Oracle WebCenter Sites Strategy & Vision

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Introduction

Oracle WebCenter Sites enables organizations to deliver a compelling online experience to customers by deploying and managing sophisticated and engaging websites across online channels. This Web experience management solution automates the entire process of managing the Web—including business-user content authoring, delivery of high-scale dynamic sites, content targeting and optimization, user-generated content, social networking integration, end-user personalization, and mobile Web delivery. As a key component of Oracle's broader customer experience eco-system – including portal, enterprise content management, customer relationship management, ecommerce and business intelligence – WebCenter Sites uniquely offers organizations the ability to connect the customer experience across all touchpoints - to build loyalty, drive customer acquisition, and reduce operational costs.

The Web Experience Management Imperative

In today's socially enabled, multichannel online world, individuals increasingly expect their online experiences to be targeted specifically to their interests, and to provide a point of seamless extension and expression of who they are. For Web marketers, this new imperative presents a unique set of challenges when it comes to engaging with their customers online. No longer is it acceptable to simply present flashy product Web pages, or interact with customers via newsletters and mailing lists, nor is it acceptable to publish a stripped-down mobile version of a corporate site. Instead, you have to show the ability to "know" your customer as an individual. Would they rather interact with your company and other customers via Facebook than your corporate site? Do they do most of their browsing and interaction via their iPhone? Do they want to have a personalized view of their relationship with your company, from transaction history to loyalty offers?

Oracle WebCenter Sites meets the new Web experience management (WEM) imperative by connecting the online experience across channels, to meet the demands of today's customers. With the WEM solution from Oracle WebCenter Sites, organizations can rapidly create, deploy, and manage multiple Web properties, while empowering business users to manage Websites themselves. Its easy-to-use tools allow organizations to get Web content and campaigns to market faster, and create targeted, interactive, and optimized experiences across Web, mobile, and social channels. Oracle WebCenter Sites offers centralized management of multilingual, multilocale, multisite Web deployments. The solution also integrates seamlessly with Oracle's applications including customer relationship management (CRM), enterprise content management, e-commerce applications, and more, leveraging Oracle Fusion Middleware to deliver an online customer experience that will help organizations meet their business goals.

Business-User-Friendly Tools for Web Authoring and Design

Oracle WebCenter Sites makes it easy for business users to contribute and manage websites with visual and intuitive content authoring and layout capabilities designed for the non technical user. Oracle WebCenter Sites enables business users to simply drag-and-drop content right into the context of the page using a WYSIWYG authoring interface. Rich search functionality and visual search results

make the process of locating images, videos and other content for use within pages, streamlined and efficient.
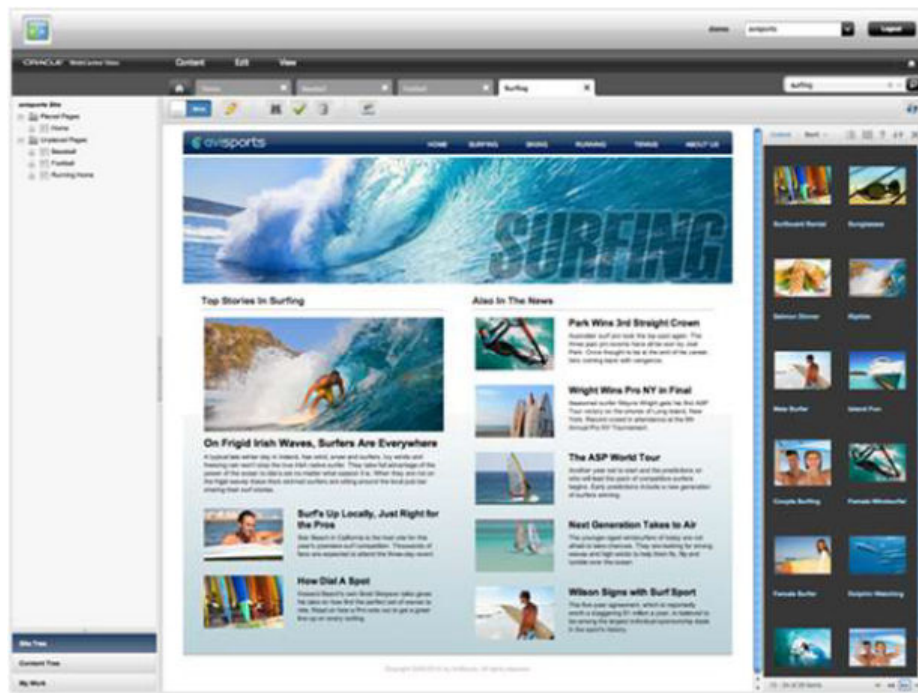
Figure 1. Created for non-technical business users, the Oracle WebCenter Sites visual contributor interface for in-context site authoring makes day-to-day site management simple and intuitive.

