



Oracle Enterprise Content Management & E2.0 solutions
Andreas Stellatos – Principal Sales Consultant – ECM/E2.0 - SEE & Turkey

Agenda

- Introduction
- The Solutions
 - ECM & Portals
 - Unified Workplace & Context Separation
- ECM & Enterprise 2.0 : The Convergence
- Summary



Introduction



The organisation is changing



Hierarchies

- Formal Work Domains:
- Operations, Performance Mgmt
- Human Resources
- Geographical Divisions
- Procurement, Marketing, Sales, Manufacturing, ...
- Define organisational boundaries
- Rigid, Hard to Change



Teams

- Defined Work Domains:
- Virtual Teams
- Organised
- Task Oriented
- Problem Solving
- Communities of Practice
- Cross organisational boundaries
- Closed membership



Networked Communities

- Informal Work Domains:
- Common Interests
- Self Motivated
- Innovative, Unconstrained
- Expertise Networks
- Knowledge Communities
- Outside organisational boundaries
- Open membership

Transformation of the Workforce

The Digital Generation

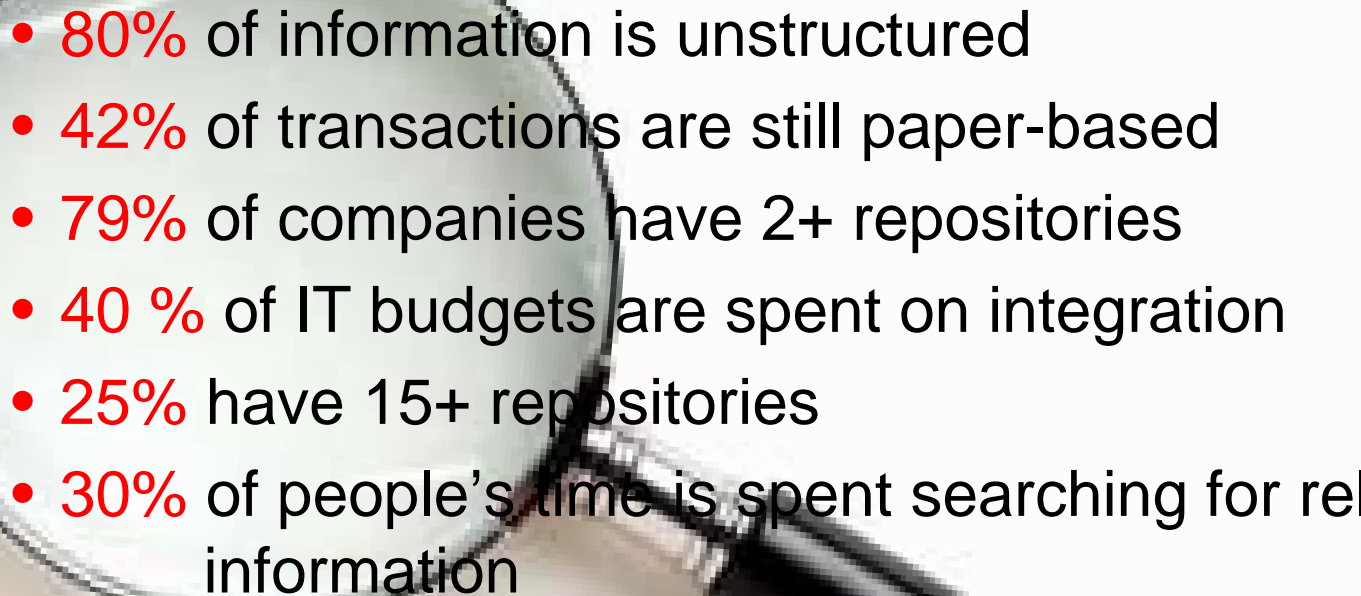


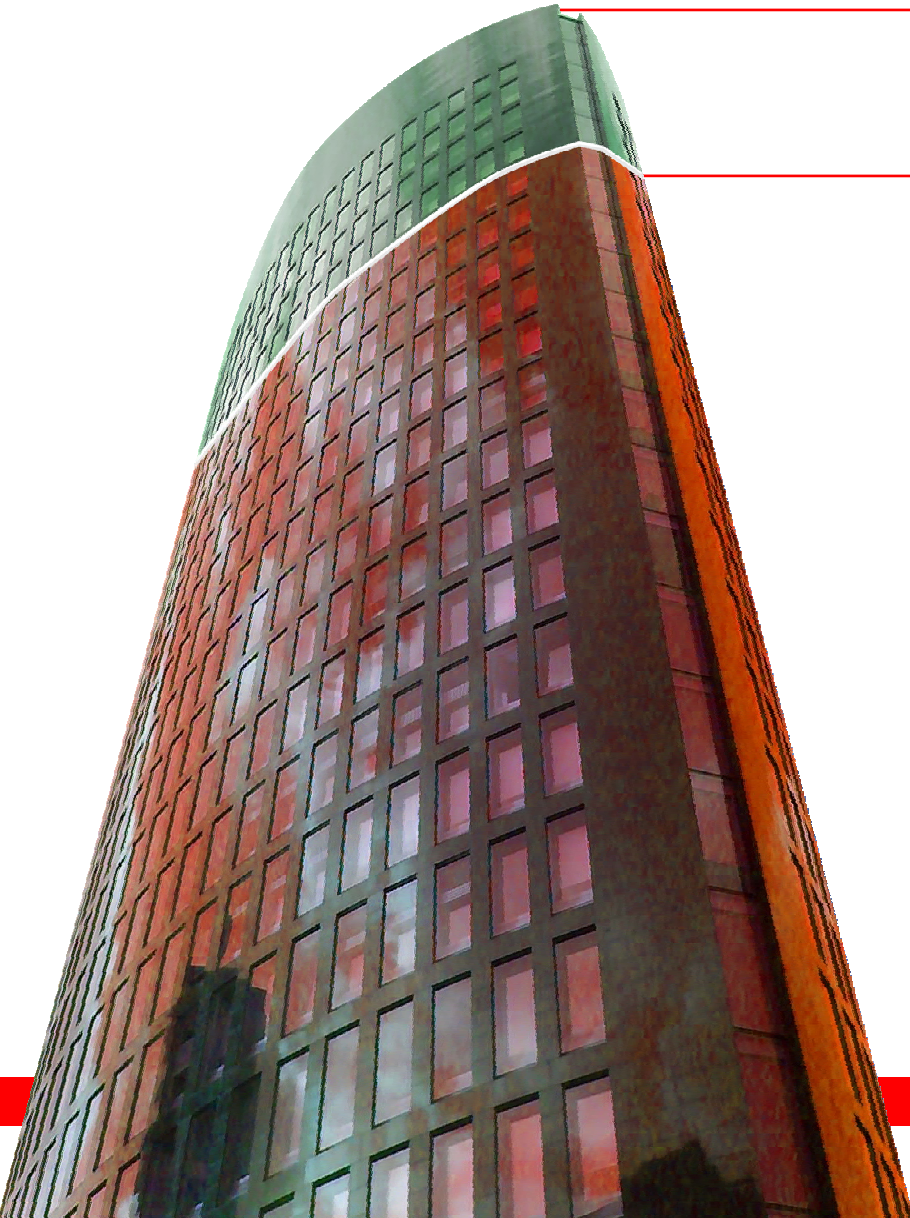
Enter the Digital Generation

- More tech-savvy than ever
- Used to high bandwidth connectivity
- Dealing with multiple devices – blending of work and leisure computing
- Frustration over non-integration
- Expectations set by experience on the Internet
- Simplify experience and interaction with applications

The Information in Our Organizations

from Gartner Group

- 
- 80% of information is unstructured
 - 42% of transactions are still paper-based
 - 79% of companies have 2+ repositories
 - 40 % of IT budgets are spent on integration
 - 25% have 15+ repositories
 - 30% of people's time is spent searching for relevant information



20% Structured Content

80%
Everything else

The Information Explosion

Documents, Images, Voice, Video, IM, Email ...

YouTube
