# Oracle's Strategy and Vision for Portals, Content and Collaboration
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## Introduction
With globalization, the business world is becoming increasingly flat. Multi-national companies are truly becoming international rather than a hub and spoke model. They operate on a connected 24/7 model where employees across the globe need to work together to make the company successful. These demographic changes have lead to business implications where the next generation workforce need ways of working that form lightweight yet agile teams to solve problems, create product, and generate ideas. Increasingly the workforce have been demanding for self-service software, where employees can create working models that work for them rather than a company template that doesn't encourage collaboration.

Organizations are influenced by their incoming workforces, who are bringing in new ways of working that have been derived from their personal lives leading to changed business user requirements. The workforce expects to be always connected from any devices. They are interested in the adoption of social software and are changing the way we share and collaborate on content within a business process. To meet the demands of the changing workforce, organizations need to enable a social business.

## The User Engagement Platform for Social Business
Oracle WebCenter is the user engagement platform for social businesses, connecting people and information. It brings together the most complete portfolio of portal, web experience management, content, social and collaboration technologies into a single product suite.

Oracle WebCenter improves customer loyalty and sales by helping marketing-driven organizations deliver contextual and targeted web experiences to users and gives employees anytime, anywhere access to information and applications in context of an interaction and business process through portals and composite applications. Oracle WebCenter helps people work together more efficiently through contextual collaboration tools that optimizing connections between people, information and applications while managing the complete content lifecycle for the entire organization in a single repository to ensure compliance.
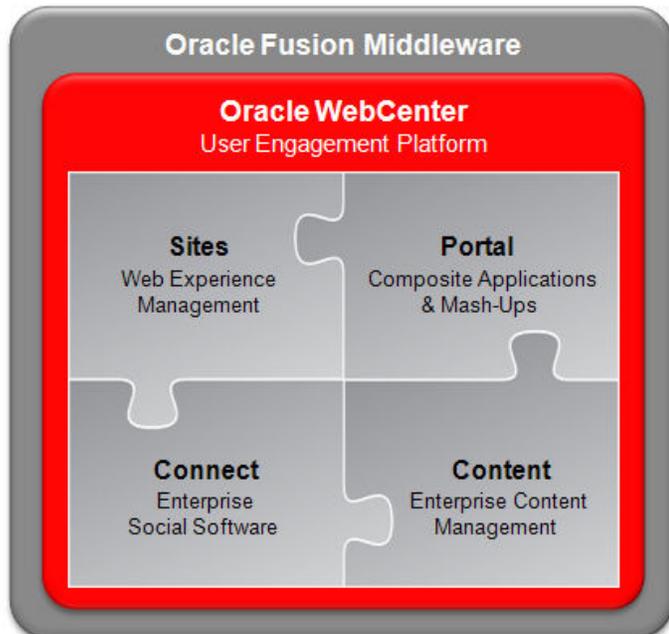
**Improve Business Agility with Intuitive User Experiences**
Oracle WebCenter portal delivers intuitive user experiences for enterprise applications. This complete, open and integrated portal and composite applications solution enables the development and deployment of internal and external portals and websites, composite applications and mash-ups with integrated social and collaboration services on a complete enterprise content management infrastructure.

Oracle WebCenter portal allows users to easily create dynamic enterprise portals such as intranets and extranets. Personalized dashboards let users monitor performance and minimize the page transitions by integrating information and keeping it in the context of the activity, action, or task that they are attempting to complete. With Oracle WebCenter portal, users can easily assemble composite applications with Oracle's common user experience architecture, Oracle Application Development Framework (ADF), and easily extend existing applications and Oracle Fusion Applications with the reusable, standards-based components.


**Seamless Access to the Right Information in Context**
Enterprise portals, websites and business applications are all dependent upon varying amounts of unstructured information, including documents, images, and increasingly, rich media files. Oracle WebCenter content provides organizations with a unified repository to house unstructured content, and deliver it to business users in the proper format, and within context of familiar applications to fit the way they work.

