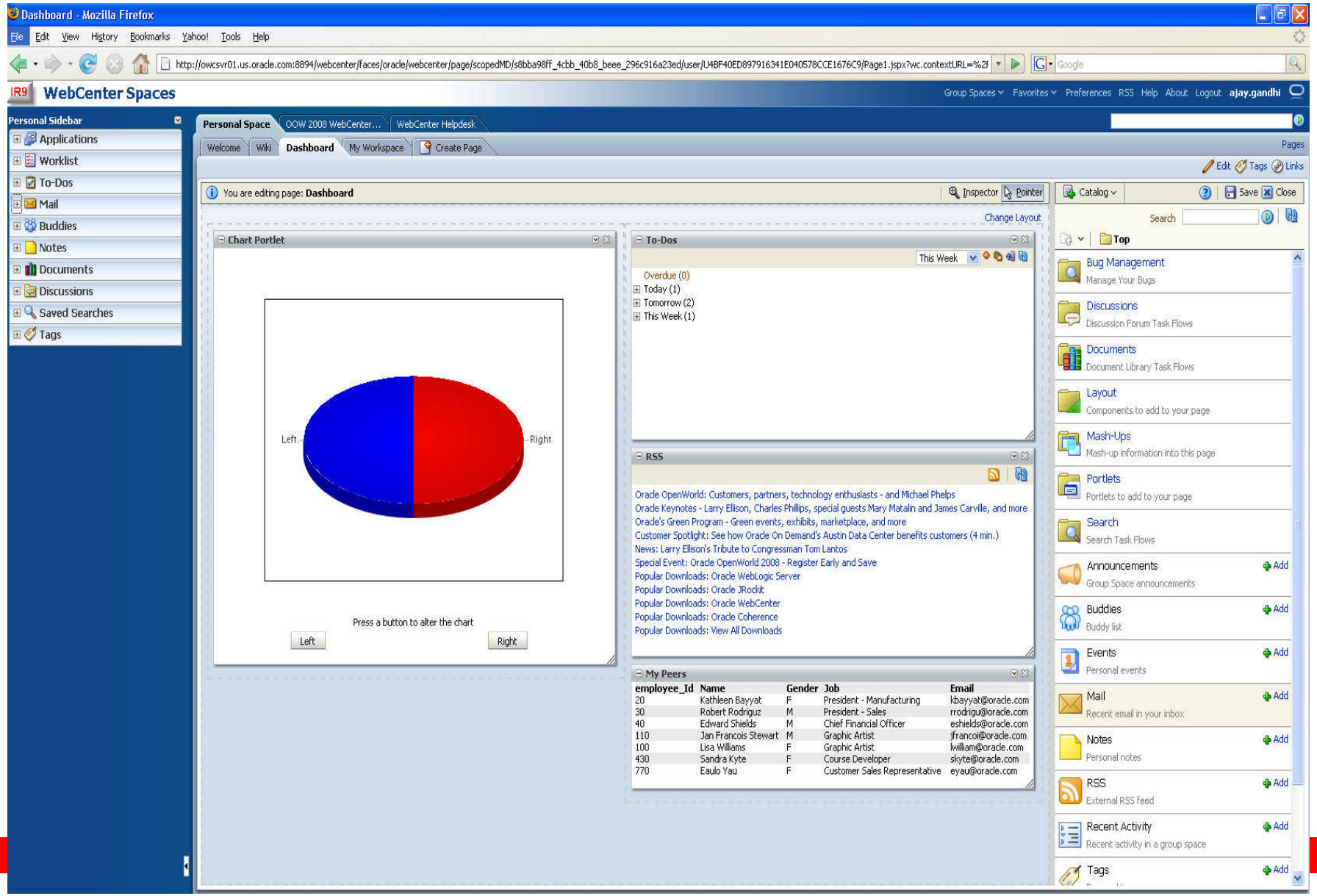
Enterprise 2.0 Services



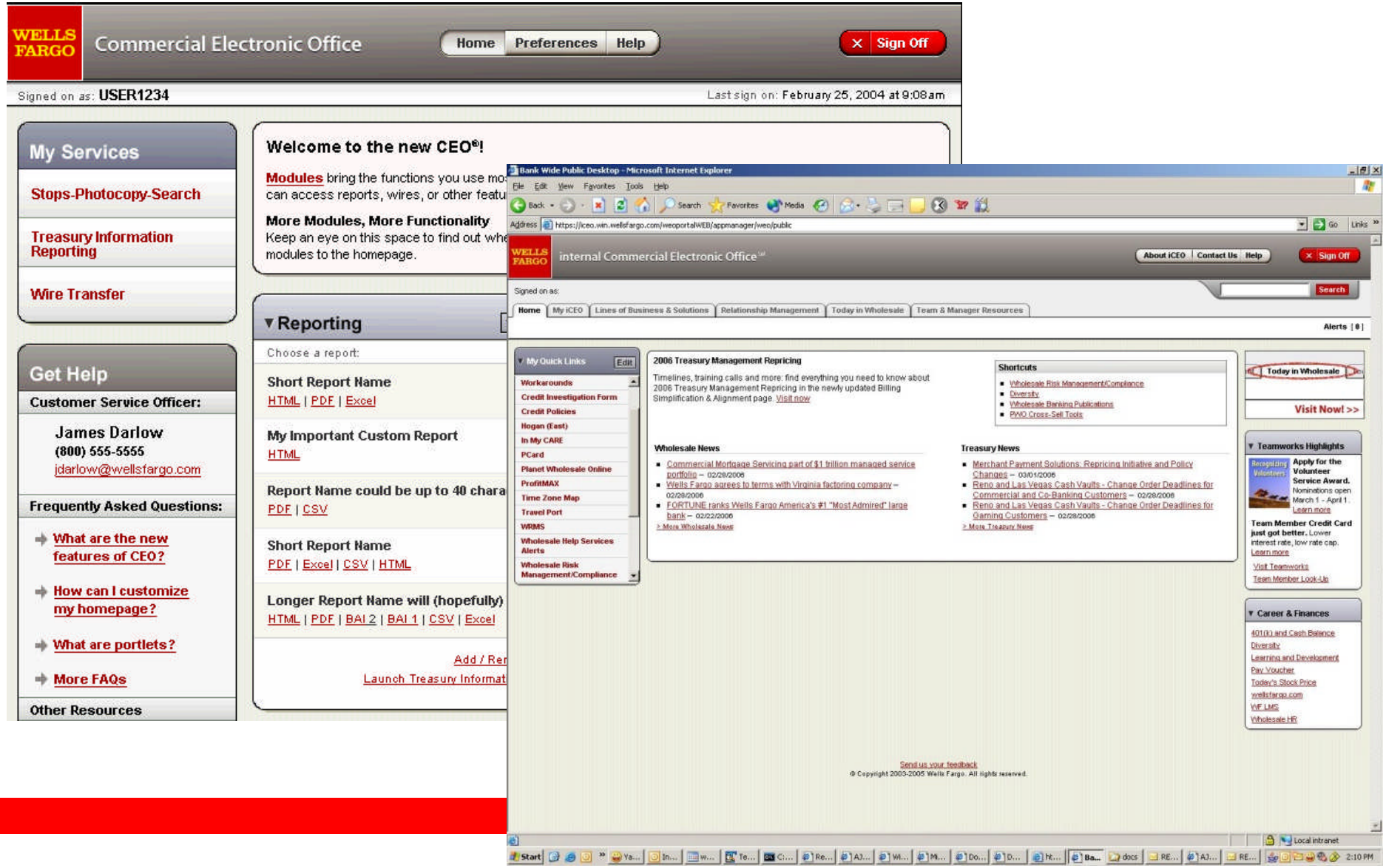
Portal Development & Mashups



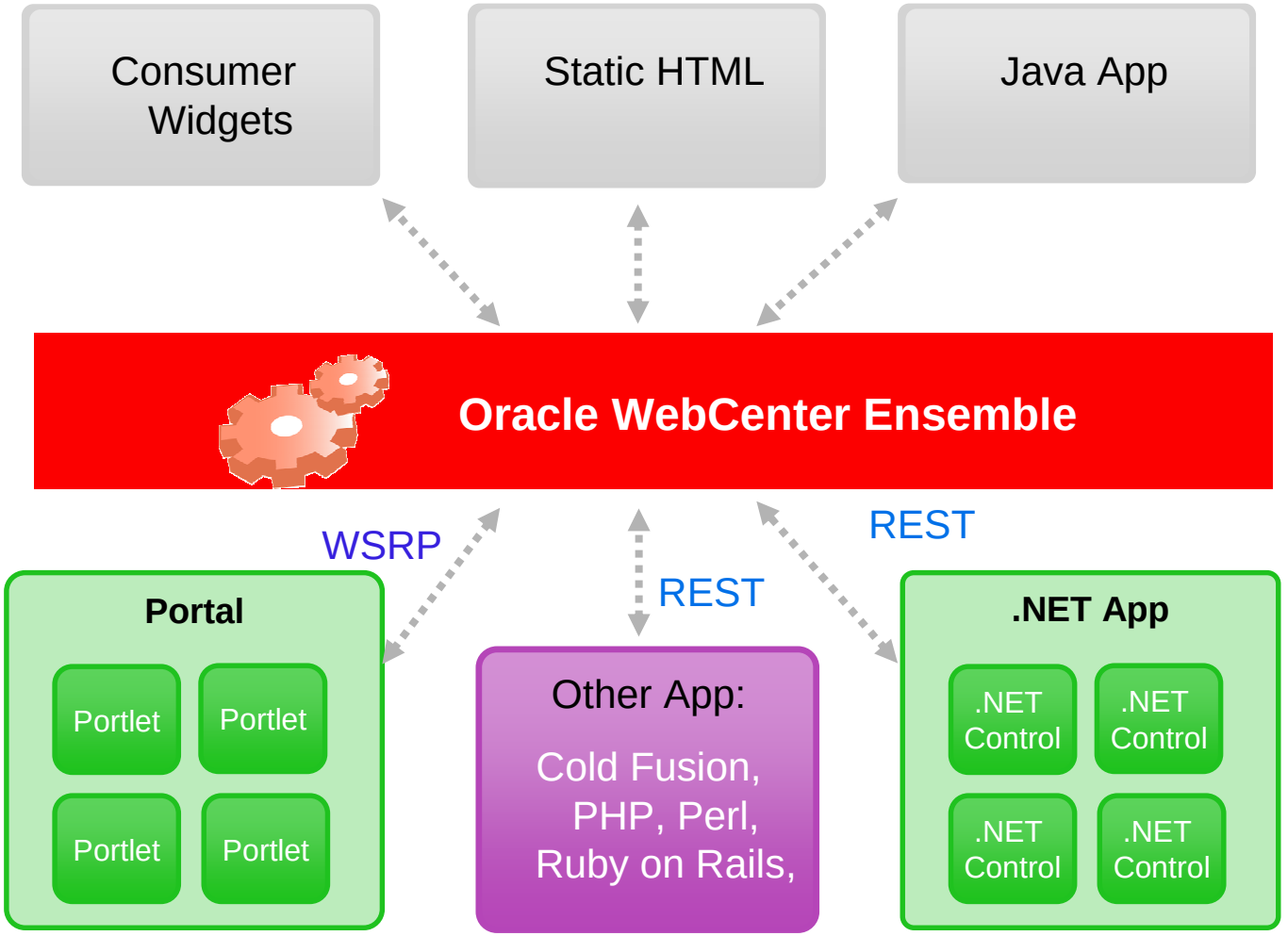
Portal Development & Mashups



Traditional Extranet/Intranet Portals

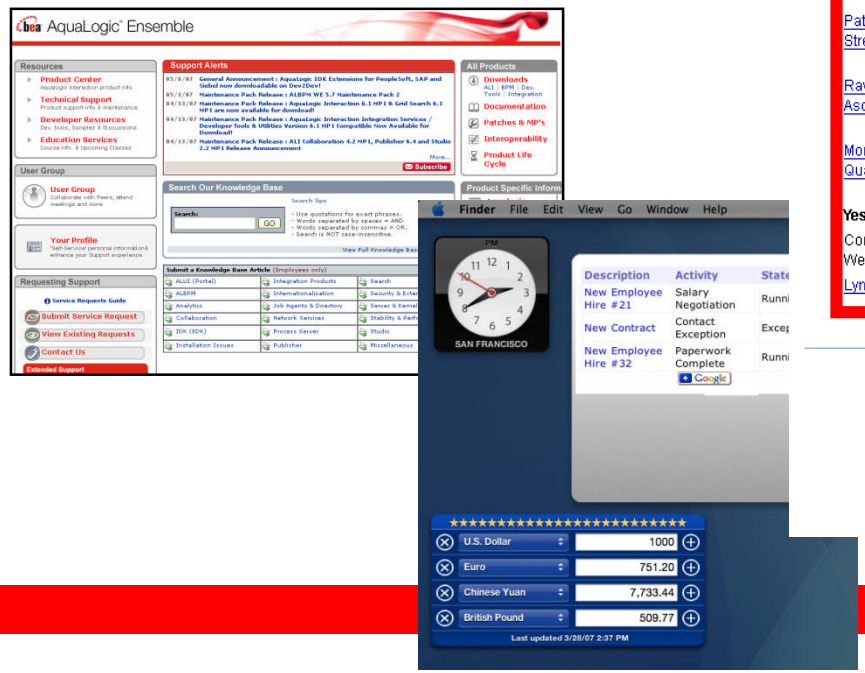


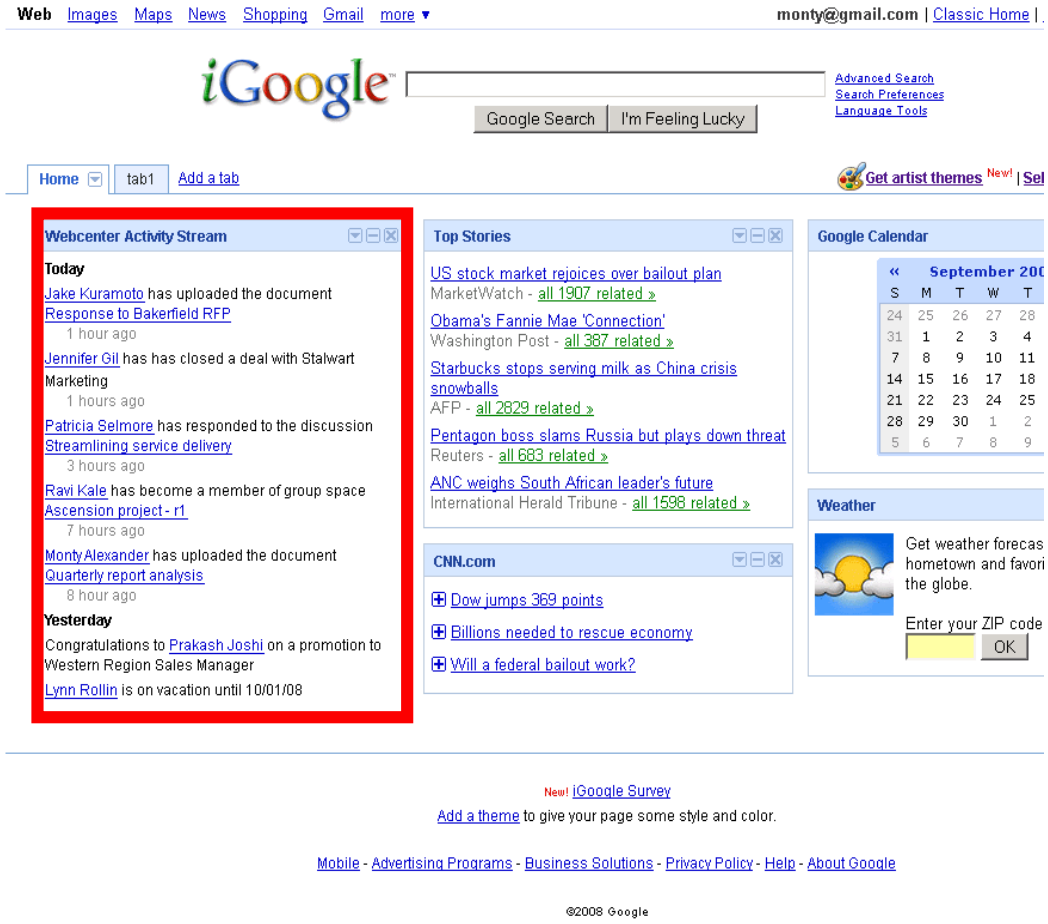
WebCenter Ensemble
UI Service Bus



Ensemble Use Cases

- Building portal applications via Web Programming models