Broadcast Yourself™

Videos Categories Channels

Director Videos

W-2 Wage and Tax Statement 2003
Form 9999
Copy A For Social Security Administration—Send this entire page with Form W-2 to the Social Security Administration; photocopies are not acceptable.

Control number: 22222
Employer identification number: 000001
Employer's name, address, and ZIP code: Oracle Corp, 500 Oracle Parkway, Redwood Shores, CA 94065
Employer's social security number: 000-00-0000
Employee's first name and initial: John
Employee's main ID number: 1111
State: NY
Federal income tax withheld: \$10,000
Social security wages: \$10,000
Medicare wages and tips: \$10,000
Social security tips: \$10,000
Advance EIC payment: \$10,000
State wages, tips, etc.: \$10,000
State income tax: \$10,000
Local wages, tips, etc.: \$10,000
Local income tax: \$10,000
Local option income tax: \$10,000

Google Earth
Explore, Search and Discover

Home
Downloads
Products
Product Tour
Help

Address: 62 Springs St, New York, NY 10012

New! January 8th, 2007 - Check out the latest version of Google Earth (Release 4)

Yahoo! Messenger

Wayne Graff - Available
Kilborne, Aaron - Instant Message
Koffman, John - Call Computer
Kurt Hamilton - Instant Message
Kurt Hamilton - Call Home
Lara Sampson - Call me!
montecristosandwich
Robert
Samantha

LAUNCHcast Radio

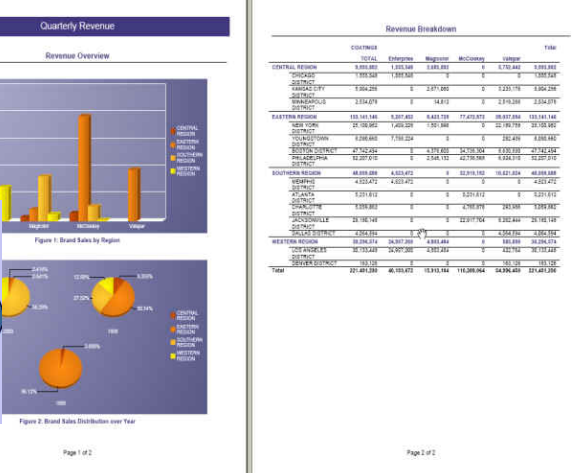
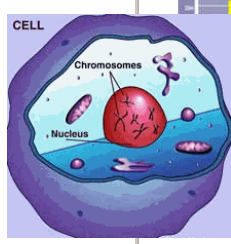
ORACLE General Ledger
Vision Operations (USA)
Posted Journals From 01-JAN-99 to 31-JAN-99
Report Date: 03/10/99
Page 8 of 50

Journal Reference	Account	Transaction Date	Description	Line Item	Debit	Credit	Unit
CENTRA: CT10000099	Journal Import Created						
1	01-404-7955-0000-000	31-JAN-99	Journal Import Created	CT10000099	3,000.00		0.00
2	01-404-7955-0000-000	31-JAN-99	Journal Import Created	CT10000099		3,000.00	0.00
Journal Total					3,000.00	3,000.00	0.00