Flexible Targeting and Analytics for a Contextually Relevant Site Experience
A powerful rules engine with an intuitive interface, Oracle WebCenter Sites enables marketers to define customer segments and create rules for what content will be delivered to each customer segment online. Multiple types of criteria can be used to define a specific customer segment, making segmentation as granular as is required. When visitors come to the Website, they are automatically placed in a customer segment either via explicit targeting, in which they are a known user or have certain known characteristics; or via implicit targeting, in which their customer segment is derived simply from their behaviour on the site; or a combination of the two. Segments can be based on a broad array of explicit criteria, such as demographics (age, gender, or geographical region), visitors' set preferences, consumer purchase history, and more. The sophisticated rules engine also enables weighting of recommendations, so when multiple customer segments apply, users are shown the most appropriate content for their needs.

Oracle WebCenter Sites also provides an analytics capability that offers organizations highly granular data to identify which individual content assets or recommendations are resonating with specific customer segments. This deeper level of reporting is essential for optimizing dynamic, personalized pages, where specific site visitors see different assets on a given page. With Oracle WebCenter Sites, marketers can continually analyze and optimize their targeted campaigns to improve site stickiness, conversion rates, and customer loyalty.

For organizations wanting to integrate segment-based targeting with real-time recommendations, Oracle WebCenter Sites can be integrated with Oracle Real-Time Decisions, a powerful platform that

combines both rules and predictive analytics to enable real-time intelligence to be instilled into any type of online customer interaction. This provides marketers with the freedom and flexibility to deploy the level of targeting and optimization that best suits their needs, while alleviating the challenge and complexity of managing high numbers of segments and recommendations manually. With Oracle Real-Time Decisions, you can always deliver in context the right content, message, or recommendation tailored and personalized within the "moment of impact" to optimize online engagement.

Build Communities with User-Generated Content and Social Networks
Oracle WebCenter Sites provides unparalleled social computing capabilities including a wide set of user-generated content (UGC) capabilities with enterprise-class tools for moderation and management. With Oracle WebCenter Sites, enterprises can easily implement social features—such as comments, ratings, reviews, polls, and corporate blogs—throughout their existing Web presence and manage them as a seamless part of their Web platform. By offering site visitors the opportunity to share ideas and feedback with one another, companies forge a stronger bond with customers—a bond that drives loyalty, sales, and business growth.

To ensure that end-user dialogue on the Website remains productive and to the benefit of the business, Oracle WebCenter Sites offers robust tools that enable enterprises to easily moderate UGC as a part of their daily Web content management (WCM) tasks. UGC can be flagged for moderation based on simple rules set up by business users including keyword and spam filters, user whitelists and blacklists, and site visitor flagging of content. Business users review and moderate comments through the same interface used for managing Website content, making UGC management a seamless part of managing the Web experience. With Oracle WebCenter Sites, organizations can maximize the value delivered by UGC because the functionality is natively integrated with the rest of the Web experience management capabilities so that WCM tasks are streamlined across internally generated and user-generated content.

Oracle WebCenter Sites also enables seamless integration with third-party social networking sites such as Facebook and Twitter, enabling site visitors to be automatically authenticated on an organization's Website based on their social network credentials. They can also automatically share content from the site that is interesting to them with their Facebook and Twitter networks. Social login and social sharing can be further expanded to over twenty social networking sites. This integration also offers insight into social networking analytics such as social posts and resulting referral traffic. Thus site visitors' onsite experience is seamlessly integrated with the rest of their online interactions and networks, driving relevance, engagement, and ultimately customer loyalty.

