

# INFORMATION CONNECTS

A Complete, Open, and Manageable Enterprise Portal Platform

Oracle WebCenter Suite 11g



**ORACLE IS THE INFORMATION COMPANY**

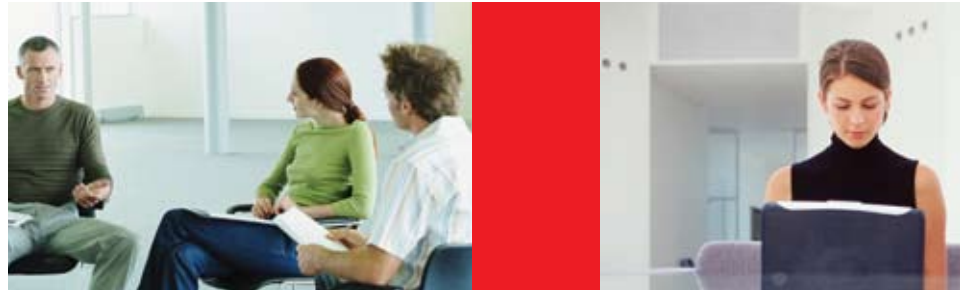
## Create a Connected, Next-Generation Workplace with Oracle WebCenter Suite 11g

Information workers navigate a complex world. As the pace of business accelerates and data volumes increase, they need effective ways to connect people, processes, and applications to improve their company's competitive advantage.

High productivity and clear communication between customers, employees, and partners are vital for business efficiency, growth, and innovation. By strengthening the links between people, processes, and applications, companies can improve productivity and achieve competitive advantage. The next-generation workplace—including enterprise portals, social computing, dynamic (nonstatic) workgroups, and composite applications—offers an environment that enhances productivity and provides quick, easy access to the information employees need to make the best possible decisions. These enhanced connections can transform business operations and help companies meet the changing needs of a global economy.

Superior management of information assets is also critical for competitive advantage. It is not enough to build applications that simply automate processes—next-generation applications must connect with employee workplaces and provide relevant enterprise information within the context of a business process. In addition, high scalability and interoperability lower total cost of ownership, maximize the value of investments, and control costs. Companies that can rapidly build complete, connected solutions are able to quickly adjust to market changes.

Oracle WebCenter Suite 11g weaves business processes, enterprise applications, structured and unstructured content, communication, social computing services, and business intelligence into the fabric of the enterprise to create next-generation online work environments. Built upon a complete, open, and manageable enterprise portal platform, its integrated capabilities allow companies to create the composite applications, portals, and dynamic communities that spur employee productivity, innovation, and competitive advantage.



## Address Business Challenges

“With Oracle WebCenter Suite 11g, there is a stronger emphasis on user experience. From a developer’s point of view, Oracle WebCenter Suite 11g helps apply changes at a quicker rate, allows more agility in developing and deploying components, and provides the ability to really give users what they need in a short period of time.”

**Luke Francis**  
Application Developer  
RBS WorldPay

Companies in all industries need to provide users with relevant information, bridge information and data silos, and develop applications more rapidly and at lower cost—but most face challenges that prevent them from executing on these goals.

### **Provide Relevant Information**

The amount of data created and stored by enterprises has increased exponentially: for most companies, year-over-year growth of e-mail and data is approximately 30 percent. Because more than half of an organization’s content is unmanaged, employees can spend up to a third of their day searching for the information they need to do their jobs. In addition, many companies rely on project teams and dynamic workgroups to innovate and complete complex tasks. When these teams are disconnected from enterprise systems, they must rely on manual processes to access and share data—and often, important information is never obtained.

### **Bridge Information and Data Silos**

Valuable information is stored in human resources, customer relationship management (CRM), enterprise resource planning, and legacy systems across the enterprise. In fact, 30 percent of large enterprises run five or more packaged applications, and up to 40 percent of IT budgets are spent on integration. Data silos and manual processes are sources of frustration because the applications that automate processes often fail to provide the full context and information needed to complete tasks. Information workers have to stop working on a task to research a question, find a document, figure out the next steps, or confer with colleagues. The time they spend searching for information drastically reduces their productivity.

### **Quickly Build Applications While Managing Costs**

IT organizations face pressure to reduce costs and develop applications more quickly. Yet, the siloed data and processes just described lead to duplicated infrastructure, more management, and higher costs. In addition, more than half of large enterprises face Web infrastructure sprawl, and they struggle to manage multiple internal and external environments built on multiple platforms. Finally, when IT needs to make all adjustments and changes to processes and applications, enterprise agility is compromised and IT backlog increases.