Revenue Breakdown

COVERAGE	TOTAL	EMERSON	REGIONAL	WORLDWIDE	YTD
CENTRAL REGION	1,000,000	1,000,000	0	0	1,000,000
SOUTH REGION	1,000,000	0	0	0	1,000,000
WESTERN REGION	1,000,000	0	0	0	1,000,000
EMERSON	1,000,000	0	0	0	1,000,000
REGIONAL	1,000,000	0	0	0	1,000,000
WORLDWIDE	1,000,000	0	0	0	1,000,000
TOTAL	3,000,000	1,000,000	0	0	3,000,000

Check # 1000000000
Date: 11/22/2004
Pay to the order of: Vision Corporation
Amount: \$ 2,100.00
Two thousand one hundred and zero cents

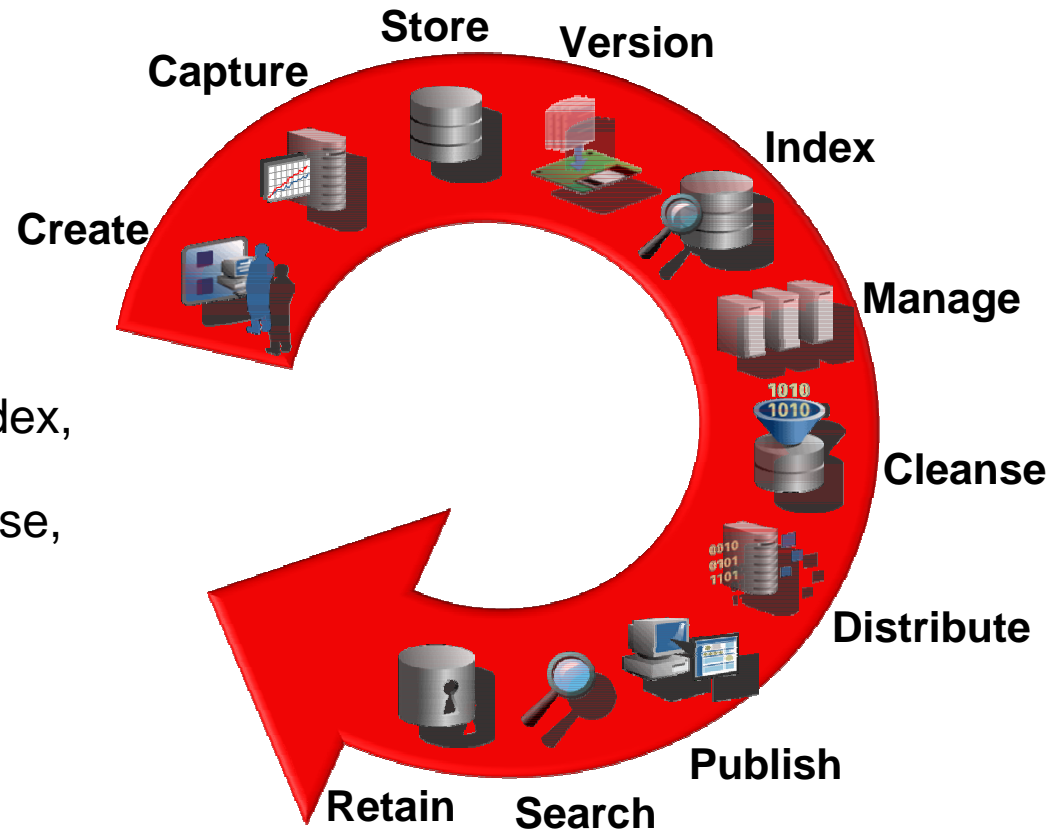