For example, a content-enabled call center can efficiently process service inquiries by exposing documents such as a service agreement or billing statement to representatives via customer profiles in the CRM system, or by customers' themselves outside the firewall via a web browser. All documents are stored in one place, accessed via any number of channels, and kept secure, accurate and up-to-date with Oracle WebCenter content.

Oracle WebCenter content also manages the entire lifecycle of this content, by applying the appropriate amount of control, and by adding additional support for users during each phase. This means that content is managed during creation, capture, and storage. Oracle WebCenter content also applies such features as version control, indexing for search, content cleansing to minimize risk, metadata, and security. Content services are also added to help distribute, publish, classify and retain, expire, and delete content.

With Oracle WebCenter content, organizations can turn their unstructured content into assets, increase the efficiency of business processes, and implement a cohesive strategy for securely managing content across their enterprise.

**Increase Customer Loyalty with Targeted Websites**
For marketing-driven organizations looking to optimize their online presence across multiple channels, Oracle WebCenter sites includes a complete Web experience management (WEM) solution that both increases customers' online activity and stickiness, while providing better insight into their behaviour to enable decision-making that improves results.

Oracle WebCenter sites includes the ability to target content and product information by visitor segment, dynamically deliver content, and analyze content's effectiveness. The ability to target website content for different visitor segments based on visitor profile or behaviour is essential to

creating a personalized experience. These dynamic delivery capabilities are critical for serving the appropriate content to the appropriate user in real-time, be it content available in multiple languages or for different customer profiles, or across Web, mobile or social channels.

The social capabilities offered in Oracle WebCenter sites solution enable customers, partners, and other stakeholders to interact in an online community around a company's products and services, using reviews, ratings, discussions and blogs. Finally, Oracle WebCenter sites includes analytics that are critical for tracking the effectiveness of online content and altering site content as needed to increase its success.

**Enhance Productivity with Contextual Collaboration**
Oracle WebCenter connect provides an innovative communication and coordination experience, designed to drive collaborative decision making within businesses. Oracle WebCenter connect is based on stream-based Conversations that tie together a range of disparate applications and business activities that enable richer interactive participation with employees and/or external participants.

Today there are plenty of collaborative tools and solutions available, but what makes Oracle WebCenter connect unique is that it is focused on enabling purposeful collaboration. Oracle WebCenter connect provides social capabilities that are surfaced as a "Conversation," which allows users to gracefully escalate how and with whom they collaborate, in real time or independently and in multiple media formats. Additionally an in-context, accurate history of the decisions that were made and how they were reached is maintained by the stored Conversation. The Conversation enables purposeful collaboration by incorporating the collaborative context while enabling end users to conclude their work at hand.

Conversations allow for the ability of real-time, text, task, document, voice and application sharing capabilities that provide the complete collaboration experience. Meanwhile, the Conversations are secure and easily shared with specific individuals, ad-hoc teams, groups, or across the extended enterprise with partners and customers.

Oracle WebCenter connect provides the social enterprise building blocks for end users to build effective and collaborative communities. Oracle WebCenter connect can add collaboration into the enterprise process or application to extend and enhance the collaboration process.

**Social Business for the Enterprise**
Oracle WebCenter brings together the leading portal, web experience management, social, collaboration and content management capabilities into an integrated product suite to help organizations transform to social businesses. All areas of Oracle WebCenter have been architected together to optimize user engagement by enabling people to connect with the right information. It features a single content repository and infrastructure to share content across the organization internally and externally, thus enabling users can access the right information in the context of the business process at hand. With social channels embedded throughout Oracle WebCenter portals and Oracle WebCenter sites, users are more productive because they can collaborate directly from applications and web sites. Reusable enterprise gadgets speed development time by enabling organizations to build gadgets once and utilize them everywhere and pre-built application integrations enable the social business experience within other enterprise applications.

For organizations looking to transform themselves into a social business, Oracle WebCenter provides the most complete user engagement platform. It enhances the user's experience and ensures they have access to the right information while improving business agility and increasing customer loyalty.

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