- Extending existing applications
- Syndicating content externally
- Syndicating portlets externally
- Creating and managing mashup widgets for reuse





Demonstration

WebCenter Services

WebCenter Composer

REST Programming

Desktop Integration

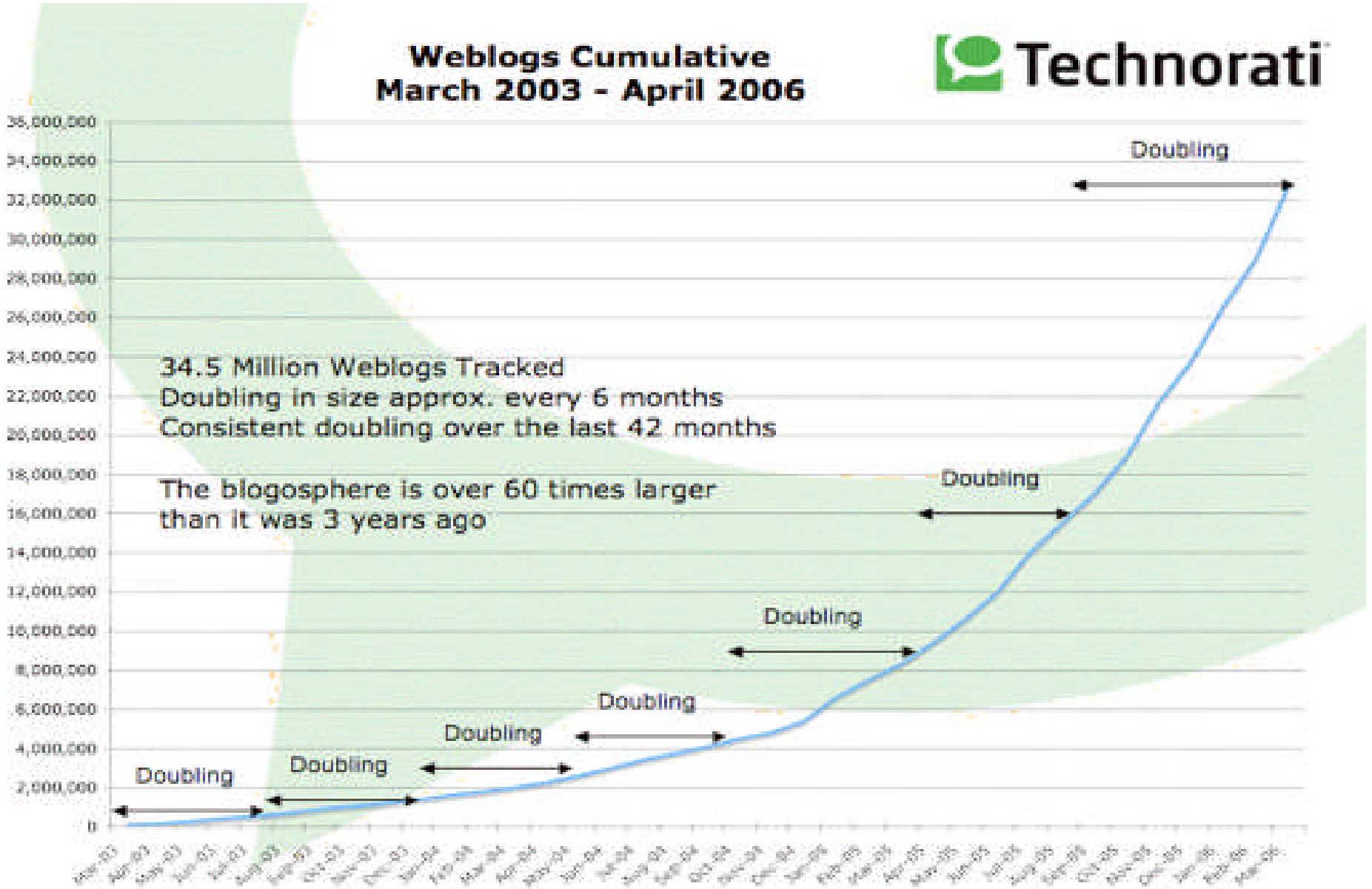
Information Explosion

Question 1

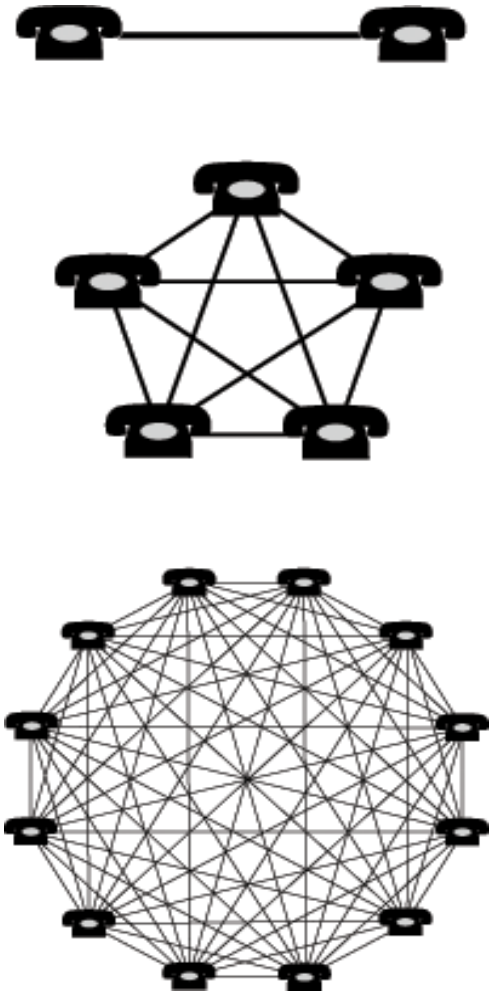
- Increase in total number of Blogs in just last 3 years