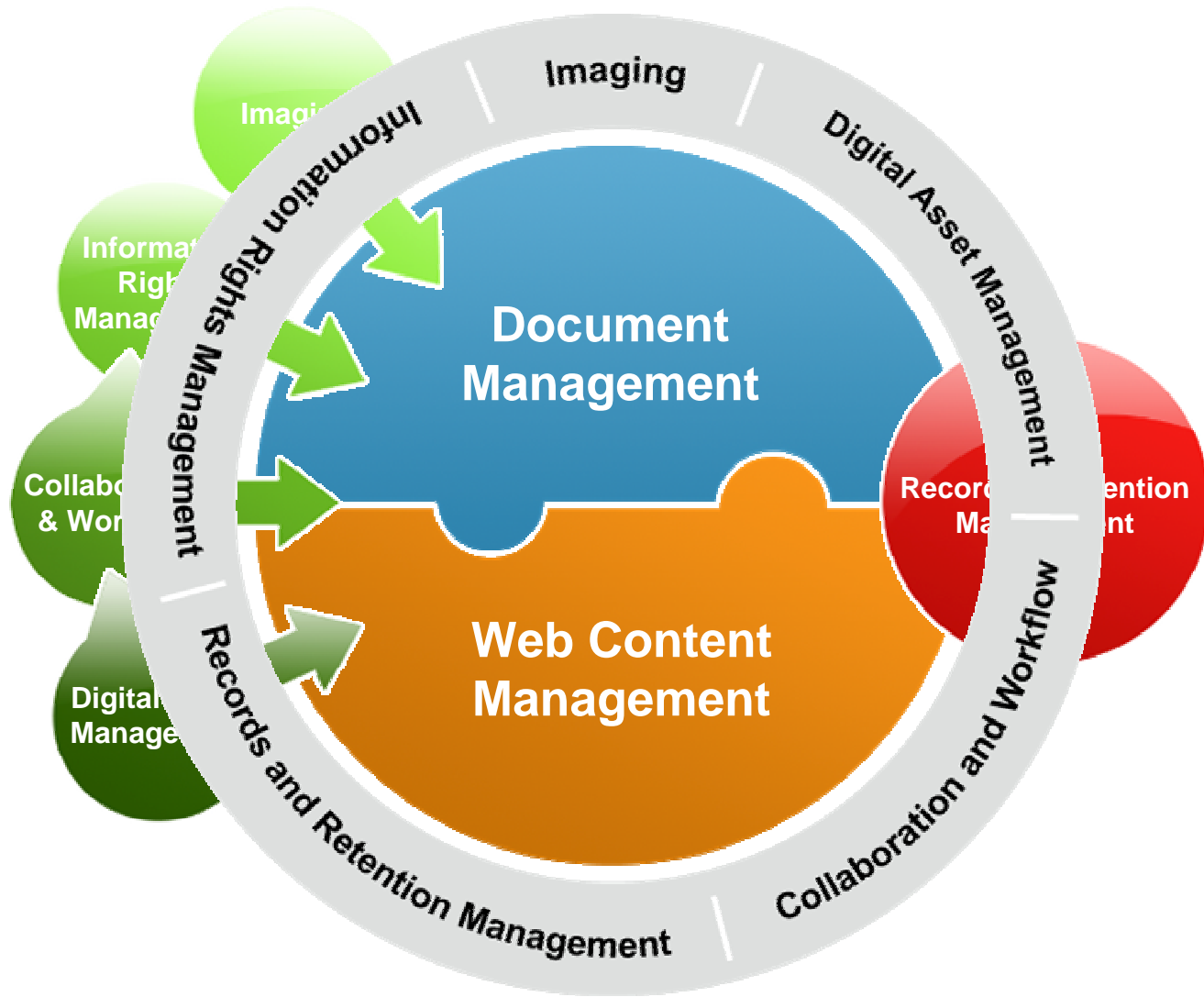
Understanding ECM Technology

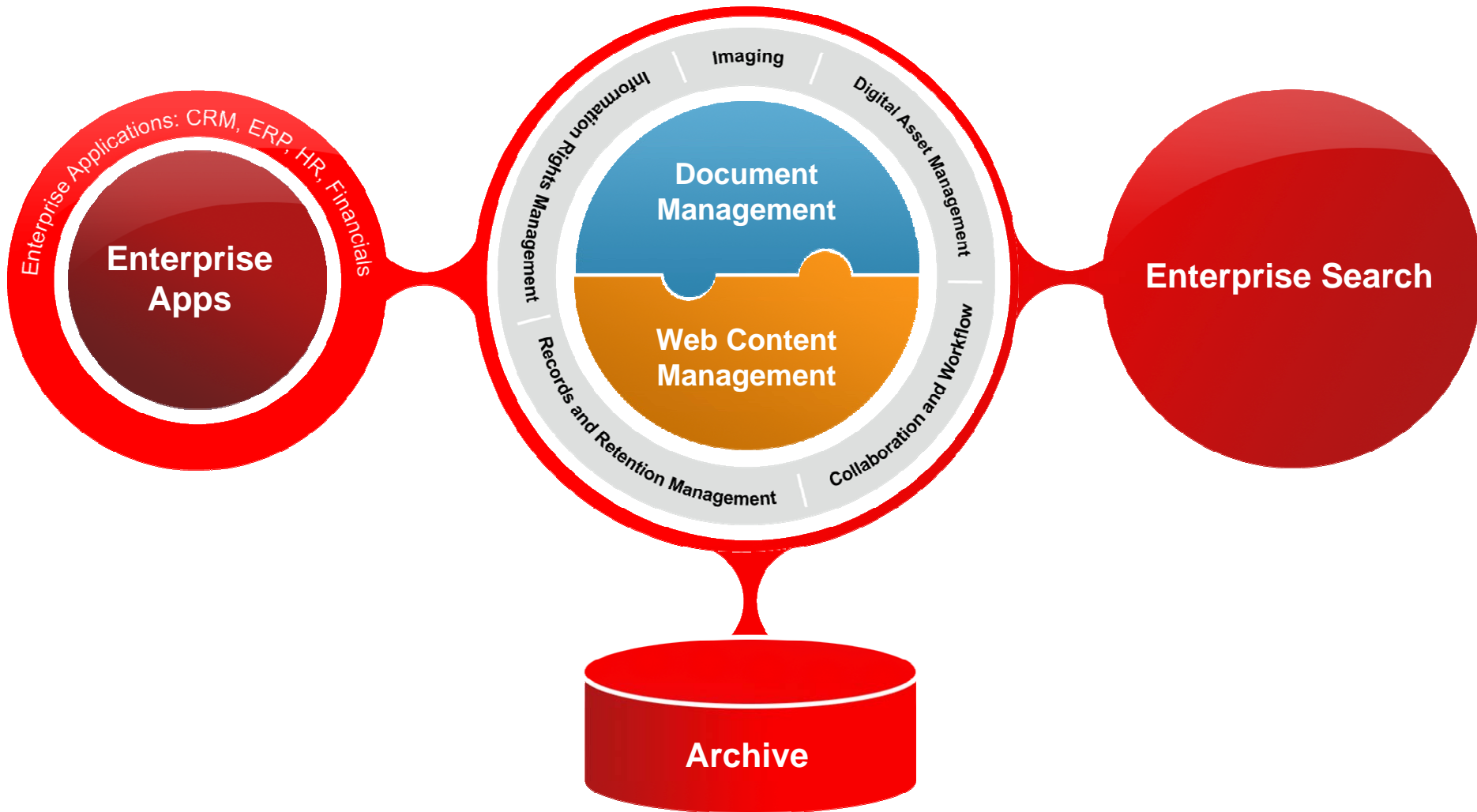
Managing content through its lifecycle

- Applies appropriate amount of control and support during each lifecycle phase

- **Create:** create & capture documents
- **Manage:** store, version, index, manage documents
- **Distribute securely:** cleanse, filter, manage digital rights
- **Publish:** publish to Web, view, search documents
- **Retain for compliance:** declare, classify, archive, retain