“Data from Forrester’s Enterprise and SMB Software Survey, North America and Europe, Q4 2008, shows strong activity in the portal market, with 75 percent of all firms evaluating, piloting, implementing, or upgrading the technology—surprising, given the tightened IT budgets formulated at that time.”

Forrester Research, Inc., *Deciding Whether or Not to Use a Portal Platform*, June 2009



## Gain a Competitive Advantage with Oracle WebCenter Suite 11g

Companies that want to deliver relevant information, bridge data silos, and quickly develop lower-cost applications need a complete, open, and manageable enterprise portal platform.

Oracle WebCenter Suite 11g provides such a platform. With it, you can deploy a broad range of solutions—including portals, dynamic communities, and composite applications with embedded social computing capabilities such as tags, links, wikis, blogs, social networking, search, publishing, and document sharing—in an IT environment that uses hardware and software from multiple vendors. It provides native support for industry standards and out-of-the-box integrations with enterprise applications, security, and administration systems. And it is built on a standards-based, service-oriented architecture.

By using Oracle WebCenter Suite 11g to build enterprise portals, dynamic communities, and composite applications on a single, open platform, you also

- **Improve employee productivity.** Providing richer connections between people, information, and applications, and incorporating dynamic groups into business processes increases productivity and innovation.
- **Enable better decisions.** Employees can make better decisions when they use Oracle WebCenter Suite 11g to view data from multiple sources and analyze it efficiently in a single, context-rich user interface.
- **Lower the total cost of ownership of IT systems.** IT groups can build applications and portals on a single platform, saving time and money through the reuse of components and out-of-the-box integrations.
- **Accelerate time to value.** Oracle WebCenter Suite 11g’s complete solutions allow users to quickly build any type of internal or external application or portal on a single platform.

With Oracle WebCenter Suite 11g, companies can overcome challenges and build a next-generation workplace that creates competitive advantage.

### Core Components of Oracle WebCenter Suite 11g

Oracle WebCenter Suite 11g consists of a comprehensive set of capabilities and services that empower organizations to build and deploy next-generation composite applications and portals for both internal and external audiences.

The core components of Oracle WebCenter Suite 11g include

- Oracle WebCenter Framework
- Oracle WebCenter Services
- Oracle WebCenter Interaction
- Oracle WebLogic Portal
- Oracle WebCenter Anywhere
- Oracle WebCenter Suite Spaces feature



### **Wind River: A Business-to-Business, Customer Service Application**

Wind River—a global leader in device software optimization—used Oracle WebCenter Suite to build a personalized, customer service Web site. The composite application integrated enterprise content with functionality from Oracle E-Business Suite. Oracle WebCenter Suite also provided an extensible social computing platform to include discussions, wikis, and blogs.

“Prior to our Oracle implementation, Wind River’s customer satisfaction rating was 42 percent. Since we’ve gone live with the new system, the satisfaction rating is more than 80 percent.”

**Matt Lawrence**, Senior Director, Global Applications, Wind River Systems, Inc.

## **Improve Employee Productivity**

Leading companies recognize that creative, motivated employees at all levels can innovate and improve the business. Oracle WebCenter Suite 11g can help you tap into the creativity and drive of your employees by enabling connections between people, information, business processes, and applications. It includes rich Enterprise 2.0 services for social networking, communication, dynamic content creation, and content management. These social computing services power next-generation applications that spur information workers to greater productivity and innovation. Because enterprise activities are increasingly group-oriented and highly interactive, Oracle WebCenter Suite 11g also provides out-of-the-box applications that allow dynamic groups and teams to access enterprise systems, share information, and become more productive.

### **Connect People, Information, and Applications**

Allowing employees to connect, share data, and communicate spurs innovation and productivity. The secure social computing and personal productivity services in Oracle WebCenter Services—such as linking, tagging, recent activities, Real Simple Syndication (RSS) feeds, wikis, blogs, social networking, discussions, instant messaging, and presence—optimize connections between people, information, and applications and yield new business insight.

Links, for example, allow users to create context between different sources of content and shorten the ramp-up time for new members. By incorporating RSS feeds into enterprise applications, users can publish information from multiple external and internal sources. Displaying the worklist service in a portal provides users with a single access point for multiple workflow tasks that need their attention. And with Oracle WebCenter Anywhere, employees can connect to the information in context-rich applications from any device, regardless of location.

These social computing and personal productivity services provide an immediate boost to individual and team productivity. User-provisioned capabilities; dynamic group spaces and team sites; and flexible, connected company networks enhance desktop applications and replace inefficient silos and rigid hierarchical structures. By allowing employees to connect with each other and share information—without IT assistance—enterprises create a collective knowledgebase that dynamically provides visibility and insight.