  - A. 2 fold
  - B. 4 fold
  - C. 20 fold
  - D. 60 fold
  - E. 100 fold

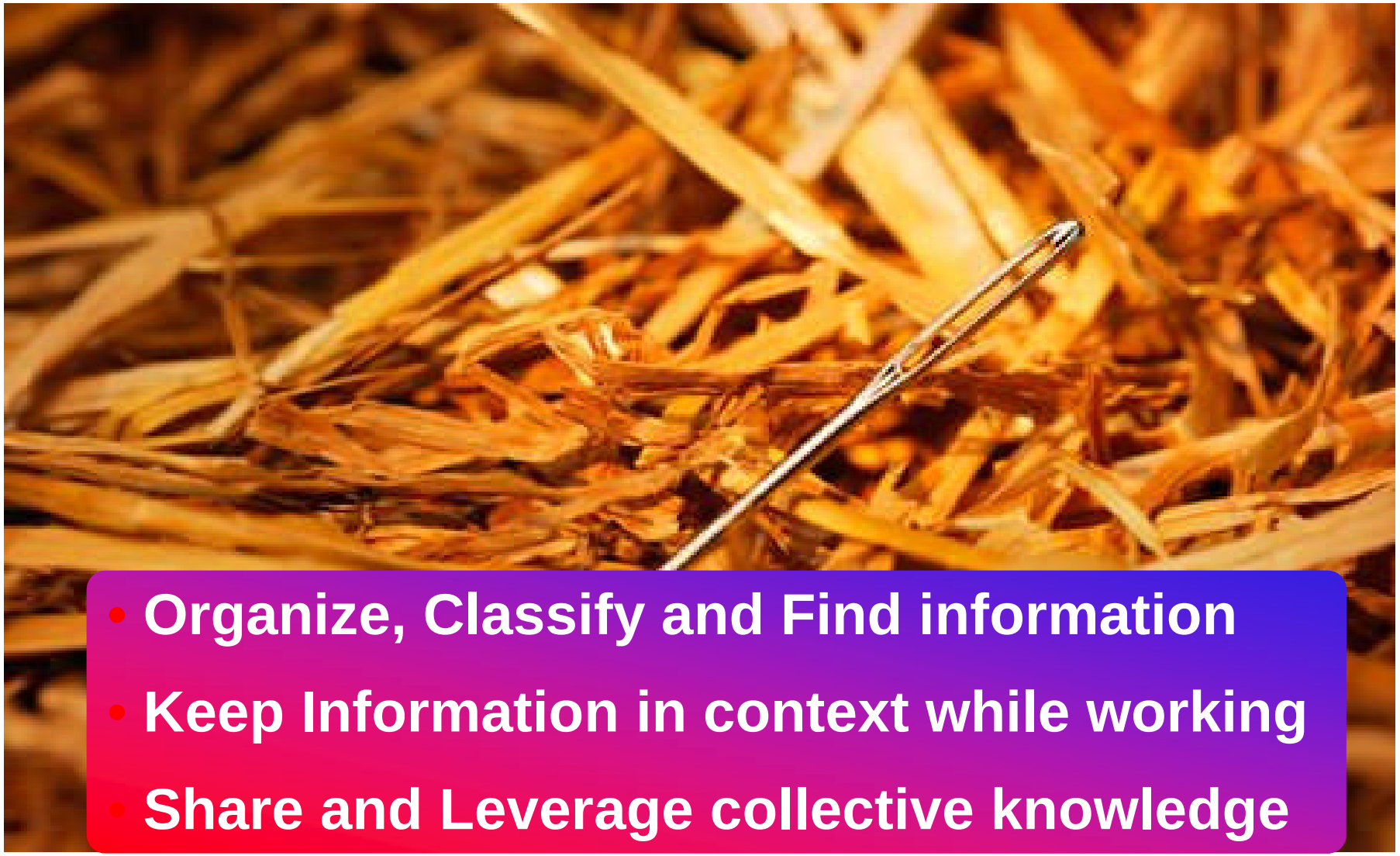
Information Explosion due to Contribution



Information Explosion
Compounding due to Network Effects



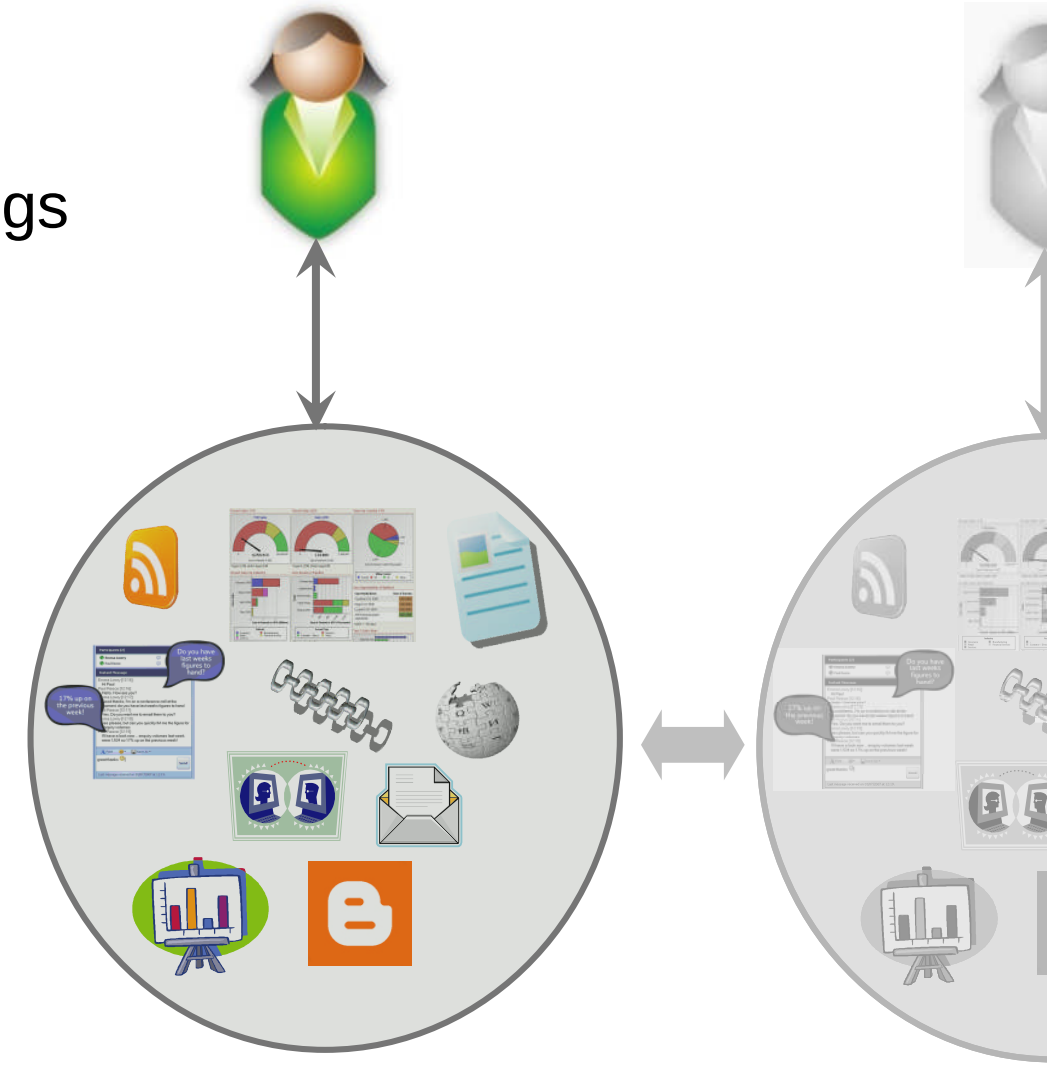
Information Explosion Challenge



- Organize, Classify and Find information
- Keep Information in context while working
- Share and Leverage collective knowledge

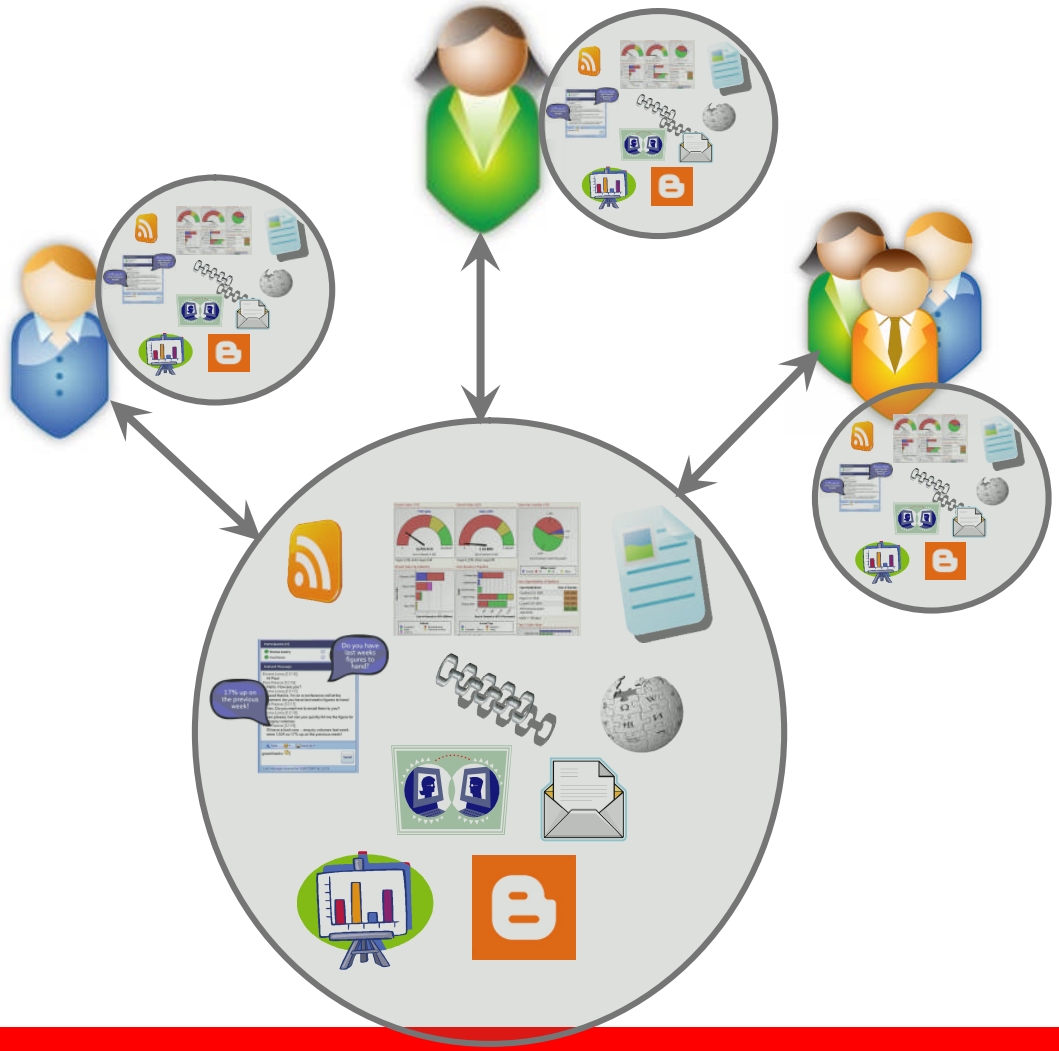
Personal Spaces – my view, my control

- My pages/mashups
- My documents, Wikis, Blogs
- My tags
- My searches, favorites, links
- My tasks
- My messages, tasks, events
- My connections