Understanding ECM Technology

Sharing content across the enterprise

CONTRIBUTOR CONTENT TYPE CONTRIBUTE VIA FORMATS DELIVERY/API CONSUMER

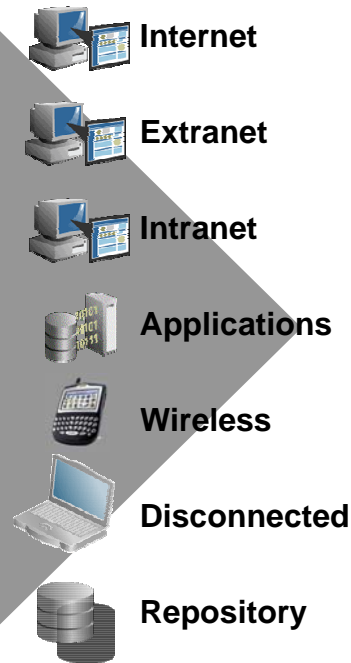


Audio Video
 CAD files
 MS Office
 HTML pages
 Flash
 Multimedia
 Graphics
 Images
 JSP / ASP
 XML
 Email

Web browser
 Desktop application
 Windows folders
 HTML form
 Auto categorization
 ODMA
 Report ingestion
 Programmatic integration

E
C
M

XML
 HTML
 WML
 cHTML
 HDML
 PDF
 Native
 JPEG
 TIF
 GIF
 WBMP
 Web services
 SOAP
 WSDL
 COM
 JAVA
 EJB
 HTTP
 FTP
 ICE
 RSS feeds

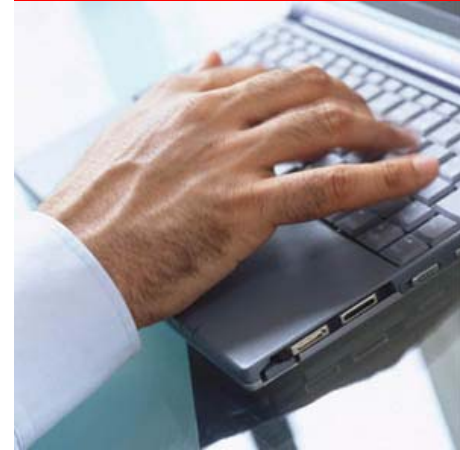




The Solutions



Enterprise Content Management & Portals





WCM

Websites & portals

Successfully leverage your online resources with a strong multi-site management capability that ensures you **maintain, monitor and regulate** diverse sites, including:

- Corporate Internets
- Personalised Intranet
- Supplier and partner extranets
- Customer support site
- HR and employee services portals



Managing multiple websites

Finding a way through the online content maze

The UK Government's **Department for Health, Department for Education and Skills and The Cabinet Office** all use a single ***** Platform.

Platform of choice for all new Central Government initiatives

The screenshot shows the Directgov website interface. At the top, the Directgov logo is on the left, and the tagline 'Public services all in one place' is in the center. On the right, there are links for 'Cymraeg' and 'Search'. Below the header is a navigation bar with links for 'Home', 'Directories', 'Guide to Govt', 'Do it online', and 'Newsroom'. The main content area is divided into a left sidebar and a main content area. The sidebar has a 'Browse by subject' section with a list of topics, including 'Motoring' which is highlighted. Below this is a 'Browse by people' section with 'Britons living abroad' highlighted. The main content area features a yellow header for 'Motoring' with a small image of a car. Below this is a section titled 'Think - switch off before you drive' with a sub-image of a hand holding a mobile phone. The text describes new legislation increasing the penalty for using a mobile phone while driving. Below this are two columns of links: 'Driver licensing' and 'Learner and new drivers'. The 'Driver licensing' column includes links for 'Medical rules for all drivers', 'More about driver licensing', and 'Buying and selling a vehicle'. The 'Learner and new drivers' column includes links for 'Learning to drive or ride' and 'More about learner and new drivers'. At the bottom right, there is a link for 'Owning a vehicle'.

Directgov
www.direct.gov.uk Public services all in one place

Cymraeg | Search

Home | Directories | Guide to Govt | Do it online | Newsroom

Browse by subject

- ▶ Crime, justice and the law
- ▶ Education and learning
- ▶ Employment
- ▶ Environment and greener living
- ▶ Health and well-being
- ▶ Home and community
- ▶ Money, tax and benefits
- ▶ **Motoring**
- ▶ Rights and

Browse by people

- ▶ Britons living abroad

Motoring

Think - switch off before you drive
New legislation has increased the penalty for using a mobile phone whilst driving

- ▶ Think! - switch off before you drive (opens new window)
- ▶ Endorsement offence codes

▶ Driver licensing

▶ Learner and new drivers

▶ Medical rules for all drivers

▶ Learning to drive or ride

▶ More about driver licensing

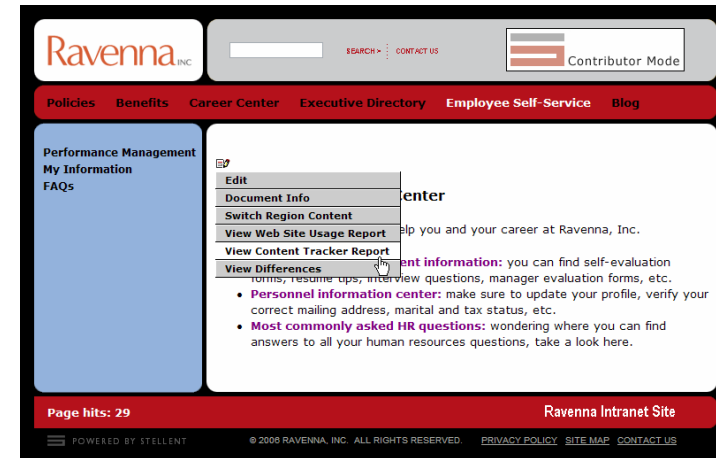
▶ More about learner and new drivers

▶ Buying and selling a vehicle

▶ Owning a vehicle

Web Content Management (WCM) in Oracle Universal Content Management

- A single solution for internal and external sites, wireless, blogs, wikis
- Enable distributed development with a role based approach
 - Centralized control of site architecture and brand management guidelines
 - In-context site management, editing and approvals
- Lower site management costs while ensuring accurate, timely Web content
- Link management
- Integrations with portals, personalization engines and commerce engines
- Received highest available rankings in WCM industry analyst reports