Put Site Visitors in Control of their Online Experience with Gadgets
Oracle WebCenter Sites gadgets provide site visitors with the ability to customize their own online experience. With Oracle WebCenter Sites' gadget capabilities, organizations can create customizable dashboards made up of gadgets (small applications) that can then be personalized by site visitors. Gadgets can consist of lists of articles, image slideshows, calculators or analyzers of data, blog entries, videos, or any other content type. When visitors come to the site, they can select which gadgets they would like to see on the site and proceed to customize the settings of the gadgets to meet their informational needs and interests. This enables organizations to offer a "MySite" page, where visitors have their own area that they can personalize. Visitor preferences are saved, and their selected preferences remain each time they return. The organization's own gadgets and any third-party gadgets supporting the OpenSocial/Google Gadget standards can be added to the list of available gadgets by

Web content managers. By allowing site visitors to create their own customized gadget dashboards, organizations can provide a personalized and highly interactive Web experience that engages users on a one-to-one level and drives site stickiness and loyalty.

Oracle WebCenter gadgets are standards based, enabling syndication out to third party sites. This offers an easy model for extending the reach of the brand, driving traffic back to the .com site, and provides a model for marketing and revenue generation via partners or retailers.

Centrally Managed and Location-Aware Mobile Experience
Oracle WebCenter Sites makes it easy to centrally manage mobile sites directly from the Oracle WebCenter Sites interface. This optional module enables a strategic component for WEM today. Users can edit content using rich text editor tools and then preview that content directly in the context of the mobile Website and the traditional Website —all from the same business user interface. From the mobile preview screen, users can see how Websites will appear on thousands of mobile devices, including all models of iPhone, iPad, BlackBerry, Android, and other popular mobile device types.

Oracle WebCenter Sites enables use of device GPS data to deliver location-based content and services. Organizations can provide mobile site visitors with location-sensitive search results, offers, and recommendations as well as integration of maps or directions into site content, and much more.

These powerful capabilities make managing the Web experience for mobile devices easy, without compromising the customer experience—even with frequently changing content— across a multitude of different devices. Oracle WebCenter Sites makes it easy to manage a seamless multichannel site visitor experience.

Enterprise-Scale Web Content Publishing and Site Management
Because the online needs of enterprises are expanding at an ever increasing rate, the scope of functionality and the scale of deployments across departments and geographies demand a system that can support an enterprise-scale Web presence. Oracle's architecture and capabilities offer the most scalable deployments on the market. For example, Oracle WebCenter Sites enables organizations to manage vast and complex product catalogs with ease with its sophisticated product information management capabilities. In addition, Oracle WebCenter Sites offers advanced multisite management capabilities for management of hundreds of departmental or regional sites, as well as strong multilingual content management and delivery capabilities, workflow-based processing, and role-based editing.

Today's large-scale, global, targeted sites require rapid delivery of high volumes of dynamic content and pages. Oracle WebCenter Sites' caching infrastructure provides high performance, distributed caching to support dynamic deployments on the largest global scale.
This enables extremely scalable delivery of targeted content at the speed of a static site. A key component of the Oracle WebCenter Sites deployment infrastructure, the caching infrastructure assembles dynamic and static content on personalized pages according to targeting rules in real time, as visitors come to the site—resulting in a relevant and compelling Web experience for each visitor.

Oracle WebCenter Sites also allows organizations to access content—such as documents, images, videos, and more—stored across the enterprise and publish it to their Web properties.

Oracle WebCenter provides this capability directly via Oracle WebCenter Content, and offers adapters for EMC Documentum, Microsoft SharePoint, Windows and UNIX file systems, and more, built on top of a robust infrastructure for peer-to-peer, Web-services-based content sharing. With Oracle WebCenter Sites, users can harness the full power of enterprise content to deliver an engaging Web experience that drives customer acquisition, turns customers into recommenders, and keeps them returning for more.

Oracle WebCenter Sites: Delivering the Connected Online Customer Experience
With Oracle WebCenter Sites, Oracle is uniquely able to offer organizations a way to engage with their customers in a highly personalized, relevant, and meaningful way across online channels. As organizations look toward the future of customer experience management, Oracle can provide one platform across all touch points—online commerce, corporate sites, mobile, social, in-store, and service. Oracle WebCenter Sites facilitates an integrated customer experience that will foster true "one-to-one" relationships.

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