Group Spaces

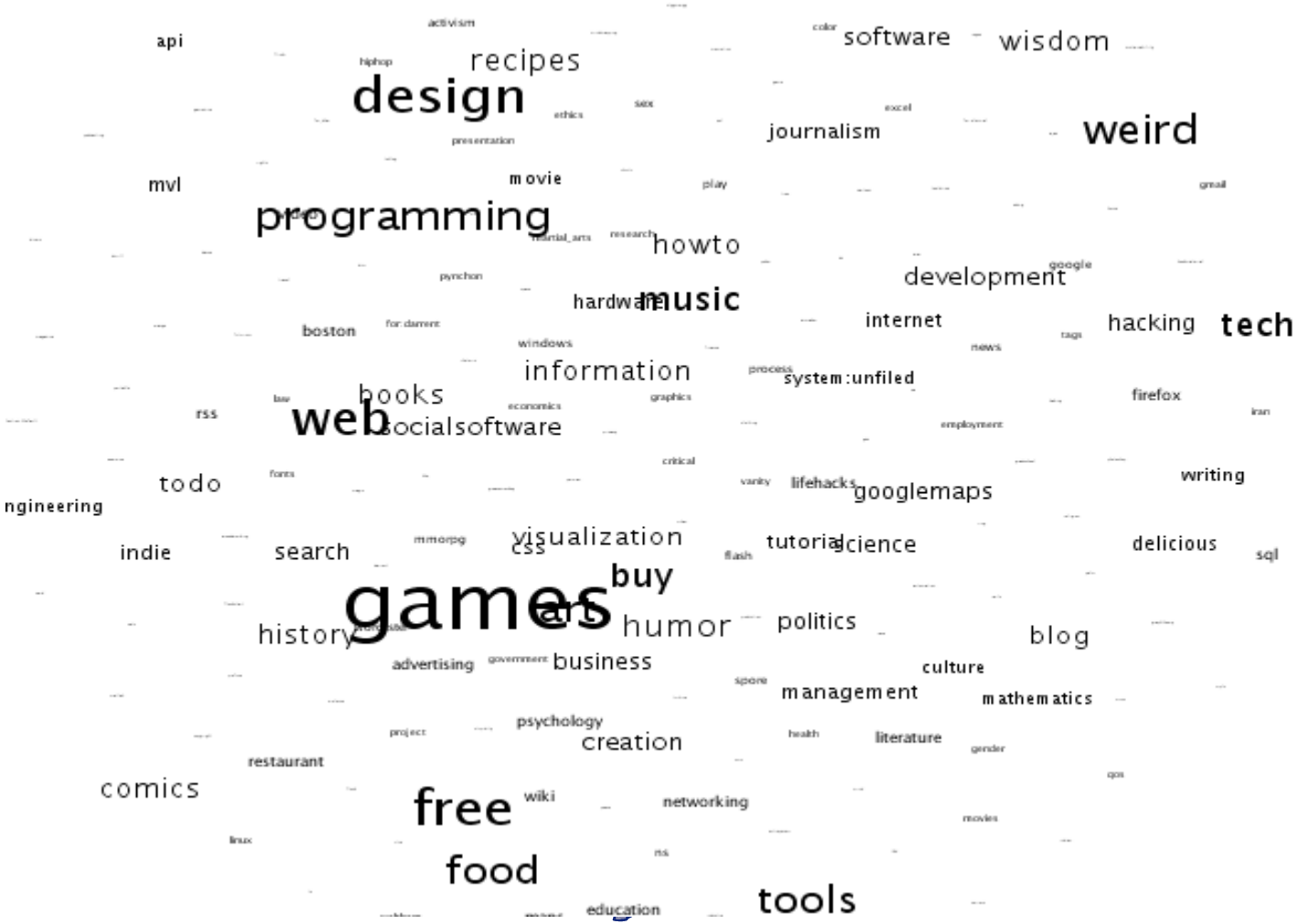
Group Sites and Ad-hoc Projects/Processes



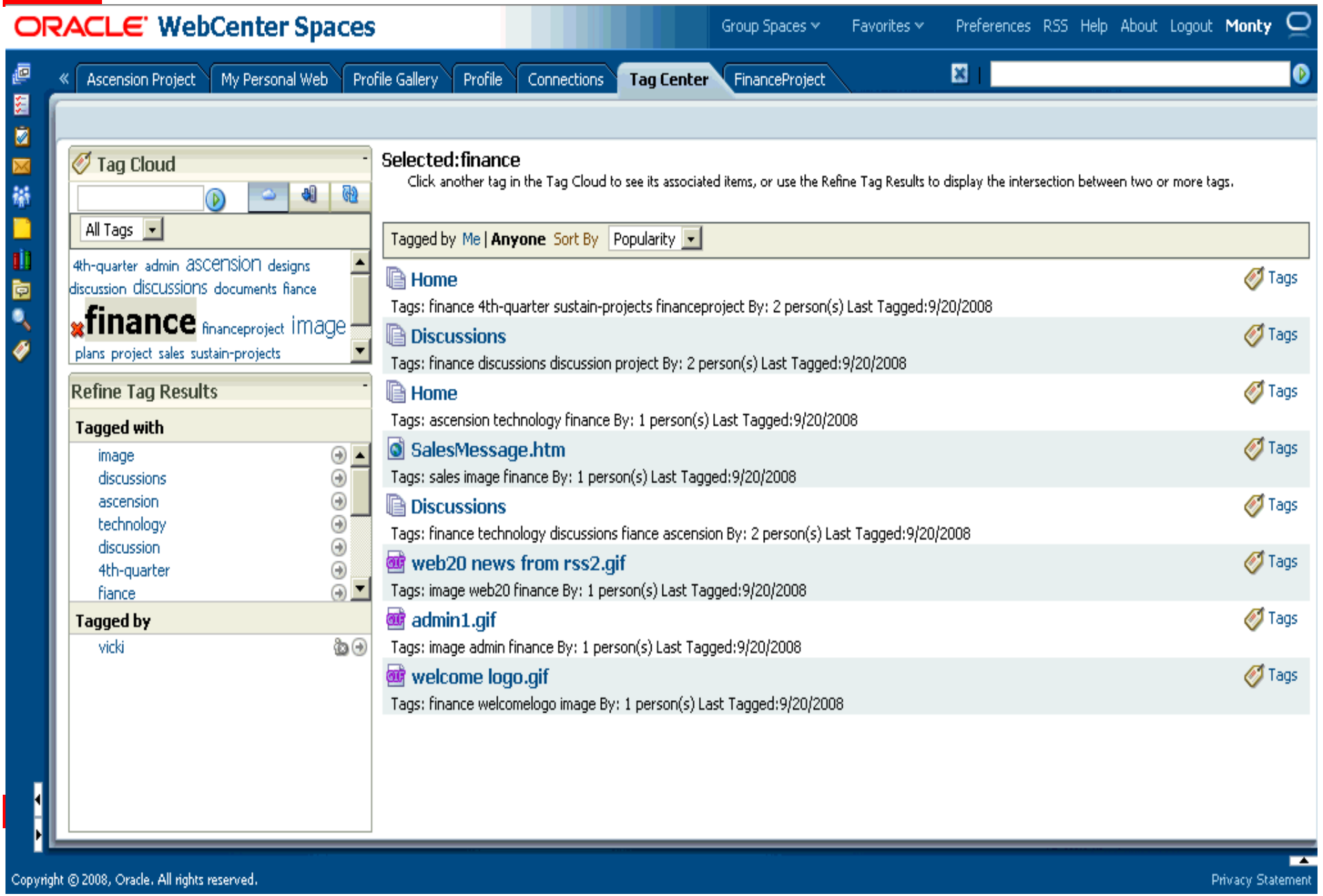
Examples

- Customer Case Escalations
- HR Policy Publications
- RFP Submission
- Marketing Campaigns
- R&D design projects

Community-driven Classifications – Tag Clouds



Tag Center


ORACLE WebCenter Spaces
Group Spaces
Favorites
Preferences
RSS
Help
About
Logout
Monty
Ascension Project
My Personal Web
Profile Gallery
Profile
Connections
Tag Center
FinanceProject
Tag Cloud
All Tags
4th-quarter admin ascension designs discussion discussions documents fiance finance financeproject image plans project sales sustain-projects
Refine Tag Results
Tagged with
image
discussions
ascension
technology
discussion
4th-quarter
fiance
Tagged by
vicki
Selected:finance
Click another tag in the Tag Cloud to see its associated items, or use the Refine Tag Results to display the intersection between two or more tags.
Tagged by Me | Anyone Sort By Popularity
Home
Tags: finance 4th-quarter sustain-projects financeproject By: 2 person(s) Last Tagged:9/20/2008
Discussions
Tags: finance discussions discussion project By: 2 person(s) Last Tagged:9/20/2008
Home
Tags: ascension technology finance By: 1 person(s) Last Tagged:9/20/2008
SalesMessage.htm
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Discussions
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Tags
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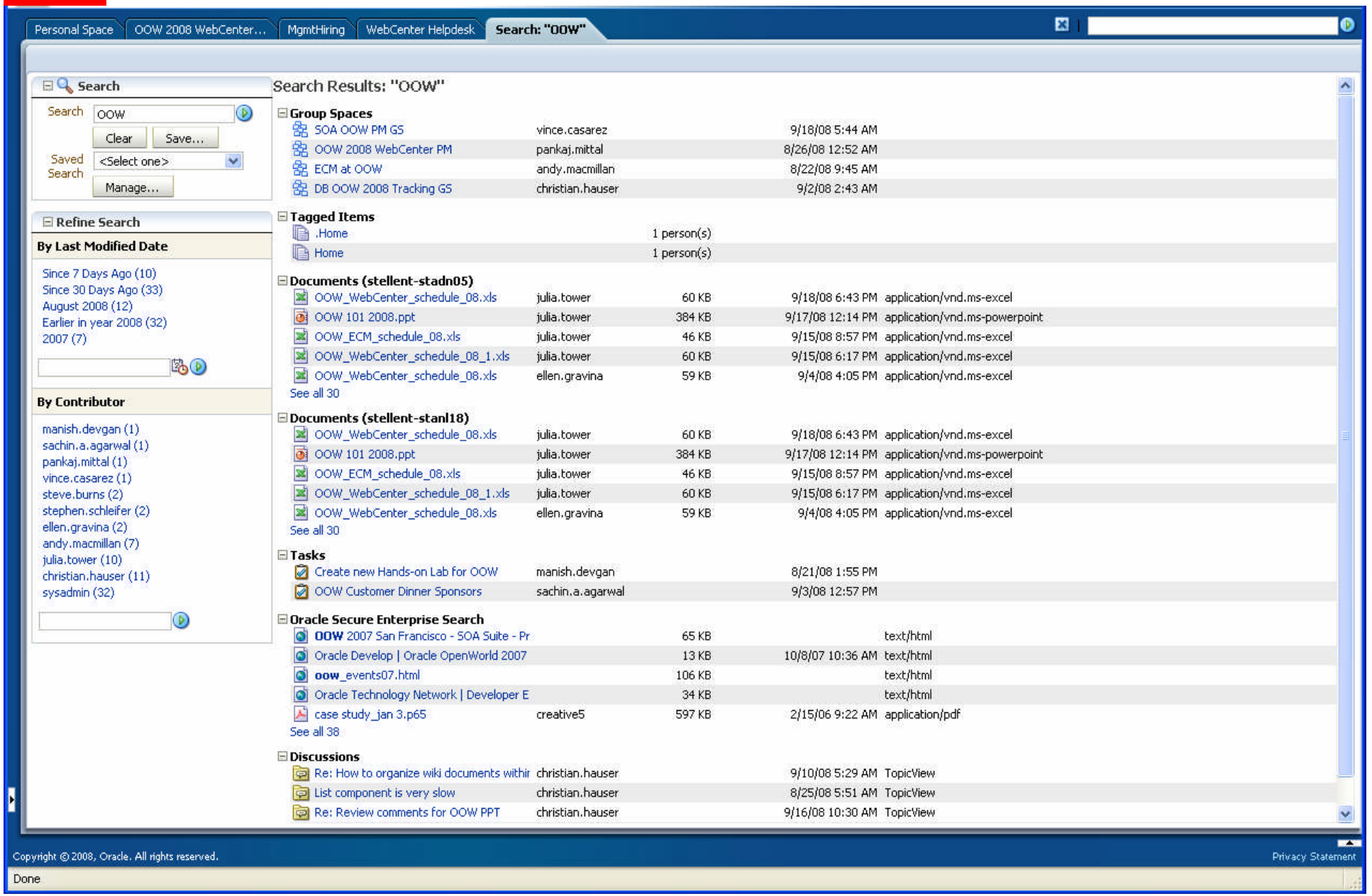
Search