Key to Managing Multiple Sites

Distributed Web Site Ownership

- **Web Developer:** *Development & Architecture Expert*
 - Creates reusable code, layouts and templates
 - Controls permissions and exposed functionality
 - Creates solid architecture to efficiently manage hundreds of sites

401K Plan
Life & Disability
Stock Options
Health
Transportation
Tuition Reimbursements

Check Out And Open
Document Info
View Web Site Usage Report
View Content Tracker Report
View Differences

Ravenna, Inc.
Group # 12345

Welcome to Dental Insurance, Inc.

Welcome to Dental Insurance Plan of Washington. We've designed your dental plan so it is easy to use and gives you and your family maximum flexibility, network

[mh2000781] Dental Benefits Summary.doc - Microsoft Word

File Edit View Insert Format Tools Table Window Help Type a question for help

100% Final Showing Markup

DENTAL INSURANCE®

Ravenna, Inc.
Group # 12345

Welcome to Dental Insurance, Inc.

Welcome to Dental Insurance Plan of Washington. We've designed your dental plan so it is easy to us gives you and your family maximum flexibility, network savings, an unparalleled commitment to service peace of mind. Together with your employer, our goal is to help you maintain healthy, happy smiles all round.

Service & Description	Preferred Option	Premier Option	Non-Participating
Diagnostic & Preventive Services Exams & cleanings, x-rays, fluoride treatments, space maintainers, sealants, emergency treatment for relief of pain	100%	100%	80%
Basic Services Amalgam restorations (silver fillings) and composite resin restorations (white fillings) on anterior (front) and posterior (back) teeth	80%	80%	80%

Page 1 Sec 1 1/1 At 1" Ln 1 Col 1 REC TRK EXT OVR English (U.S)

Site Studio - Designer - [ri_home_primary.hcsp]

File Edit View Tools Window Help

Ravenna, Inc on ecm

Insert Region

Normal

Ravenna, Inc (ri)

- Home
 - ri_home_primary
 - Divisions
 - ri_two_column_primary
 - Ravenna Foods
 - Ravenna Financials
 - Ravenna Healthcare
 - Ravenna Energy
 - Solutions
 - News & Events
 - Company
 - SearchResults
 - ErrorPage
 - Site Map
 - Privacy Policy
 - Admin

ri_home_primary.hcsp

div

Ravenna Top Header

Ravenna Top Navigation

div div /div

div /div

Ravenna in Vienna

div /div

div (ListTitleOne) /div div (ListTitleTwo) /div

div Ravenna Home Lists div Ravenna Home Lists /div

div /div

div /div

div /div

div /div

div

Navigation Fragments

- Breadcrumb Plain
- CSP Sample Navigation (client)
- CSP Sample Navigation (server)
- Explorer Menu Bar
- IDOC Breadcrumb Plain
- IDOC Nav Home Logo
- IDOC Nav Multi Horizontal
- IDOC Nav Plain Horizontal
- IDOC Nav Tabs Top
- IDOC Search Box Plain
- IDOC Site Map Plain
- JSP Nav Home Logo
- JSP Nav Plain Horizontal
- JSP Nav Plain Vertical
- JSP Search Box Plain
- JSP Search Result Paged
- JSP Site Map Plain
- Login Example
- Nav Home Logo
- Nav Multi Horizontal
- Nav Multi Vertical
- Nav Plain Horizontal
- Nav Plain Vertical
- Nav Tabs Top
- Nav Wrap Horizontal
- Ravenna Site Map
- Ravenna Top Navigation
- RSET Breadcrumb Plain
- RSET Nav Multi Horizontal
- RSET Nav Plain Horizontal
- RSET Site Map Plain
- Search Box Plain
- Search Result Paged

Dynamic List Fragments

Static List Fragments

Other Fragments

Properties

<BODY>

Custom

HTML Element	<BODY>
HTML Document	
Title	Ravenna, Inc. - <!--\$s...
HTML 4.01	
id	
classname	
style	
title	
lang	
dir	
onclick	
ondblclick	
onmousedown	
onmouseup	
onmouseover	
onmouseout	

SOURCE DESIGN PREVIEW

Ravenna, Inc on http://ecm/idc/idcplg

sysadmin

CAP NUM SCRL

Key to Managing Multiple Sites

Distributed Web Site Ownership

- **Site Manager:** *Audience & Line of Business Expert*
 - Organizes /refines site navigation and structure
 - Picks layouts from a pre-defined list
 - Controls keywords in title and meta tags right from the Web site
- **Content Author:** *Content & Knowledge Expert*
 - Edits and adds content directly from the Web site
 - Previews changes in-context of the site
 - Reuses existing business content from Microsoft Word PowerPoint, Excel, etc.

The image shows two overlapping screenshots of a web application interface. The top screenshot displays a site manager view for Ravenna, Inc. with a navigation menu (Policies, Benefits, Career Center, Executive Directory, Employee Self-Service, Blog) and a content management area. The bottom screenshot shows a content author view in Microsoft Word editing a document titled 'Dental Benefits Summary.doc'. The document content includes the Ravenna, Inc. logo, company name, group number (12345), and a table of dental services.