"A staggering 30 percent [of companies surveyed] have completed [portal] implementations or plan to implement over the next 12 months. Bottom line: These companies look at portal technologies as an investment in the future."

Forrester Research, Inc., *Deciding Whether or Not to Use a Portal Platform*, June 2009

### Enhance Group Projects and Activities

Oracle WebCenter Suite 11g's Spaces feature provides a ready-to-use application that enables dynamic business communities. It is preintegrated with Oracle Composer, business dictionary functionality, and Oracle WebCenter Services to empower teams and individuals to quickly and efficiently manage tasks, content, projects, and people without requiring IT assistance. You can instantly and securely create ad hoc workplaces or easily embed activities within business processes or applications. These group work environments connect users and dispersed teams so they can do more in a shorter time.

Additional productivity gains are made when these communities are integrated with personal productivity tools such as calendars, e-mail, tasks, and lists. With Oracle WebCenter Suite 11g, users can manage e-mail without leaving their contextual workplace. Presence and instant messaging allow immediate user interaction during a business task so collective intelligence can be easily captured, accessed, and used. With recent-activity lists, users can view changes to documents, discussions, RSS feeds, and announcements in a single location to reduce the amount of time spent searching for updates. As a result, dynamic group projects become more streamlined and efficient.

"The new features in Oracle WebCenter Suite 11g give end users the capability to create their own views and organize their portlets—that's a really big feature. The Web 2.0 capabilities further enhance and give the enterprise the ability to offer different services and solutions such as portlets, dashboards, discussion forums, wikis, and blogs, which is very exciting."

**Dhiraj Muchhal**  
Systems Architect  
Keste

### Improve Decision-Making with a Context-Rich Enterprise

Providing the right data in the right context can virtually eliminate the need for external research. Freed from collecting information from multiple sources, employees can devote more time to higher-value analysis, and in turn, make better business decisions.

With Oracle Composer and business dictionary functionality, Oracle WebCenter Suite 11g allows employees to access, unify, and view a role-based display of resources available across the enterprise. Tags create a user-generated taxonomy for more-effective search and navigation. Data sources and applications can be quickly connected into mashups. Notes provide personal, meaningful annotations to content within a group workplace. In addition, context-rich

Fact: A major global telecom customer used Oracle WebCenter Suite to create a single, scalable portal platform that allows customers to interact with global Web sites and access Enterprise 2.0 services.



“Oracle WebCenter Suite provides a very good technology base for our enterprise portal. We are using it to pull together various types of content from multiple sources—including Oracle Applications; custom-built, proprietary applications; and other data sources—that provide the information employees need to do their job most effectively.”

**Dan Goerd**  
Director of Foundation  
Architecture and Services  
Schneider National

portals can be created to meet organizations’ unique needs with best-of-breed enterprise content management, search, presence, communication, personal productivity, and desktop tools. Certified integrations with Oracle Applications complete the requirements for a context-rich enterprise. When enterprisewide data is incorporated into the process and flow of daily tasks, employees can make better, more-intelligent decisions.

## Lower Total Cost of Ownership by Building on a Single, Open Platform

Web pages and portals allow customers, suppliers, employees, and partners to access and contribute information. But is the burden of maintaining multiple portals preventing your IT department from focusing on more-strategic projects? Oracle WebCenter Suite 11g’s support of industry standards and its integration with Oracle technologies provides a single, open platform that allows you to scale from small to large implementations as well as extend the value of existing systems.

### Scale from Small to Large Deployments with a Single Platform

Oracle WebCenter Suite 11g’s unified portal infrastructure easily scales from a workgroup to an enterprisewide deployment on a single platform. A customer portal project can begin with sales or finance, for example, and then be leveraged across a wide variety of deployments for different functional and business units. Oracle WebCenter Suite 11g’s unified portal infrastructure also provides common, standards-based services that maximize hardware, software, and development efficiencies by allowing reuse of portal components and data connections.

If you are running multiple portals based on multiple platforms, you cannot reuse components to easily build new portals. In addition, you must train staff to maintain these different platforms. By allowing the reuse of portal services and data integrations across multiple deployments, IT organizations can easily build new, standards-based portals in less time—reducing the total cost of the portal infrastructure.

Fact: Oracle WebCenter Suite 11g includes Oracle WebCenter Services—a comprehensive set of standards-based components that enrich existing portals and Web sites with the industry’s most complete and open set of Enterprise 2.0 capabilities—including wikis, blogs, online awareness and communications, content collaboration, and social networks.

Fact: Oracle WebCenter Services works with all Oracle portal offerings, enabling organizations to enhance their existing enterprise portals and Web sites, and empowering users with Enterprise 2.0 services that work with their existing information systems.