Personal Space
OOW 2008 WebCenter...
MgmtHiring
WebCenter Helpdesk
Search: "OOW"
Search
Search OOW
Clear
Save...
Saved Search <Select one>
Manage...
Refine Search
By Last Modified Date
Since 7 Days Ago (10)
Since 30 Days Ago (33)
August 2008 (12)
Earlier in year 2008 (32)
2007 (7)
By Contributor
manish.devgan (1)
sachin.a.agarwal (1)
pankaj.mittal (1)
vince.casarez (1)
steve.burns (2)
stephen.schleifer (2)
ellen.gravina (2)
andy.macmillan (7)
julia.tower (10)
christian.hauser (11)
sysadmin (32)
Search Results: "OOW"
Group Spaces
SOA OOW PM GS vince.casarez 9/18/08 5:44 AM
OOW 2008 WebCenter PM pankaj.mittal 8/26/08 12:52 AM
ECM at OOW andy.macmillan 8/22/08 9:45 AM
DB OOW 2008 Tracking GS christian.hauser 9/2/08 2:43 AM
Tagged Items
.Home 1 person(s)
Home 1 person(s)
Documents (stellent-stadn05)
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OOW 101 2008.ppt julia.tower 384 KB 9/17/08 12:14 PM application/vnd.ms-powerpoint
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See all 30
Documents (stellent-stanl18)
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See all 30
Tasks
Create new Hands-on Lab for OOW manish.devgan 8/21/08 1:55 PM
OOW Customer Dinner Sponsors sachin.a.agarwal 9/3/08 12:57 PM
Oracle Secure Enterprise Search
OOW 2007 San Francisco - SOA Suite - Pr 65 KB text/html
Oracle Develop | Oracle OpenWorld 2007 13 KB 10/8/07 10:36 AM text/html
oow_events07.html 106 KB text/html
Oracle Technology Network | Developer E 34 KB text/html
case study_jan 3.p65 creative5 597 KB 2/15/06 9:22 AM application/pdf
See all 38
Discussions
Re: How to organize wiki documents withir christian.hauser 9/10/08 5:29 AM TopicView
List component is very slow christian.hauser 8/25/08 5:51 AM TopicView
Re: Review comments for OOW PPT christian.hauser 9/16/08 10:30 AM TopicView
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Privacy Statement
Done

Demonstration

WebCenter Spaces

Portals & User Interaction Roadmap

Primary Product Integration Milestones

Today

- **#1 Enterprise Portal Provider (IDC ‘08)**
- Complete portfolio for enterprise social, portal and composite applications
- Extensive customer adoption
- Existing best practices

“100-day release” Fall 2008

- Oracle re-branding and versioning of BEA Products (10.3.x)
- License keys removal and remediation
- Accessibility, Security, Translations, etc
- WebCenter Services Integration into WLP, ALUI

11g CY ‘09

- All portals support WebLogic Server platform
- New collaboration and social networking capabilities via WebCenter Spaces and Composer
- Expanded WebCenter Services offering
- Activity Intelligence
- Unified Portal Framework
- WLP – Sunshine
- ALUI/WCI – Neo
- WC Services – Yosemite

Looking Ahead
Activity Intelligence…

What is the Activity Graph?

- Central repository for all Activities
- Users and the Objects with which they interact are Nodes
- The Activities themselves are Directed Edges

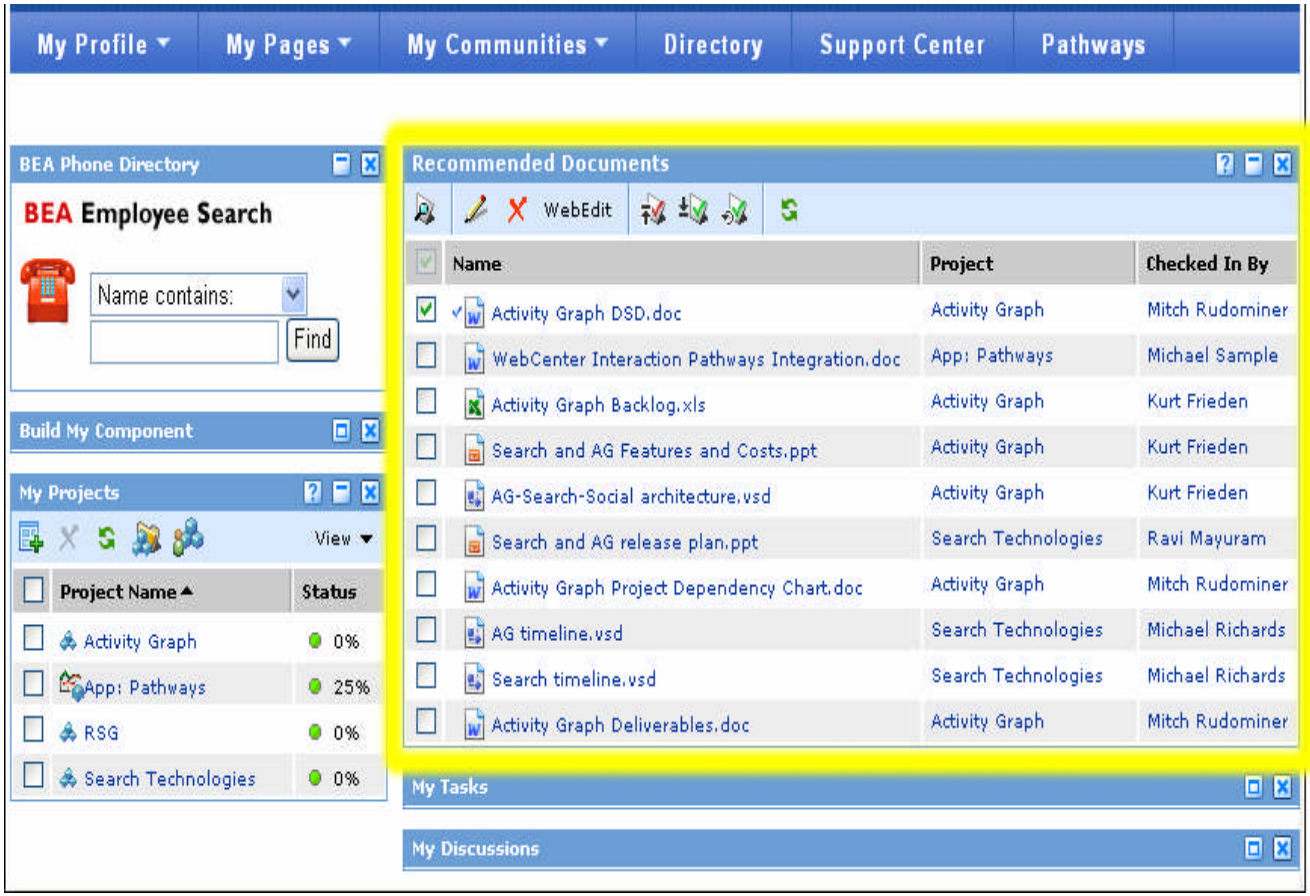
Recommendations

Similar Items

- Consumer sites calculate similarity scores between items by analyzing user activities like purchasing
- End users benefit by seeing contextual recommendations on product details pages

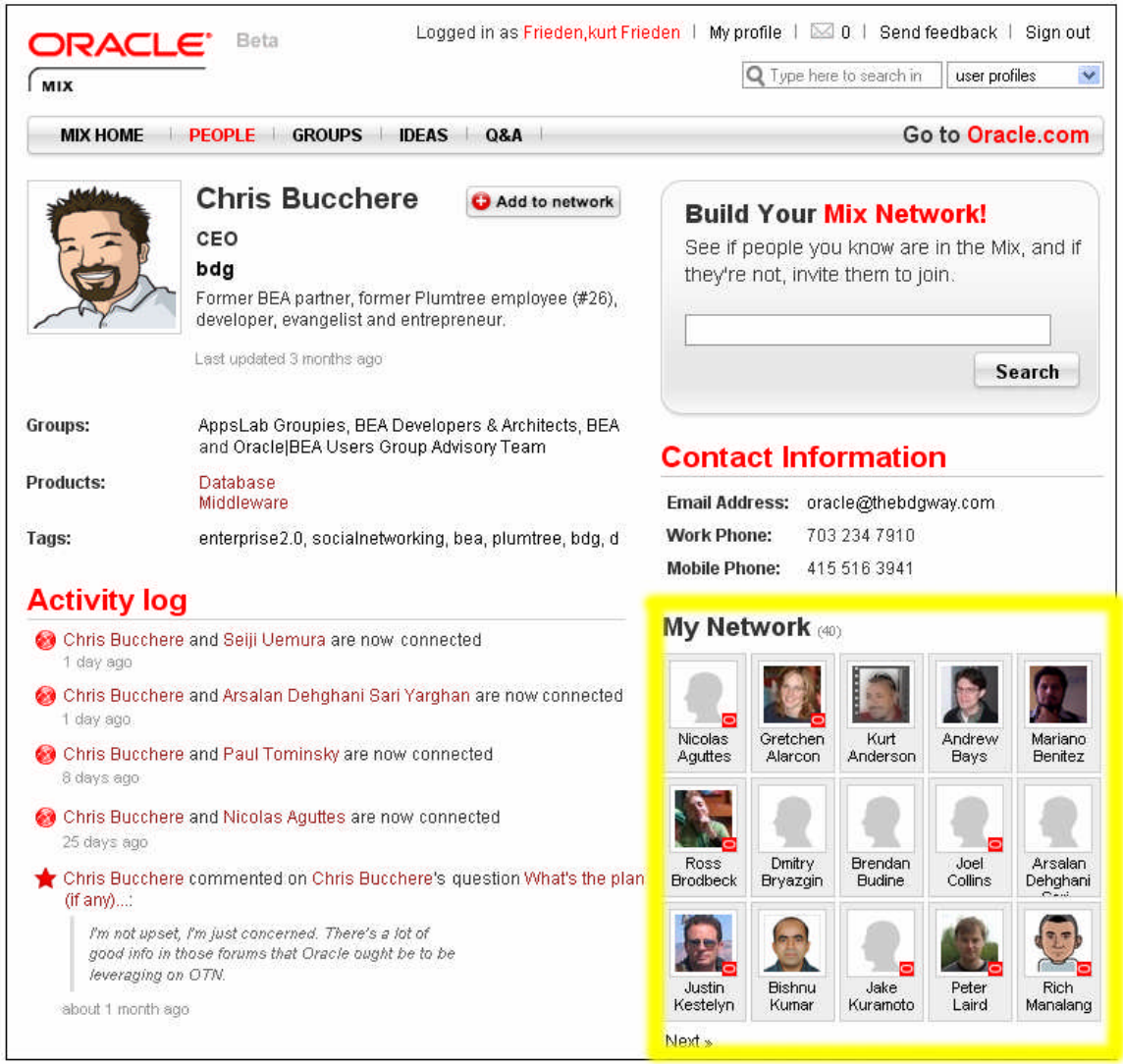
Recommendations

Recommended Items



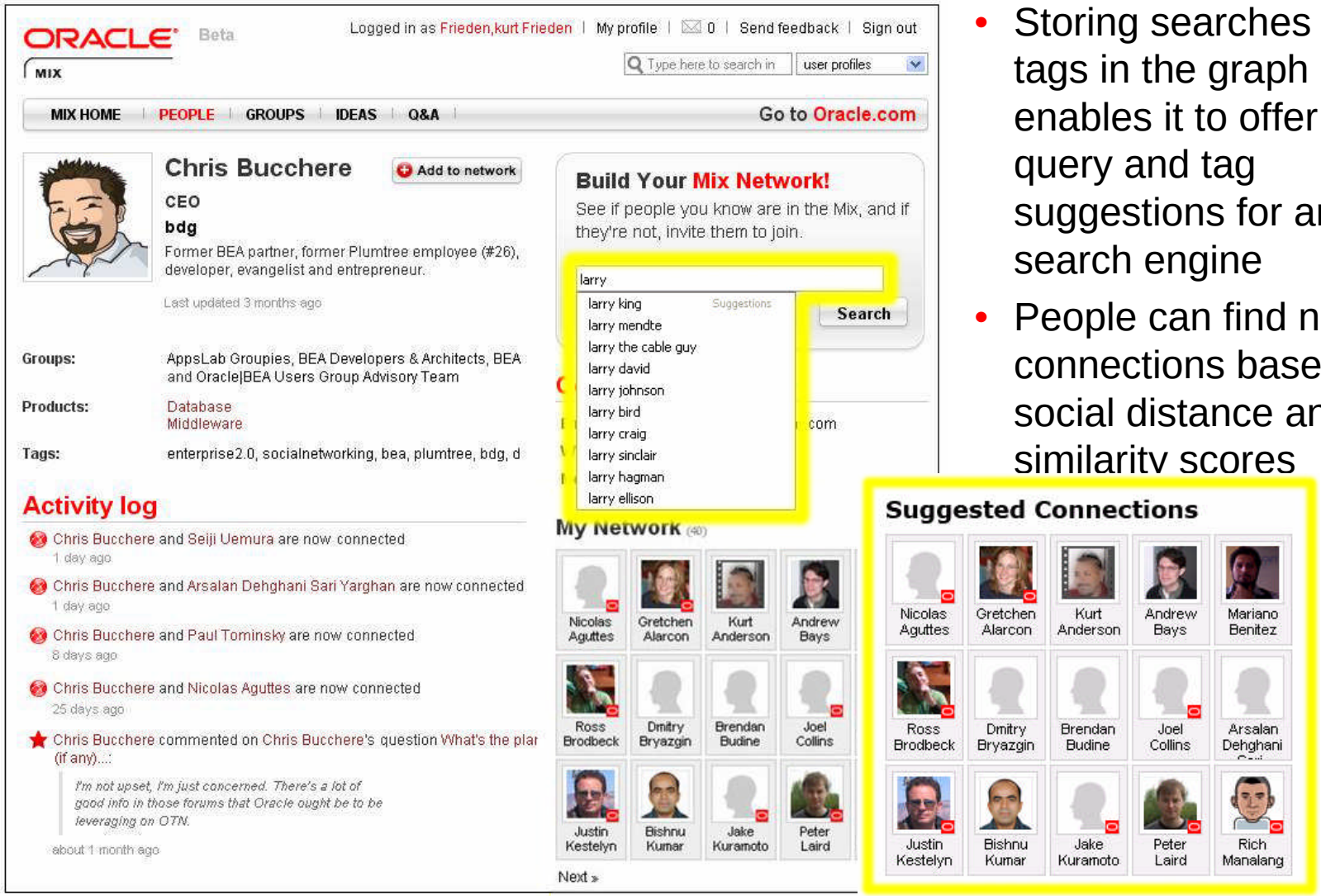
- Similarity scores are used to calculate affinity to predict relevancy
- Affinity scores are also stored back in the graph and can be queried through the REST API

