

# WebCenter and BPM – Strategy and Vision

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## **Introduction**

Reaching audiences through a robust online digital experience across multiple channels and devices is critical in today's ever-changing digital world. You need a digital platform that helps create, manage, simplify, and integrate your processes, content, analytics, and social capabilities. Attend this session to learn how Oracle WebCenter provides content-enabled processes to customers to improve agility and performance and creates interactions that are personal, contextual, and multichannel—delivering on the digital experience promise to customers, employees, and partners.

WebCenter and BPM come together to form a cohesive set of products to provide the following rich functionality:

## **WebCenter Portal**

Oracle WebCenter Portal delivers intuitive user experiences for enterprise applications. This complete, open and integrated enterprise portal and composite applications solution enables the development and deployment of internal and external portals and websites, composite applications, self-service portals and mash-ups with integrated social and collaboration services and enterprise content management capabilities. Oracle WebCenter Portal optimizes the connections between people, information and applications, provides business activity streams so users can navigate, discover and access content in context, and offers dynamic personalization of applications, portals and sites so users have a customized experience. Oracle WebCenter Portal builds on the best user experience capabilities from a significant portfolio of leading portal products and related technologies and provides the foundation for delivering the next-generation user experience for Oracle Fusion Middleware as well as Oracle Fusion Applications.

## **WebCenter Content**

Oracle WebCenter Content is an enterprise-class content management solution that empowers employees and content-enables business processes throughout your organization. By better managing content as a strategic asset and integrating content into enterprise applications and business processes, Oracle WebCenter Content helps you lower costs and reduce risks while improving business productivity and agility.

## **Oracle Documents Cloud Service**

In today's world, your employees need instant access to the content that drives your business. Whether they are at their desk, on the go, or working remotely, the ability to easily and securely access and collaborate on business content is one of the keys to being a nimble enterprise. Oracle Documents Cloud Service, an enterprise content collaboration solution, gives you the Cloud based file sync and share capabilities your employees need while providing the control and security your IT organization requires.

## **WebCenter Sites**

Oracle WebCenter Sites enables organizations to deliver a compelling digital experience to customers by deploying and managing sophisticated and engaging Websites across digital 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 customer experience eco system – including business intelligence, customer relationship management, commerce, enterprise content management, marketing automation, portal, search and social relationship management – WebCenter Sites uniquely offers organizations the ability to connect the customer experience across all touch points - to build loyalty, drive customer acquisition, and reduce operational costs.

## **Business Process Management**

Today's organizations face increasing business pressures due to globalization, changing competitors, stricter regulations, faster pace of innovation, and demand for better customer service. Trends such as mobile, social, cloud, and analytics have a profound impact on a company's business and its core business processes. Companies expect business driven rapid process automation, seamless collaboration among all stakeholders, deep insights for better business decisions, unprecedented agility and operational excellence. The Oracle Business Process Management Suite (Oracle BPM Suite) provides a comprehensive, unified and robust platform to enable intelligent and adaptive business processes for both structured, automated flows as well as dynamic, collaborative case management. Oracle BPM Suite empowers business users to own their processes and the user experience while enabling effective business/IT collaboration.

## **Conclusion**

The WebCenter and BPM components within Oracle Fusion Middleware already provide a rich basis to create multitude of solutions. This session will focus on the value of the existing capabilities, and their potential use within a digital transformation project. It will also cover the longer term strategy and vision of the products, and explain how these will be used to provide even richer capabilities for our customers.

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