Service & Description	Preferred Option	Premier Option	Non-Participating
Diagnostic & Preventive Services Exams & cleanings, x-rays, fluoride treatments, space maintainers, sealants, emergency treatment for relief of pain	100%	100%	80%
Basic Services Amalgam restorations (silver fillings) and composite resin restorations (white fillings) on anterior (front) and posterior (back) teeth	80%	80%	80%

RAVENNA EVENTS



Keep ahead of the curve by attending this in depth seminar. Register to Attend

TRADESHOWS

ONLINE SEMINARS

ROADSHOWS

RAVENNA IN YOUR NEIGHBORHOOD

PRODUCT HIGHLIGHTS



- RAVENNA CHIPS
- RAVENNA GAS
- RAVENNA BANKS



Divisions

- Ravenna Foods
- Ravenna Financials
- Ravenna Healthcare
- Ravenna Energy

QUICK LINKS

- Special Offers
- Citizenship
- Innovation
- Advertising

Ravenna
CONNECTS
1-800-RAV-ENNA
▶ How to buy
▶ Find Locations

YAHOO! NEWS

- Man sues IBM over adult chat room firing (AP)
- State workers' info ends up on Web (AP)
- Investors profit from free Web names (AP)
- Douglas: Technology fosters global ties (AP)
- Inventor of the TV remote dies (AP)

RAVENNA NEWS

- Support for Linux Now Available
- Ravenna Partners Launch First Ravenna Accelerate S...
- Ravenna Delivers Ravenna Utilities Outage Managem...
- Ravenna Announces General Availability of Ravenna ...
- Ravenna Gizmo Release 2 Sets New World Record TPC

REGISTER TODAY!

Ravenna in Vienna

SUBSCRIBE TO RAVENNA REVIEW eNEWS
Stay informed on Ravenna

YOU COULD WIN A FREE yPOD!
When you sign up to view the Ravenna Solutions Demo

SALES SOAR!
RavennaRetro laptop a big hit!

Ravenna INC



Contributor Mode

SEARCH

Welcome System Administrator | Exit edit mode



Home Divisions Solutions News & Events Company Admin

RAVENNA EVENTS



Keep ahead of the curve by attending this in depth seminar. Register to Attend

TRADESHOWS

ONLINE SEMINARS

ROADSHOWS

RAVENNA IN YOUR NEIGHBORHOOD

PRODUCT HIGHLIGHTS



RAVENNA CHIPS

RAVENNA GAS

RAVENNA BANKS



Divisions

- Ravenna Foods
- Ravenna Financials
- Ravenna Healthcare
- Ravenna Energy

QUICK LINKS

- Special Offers
- Citizenship
- Innovation
- Advertising

Ravenna CONNECTS

1-800-RAV-ENNA

- ▶ How to buy
- ▶ Find Locations



YAHOO! NEWS

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RAVENNA NEWS [RSS](#)

- Support for Linux Now Available
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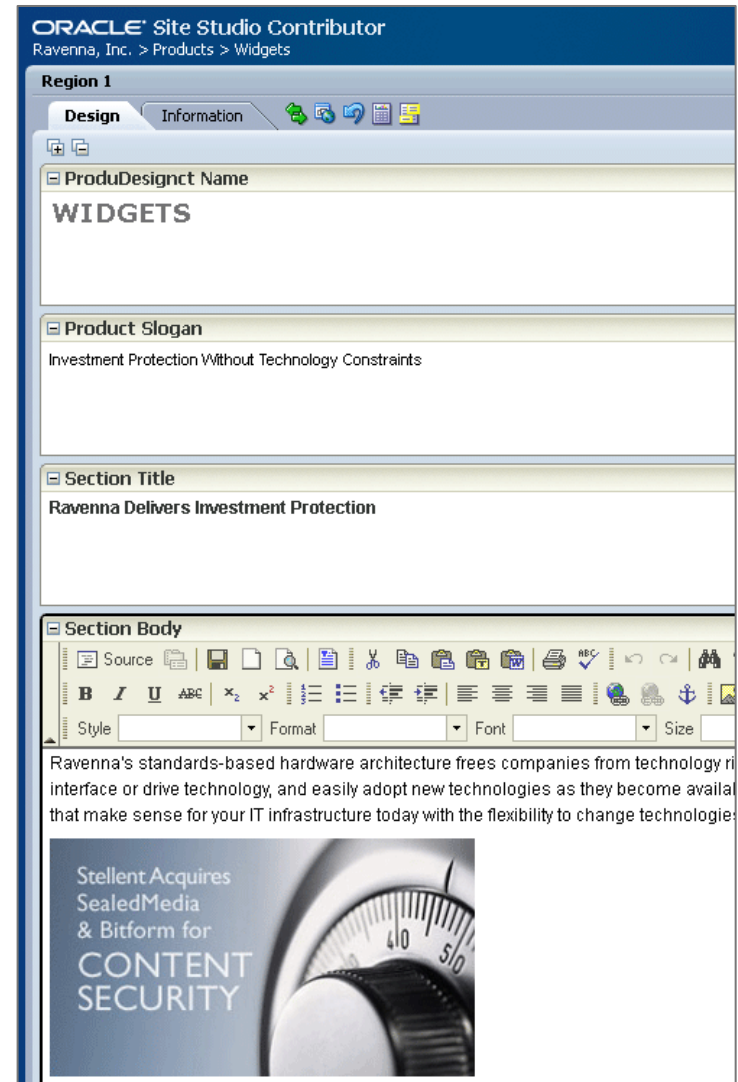
REGISTER TODAY!