Social Applications



- The benefits of the Activity Graph resonate particularly well with social applications
- A person's connections are displayed according to how close they are to the viewer in the social graph, as well as their similarity to the viewer

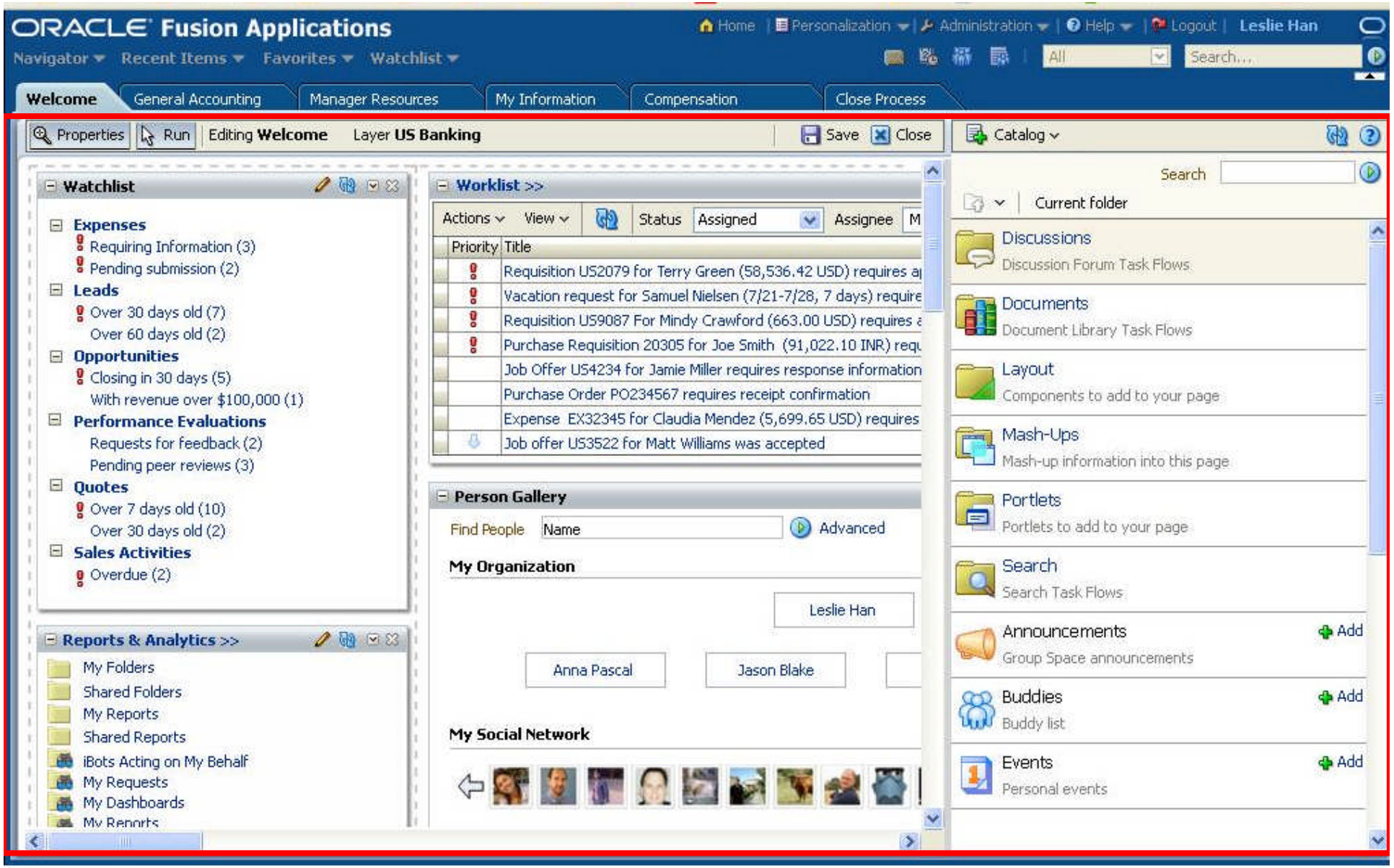
Social Applications



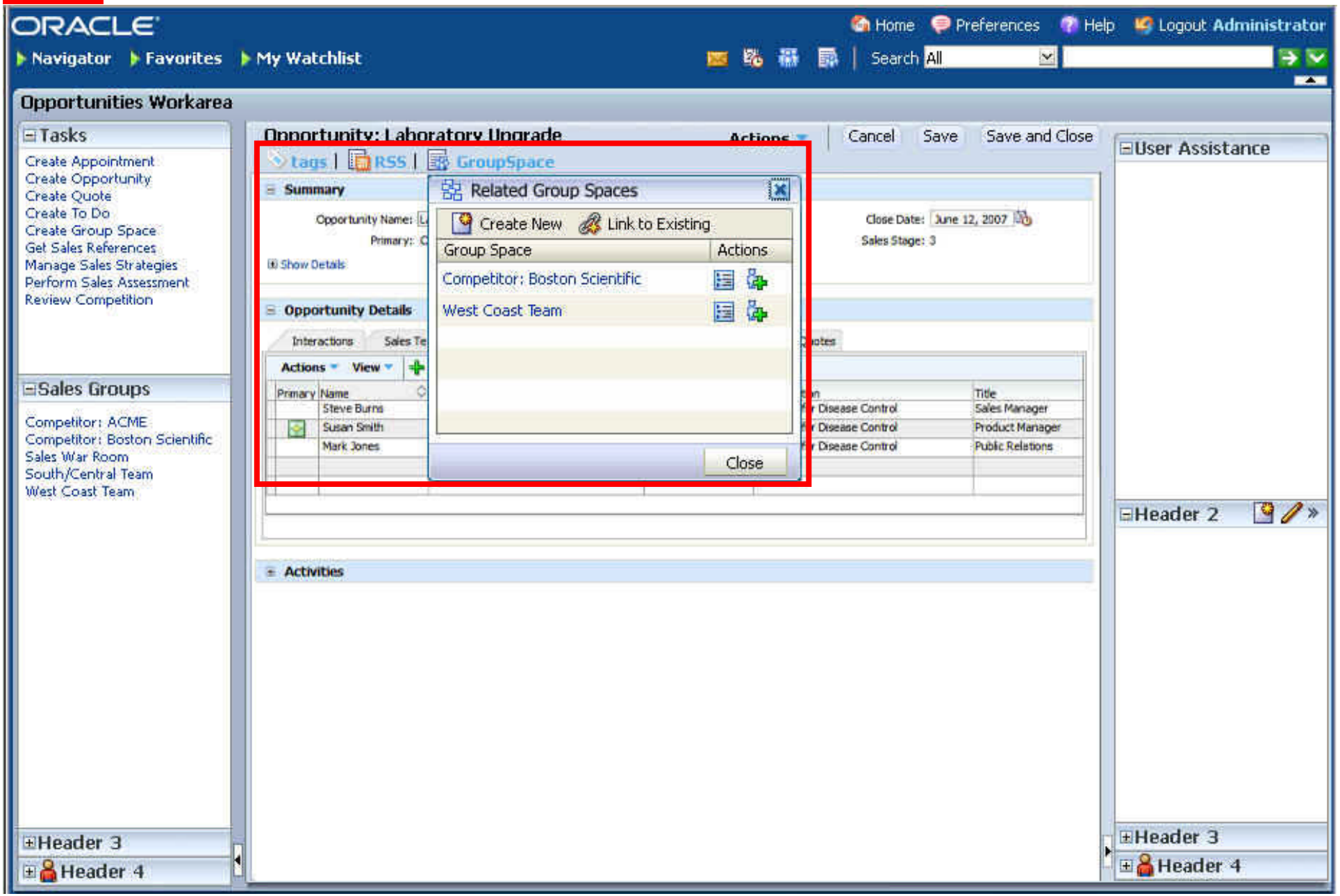
- Storing searches and tags in the graph enables it to offer query and tag suggestions for any search engine
- People can find new connections based on social distance and similarity scores