### Extend the Value of Existing Systems

Oracle WebCenter Suite 11g allows IT to reuse existing components, resources, and templates to reduce the cost of technology ownership. It offers prebuilt connections to Oracle Fusion Middleware, Oracle Database, Oracle Universal Content Management, and many other Oracle Applications, such as Oracle’s Siebel Customer Relationship Management (CRM). In addition, Oracle WebCenter Suite 11g’s hot-pluggable infrastructure simplifies and accelerates the development of content-rich portals. Immediate application assembly is possible even across heterogeneous environments using Oracle WebCenter Application Accelerator for .NET and Oracle WebCenter Console for SharePoint, as well as industry-standard application programming interfaces. With Oracle WebCenter Suite 11g, you get more from your heterogeneous infrastructure and applications. In addition, you can extend the return on investment of your existing systems with support for industry standards and hot-pluggable components.

### Speed Time to Value with Complete Solutions

To compete effectively, companies must be agile enough to quickly respond to changing customer needs and market conditions. When a business unit needs to build a portal to interact with internal or external stakeholders, that portal needs to be created quickly and provide value immediately.

Oracle WebCenter Suite 11g provides a single solution for out-of-the-box and custom development. It provides a complete set of features to quickly build any type of enterprise portal, social or composite application, or personalized internet or intranet Web site—all from a single, unified portal platform. Organizations can speed time to value with rich portal-editing capabilities that can be executed by developers at design time or by business users at run time. Task flows within Oracle WebCenter Framework simplify and speed portal application development and delivery. Analytics provide feedback on the portal’s performance, so you can identify successful applications and communities, locate and remove stale



“The user-centric design in Oracle WebCenter Suite 11g empowers our business users to take control of things like defining business rules, changing business rules, and even changing the way they want the user interface to look and feel.”

**Jennifer Briscoe**, Vice President and Chief Technology Officer, CollectAmerica

### **Canadian Partnership Against Cancer: Building Communities to Share Information**

A federally funded healthcare group, the Canadian Partnership Against Cancer is a coalition of cancer experts, charitable and government organizations, and survivors with the goal of accelerating the spread of information about cancer. To meet this goal, the group needed a single outlet for accessing information and a way to provide customized microsites to partner organizations.

Oracle WebCenter Suite 11g was selected to create dynamic, online communities. Because most of the required features were available out of the box, the group was able to quickly deploy online communities. End users rapidly adopted the solution because they faced a very mild learning curve. With the new dynamic social computing and communication tools, the Canadian Partnership Against Cancer online communities can be more involved in activities.

content, prevent sprawl, and measure the portal’s return on investment. The ability to quickly build any type of enterprise portal or composite application reduces development time and minimizes administration and management costs.

## **Get the Most Complete, Integrated, and Manageable Portal Platform**

Oracle WebCenter Suite 11g is the industry’s most complete, open, and manageable portal platform. It enables next-generation business processes and maximizes an organization’s collective intelligence.

- **Complete.** A single, unified platform supports any internal or external enterprise portal and integrates with existing IT environments. Both professional developers and business users can develop, customize, and edit portals. Portals can be deployed as out-of-the-box solutions or can become highly customized applications.
- **Open.** Support for industry standards extends the value of existing enterprise systems and reduces integration time. Reuse of existing components and connections accelerates portal development cycles.
- **Manageable.** The single platform can scale from workgroup to enterprisewide deployment. Integration with Oracle technologies and applications provides easier staging and lifecycle deployment.

Every day, organizations worldwide turn to Oracle WebCenter Suite 11g as a strategic solution for managing portals and integrating next-generation social computing tools into business processes. Oracle’s comprehensive portal development platform improves employee productivity and decision quality, lowers total cost of ownership, and accelerates time to value. When will you use it to manage your portal infrastructure?

### **CONTACT US**

For more information on Oracle WebCenter Suite 11g, please visit [oracle.com/goto/webcenter](http://oracle.com/goto/webcenter) or call **+1.800.ORACLE1** to speak to an Oracle representative.

Outside North America, visit [oracle.com/corporate/contact/global.html](http://oracle.com/corporate/contact/global.html) to find the phone number for your local Oracle office.





**Oracle Corporation**

***Worldwide Headquarters***

500 Oracle Parkway  
Redwood Shores, CA  
94065  
U.S.A.

***Worldwide Inquiries***

Phone  
+1.650.506.7000  
+1.800.ORACLE1

Fax  
+1.650.506.7200

oracle.com

C16956



Oracle is committed to developing practices and products that help protect the environment

Copyright © 2009, Oracle and/or its affiliates. All rights reserved. Published in the U.S.A. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.  
09031074