Looking Ahead
Fusion Applications Integration…

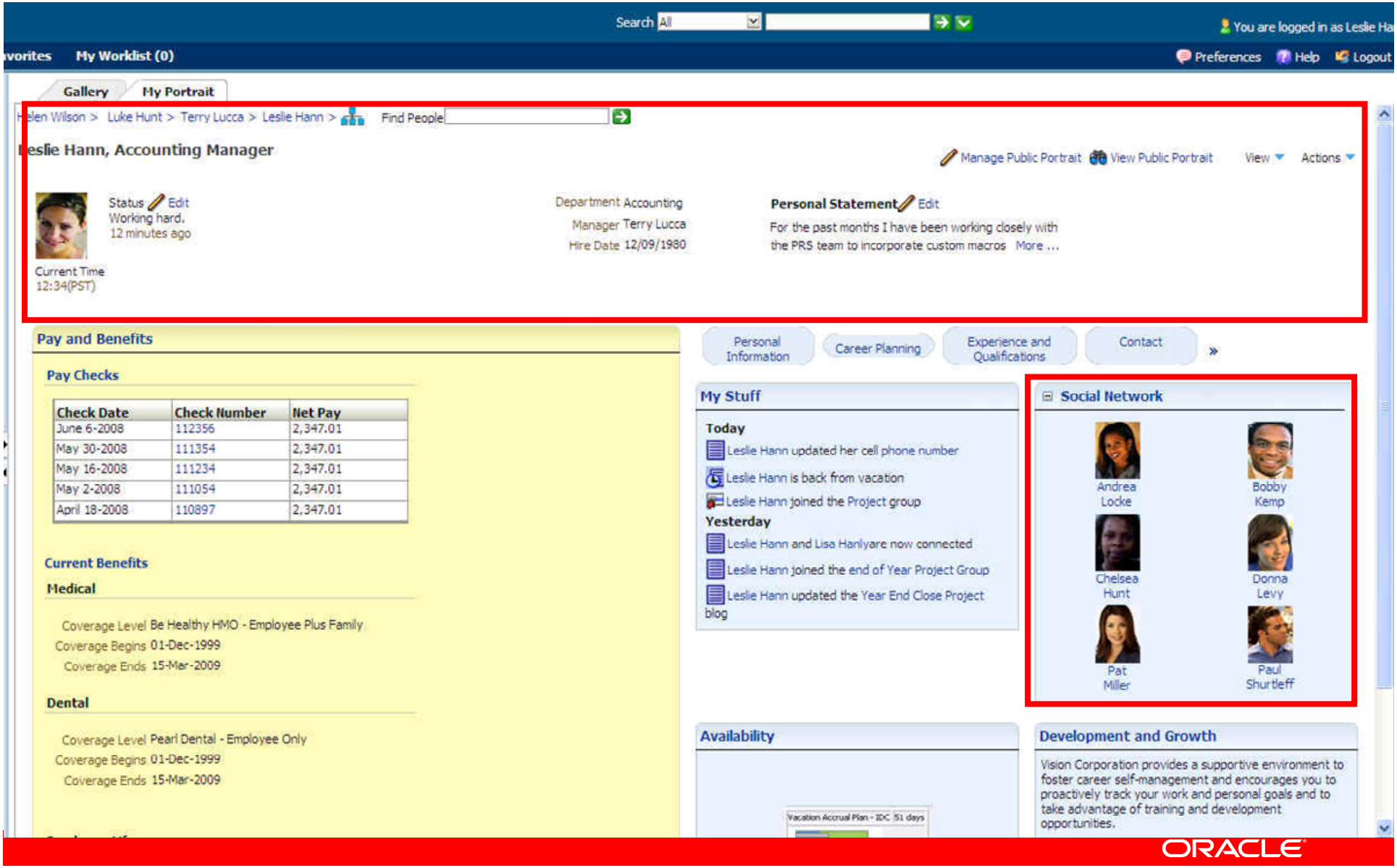
Application Customization



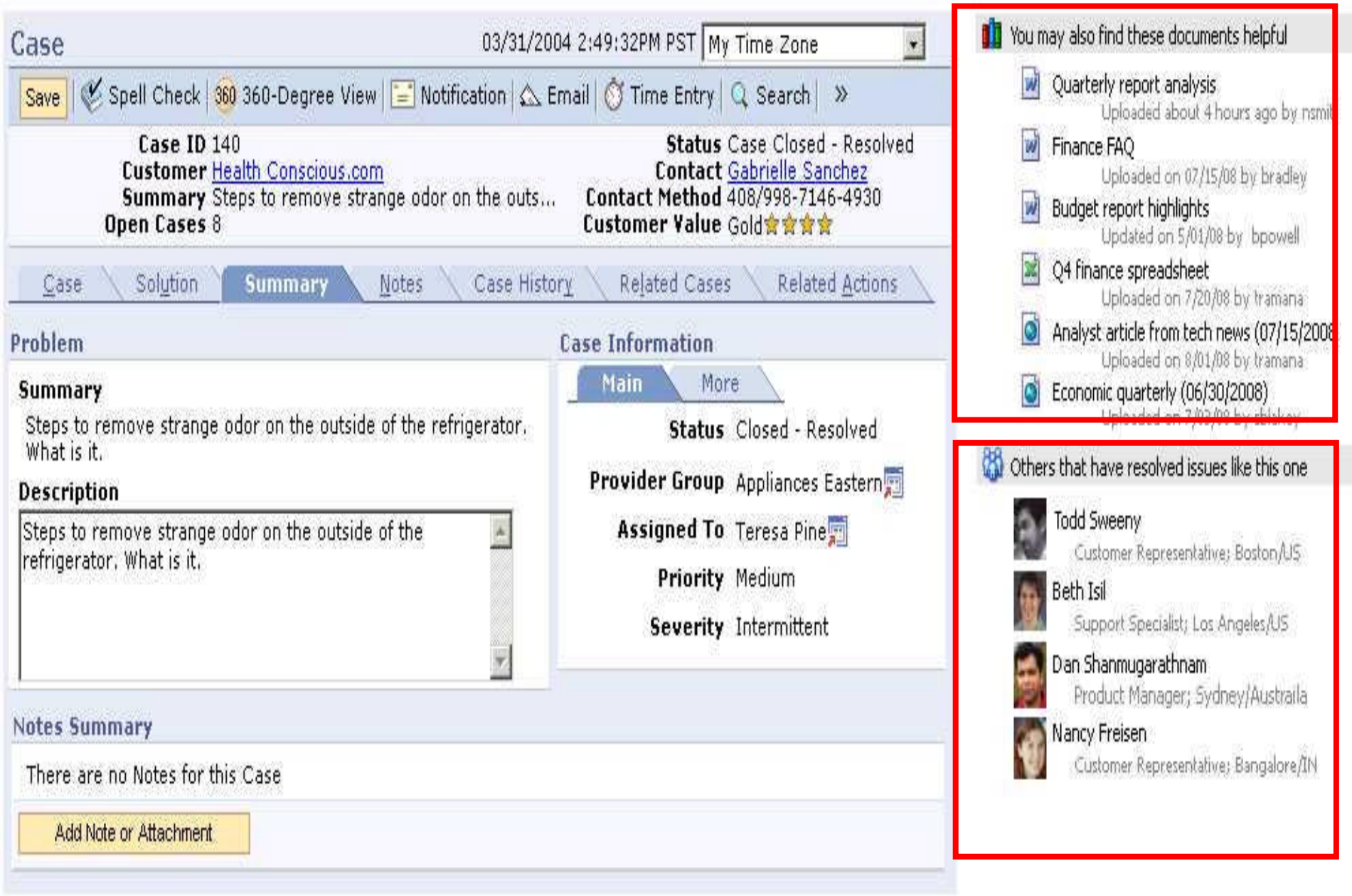
WebCenter Group Spaces in Fusion

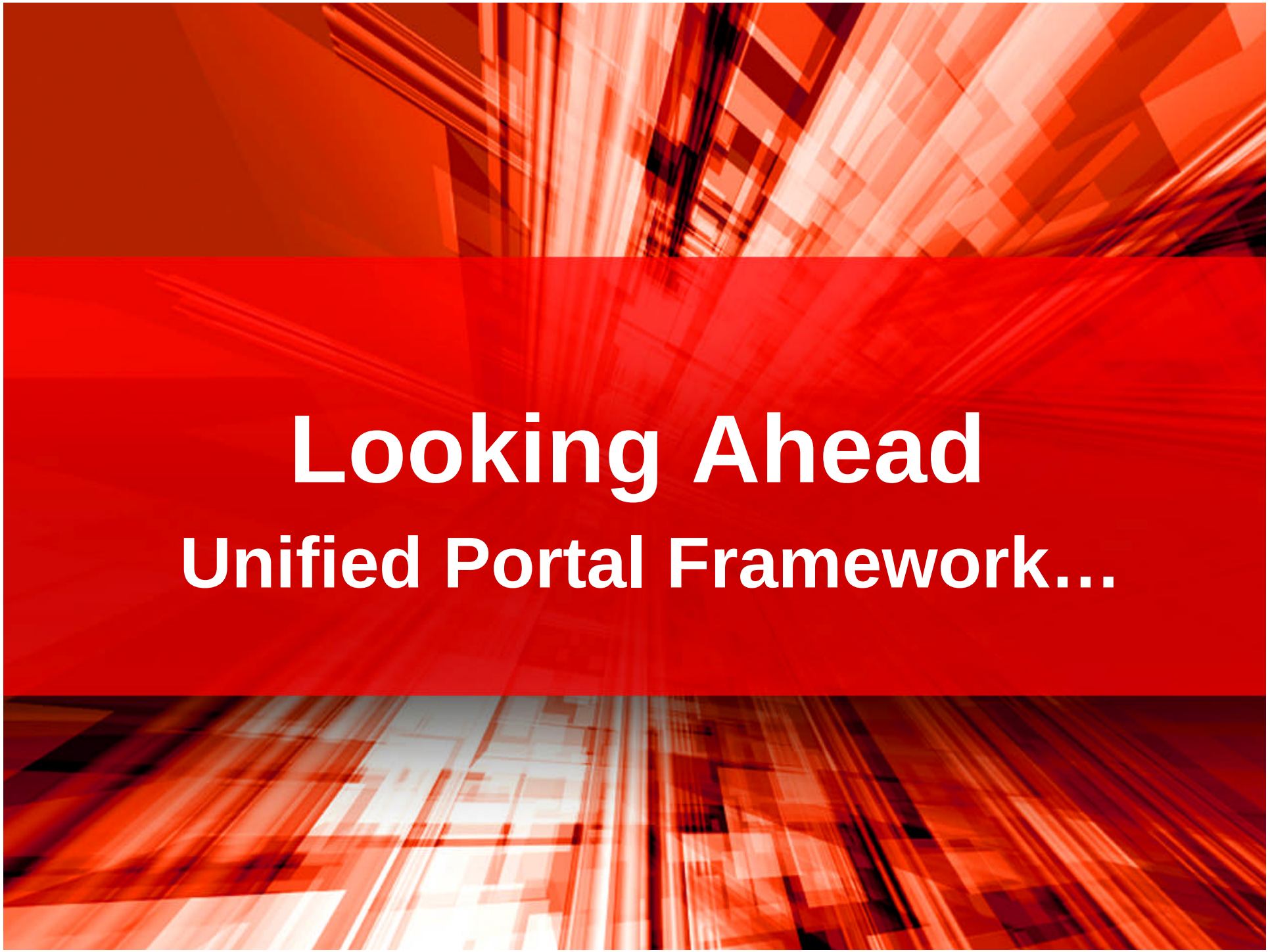


People Connections in Fusion

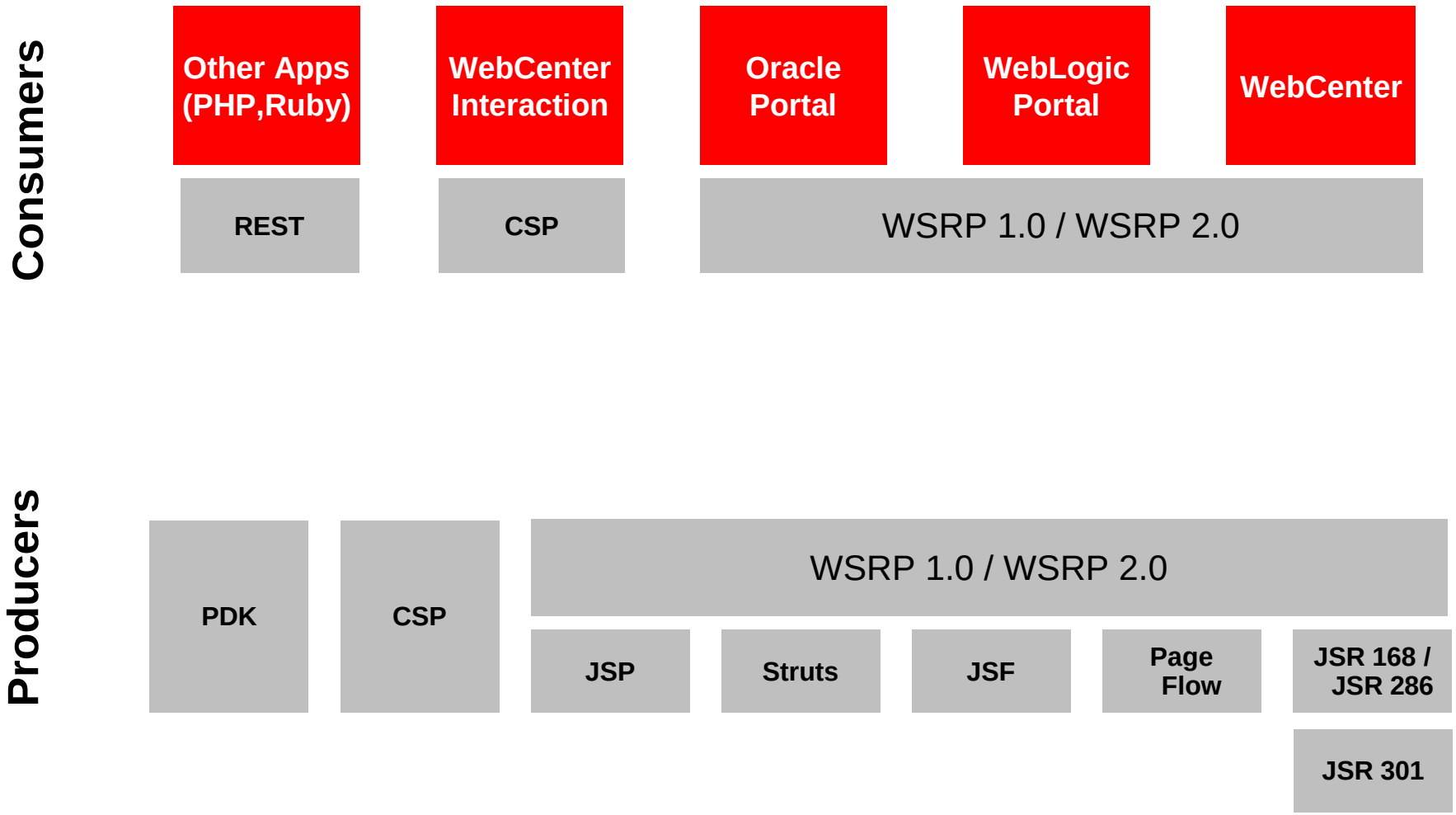


Activity Graph integration in Fusion

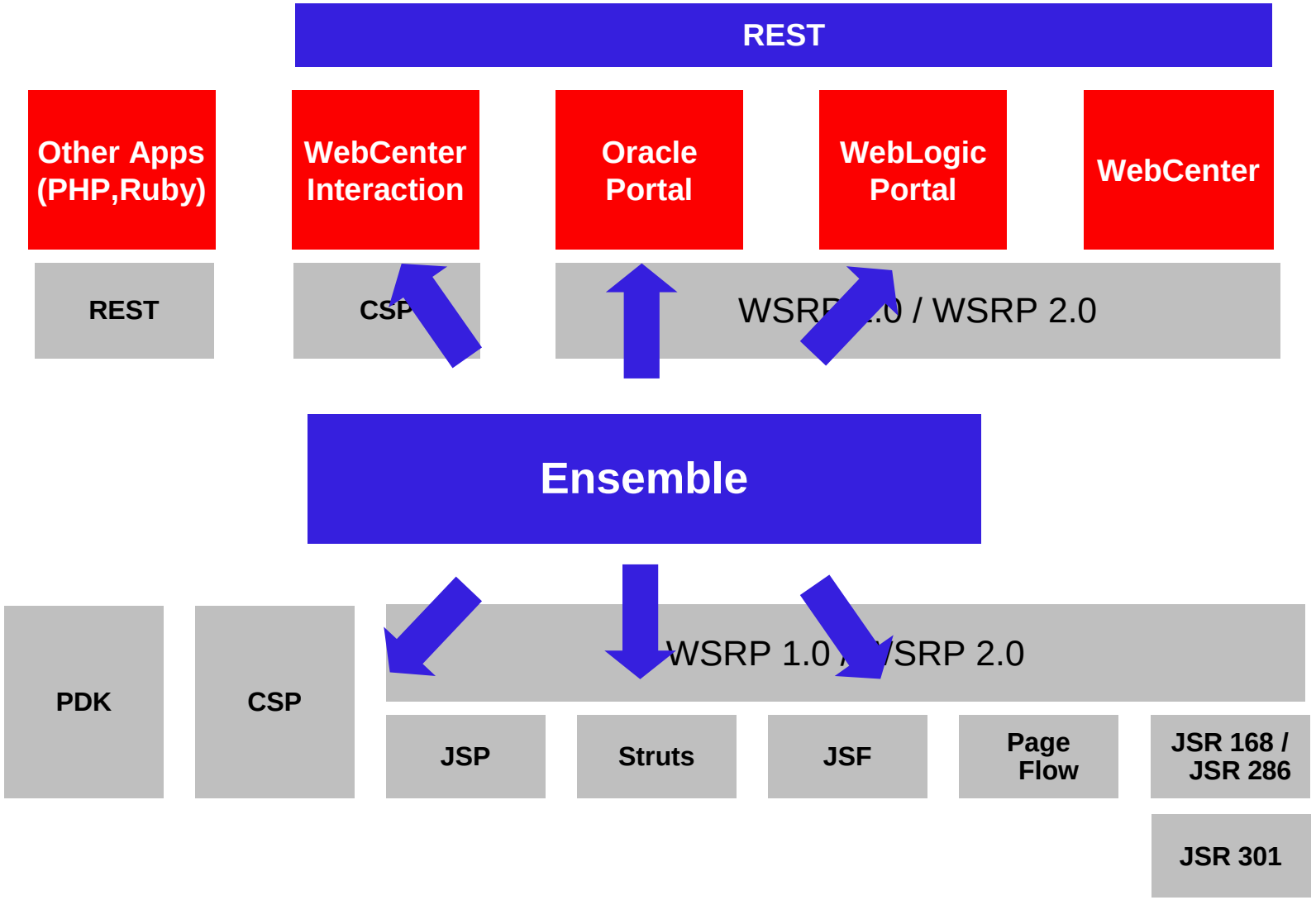



Looking Ahead
Unified Portal Framework…

Unified Portal Framework



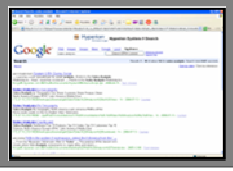
Portals as UI Service Platforms



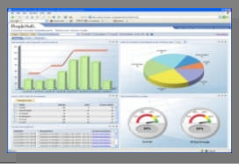
Product Architecture

Enterprise 2.0 & Portals

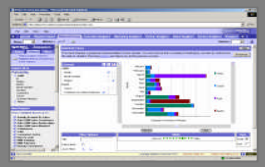
Web Development
PHP, PERL
Ruby, ASP.NET



Embedded Web 2.0
"Collaboration"
(Applications)



Enterprise
Portal



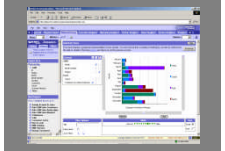
Multi-Channel
Workplace

"Portal" Framework – Creation, Delegation, Customization

Contextual Framework – User Context, Personalization, Session Mgmt.
Metadata Management – Relationships, Taxonomy, Customization
Delivery & User Interface – Portal, Transaction Application, Multi-Channel

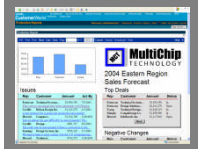
Integration & Composition Interface
REST, HTTP, JSR-227, JSR168-WSRP, JSR-170

Content Storage & Delivery



Wikis BLOGS

RSS, Tags, Linking, Search



Social Networks & Services

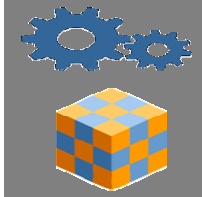
Mashups

Presence & Communication

Enterprise Applications

ORACLE
PeopleSoft
SIEBEL
SAP

BPM & BI

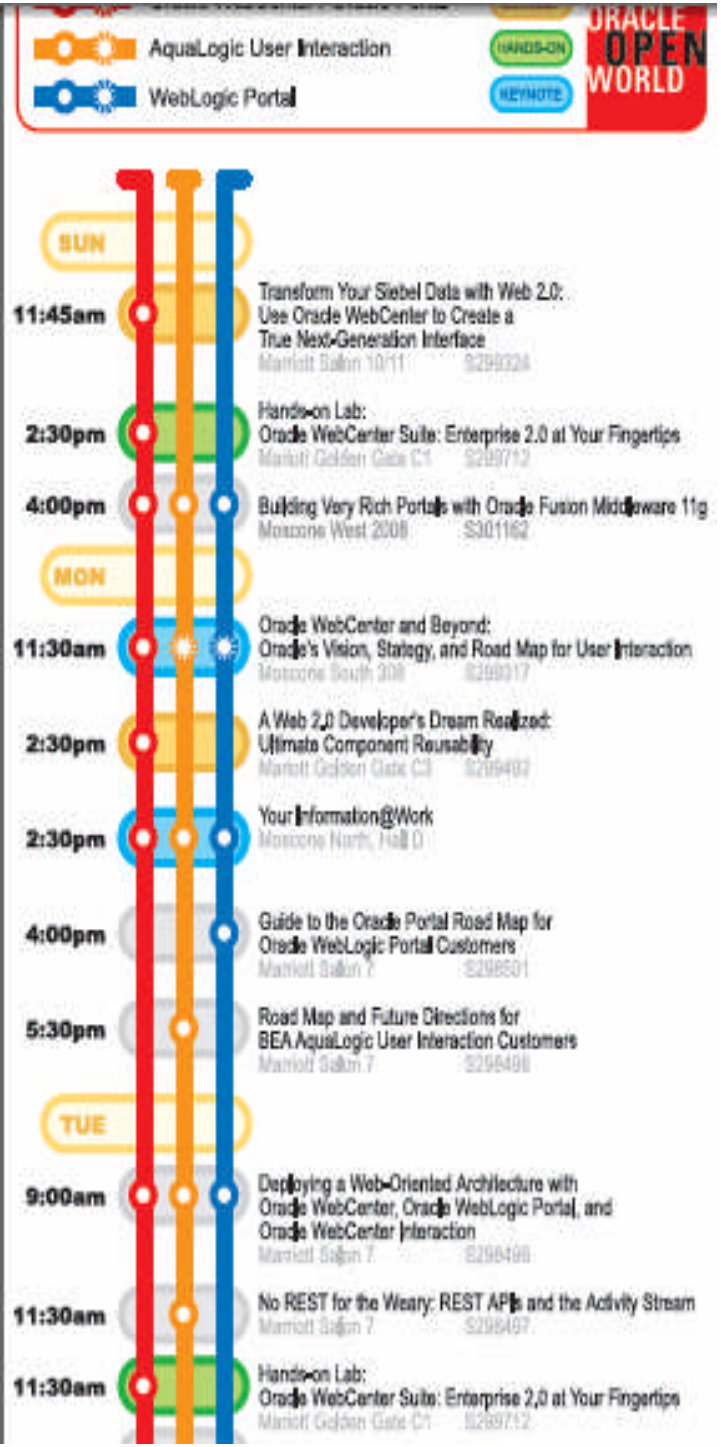


ORACLE

Summary

- Oracle WebCenter seamlessly integrates Portal and Web2.0 technology in a unique Enterprise 2.0 Platform
  - Comprehensive
  - Open
  - Integrated
- Oracle WebCenter provides Enterprise 2.0 foundation for Oracle Fusion Applications
- Oracle and BEA Portal customers can deliver Enterprise 2.0 now in their current Portals

Thank You!


AquaLogic User Interaction
WebLogic Portal
HANDS-ON
KEYNOTE
ORACLE OPEN WORLD
SUN
11:45am
Transform Your Siebel Data with Web 2.0:
Use Oracle WebCenter to Create a
True Next-Generation Interface
2:30pm
Hands-on Lab:
Oracle WebCenter Suite: Enterprise 2.0 at Your Fingertips
4:00pm
Building Very Rich Portals with Oracle Fusion Middleware 11g
MON
11:30am
Oracle WebCenter and Beyond:
Oracle's Vision, Strategy, and Road Map for User Interaction
2:30pm
A Web 2.0 Developer's Dream Realized:
Ultimate Component Reusability
2:30pm
Your Information@Work
4:00pm
Guide to the Oracle Portal Road Map for
Oracle WebLogic Portal Customers
5:30pm
Road Map and Future Directions for
BEA AquaLogic User Interaction Customers
TUE
9:00am
Deploying a Web-Oriented Architecture with
Oracle WebCenter, Oracle WebLogic Portal, and
Oracle WebCenter Interaction
11:30am
No REST for the Weary: REST APIs and the Activity Stream
11:30am
Hands-on Lab:
Oracle WebCenter Suite: Enterprise 2.0 at Your Fingertips