Ravenna in Vienna

New Site Studio Contributor

Interesting New Features

- Images
 - Auto fill Alt text
 - Keep aspect ratio
- Formatting
 - More usable styles (paragraph vs. inline)
 - Font highlighting
 - Format removal
- Editing
 - In-context spell checker
 - Cut-and-paste from Word
 - HTML editing button
 - Accessibility checker
- New link option
 - Content item's URL (i.e. the web-viewable - could be pdf, zip, etc.)



Body

Edit Format Insert Table Form Tools

B *I* U [Color] [Font: Heading 1] [List] [Align] [Indent] [Text: Times New Ro...] [Size: 3...] [Undo] [Redo] [Cut]

[Image] [Link] [Table] [Table Border] [Table Cell] [Table Row] [Table Column] [Table Merge] [Table Split]

Ravenna Foods has some of the most recognizable brands in the food industry. Ravenna focuses on the snack and beverage industry with a commitment to provide the highest quality, most nutritious, and greatest value for our customers. Learn more about Ravenna Foods and our common brands.

[Learn more about Foods](#)

Ravenna Financials

Ravenna Finance offers an array of products and services aimed at enabling businesses worldwide to grow. Services include loans, operating leases, fleet management and financial programs. Learn how we can help businesses of all sizes to reach their full potential.

[Learn more about Financials](#)

Ravenna Healthcare

Ravenna Healthcare is dedicated to helping our partners in healthcare predict, diagnose, inform and treat disease earlier than ever. Discover how we are ushering in a new era of healthcare through medical imaging and information technologies, medical diagnostics, patient monitoring and life-support systems, disease research and drug discovery.

[Learn more about Healthcare](#)

Ravenna Energy

Ravenna Energy helps emerging countries grow and developed countries thrive. Our portfolio includes traditional and renewable energy systems, aircraft engines, oil and gas technology, locomotives and water process systems. Find out how Ravenna Energy is helping to build a world that is safer, cleaner and more accessible.

[Learn more about Energy](#)

Build & Maintain Web Sites

Empower business user to own content

- Directly from the Web site
 - Quickly edit / add content
 - Preview changes and approve workflow directly from site
 - Control site organization / navigation
- Reuse within and across multiple sites
 - Use simple forms
 - Reuse existing business content (Word, PowerPoint, Excel,...)

The screenshot displays the Oracle Site Studio Contributor interface. The main window shows a table of events with columns for 'Image' and 'Event Details'. The table contains the following data:

Image	Event Details
	Gartner Symposium April 22 - 26, 2007 San Francisco, CA
	Novell Brainshare March 9-12, 2007 Salt Lake City, UT
	AIIM e-Discovery January 2-5, 2007 Minneapolis, MN
	Stellent Crescendo February 5-8, 2007 San Diego, CA

The interface also shows a navigation menu with 'Home', 'Divisions', 'Solutions', 'News & Events', 'Company', and 'Admin'. The 'News & Events' section is active, and the 'Events' tab is selected. The status bar at the bottom indicates 'Done'.

Ringling the changes

Vodafone, the world's leading mobile telecommunications company, sought:

- To provide a single technology platform for all Vodafone websites worldwide
- Call centres, retail outlets all working from the same versions of unstructured data

Oracle's solution has delivered:

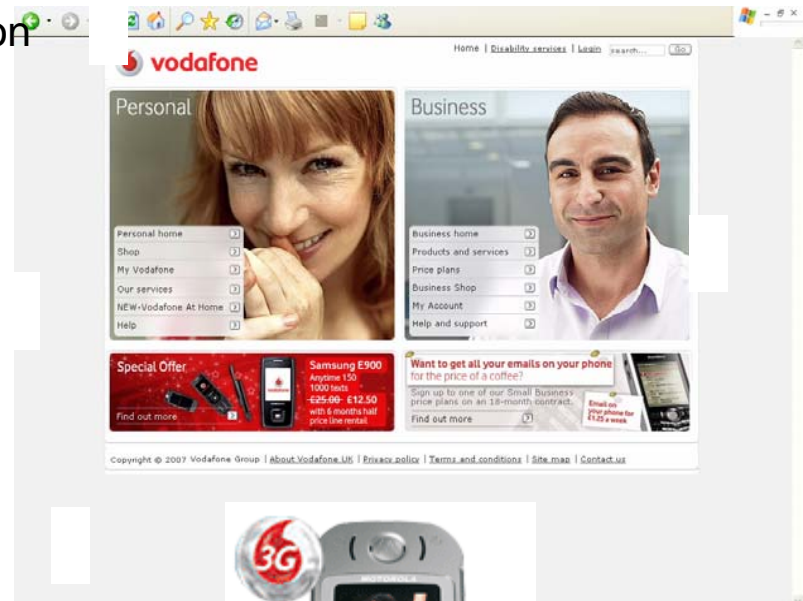
- A single version of the truth across all channels to the customers
- Secure documents across the enterprise



Vodafone UK

Public Websites & Intranet

- About Vodafone
 - Vodafone Group Plc is the world's leading mobile telecommunications company with 200 million customers, 110,000 employees and capitalisation of \$160 Bln.
- Customer Challenges
 - Provide a single technology platform for all Vodafone's websites across the globe
 - Call Centres, Retail outlets all working from the same versions of unstructured data
 - Contracts/phone details etc
- Solutions
 - Global Intranet
 - Sealed Board Meeting Minutes
 - Knowledge Base for Call Centres
 - External Websites
 - Vodafone OneBill
- Customer Benefits
 - Single version of the truth across all channels to the customers
 - Secure documents across the Enterprise



Vodafone Romania

Portal & WCM Solution

- Challenges

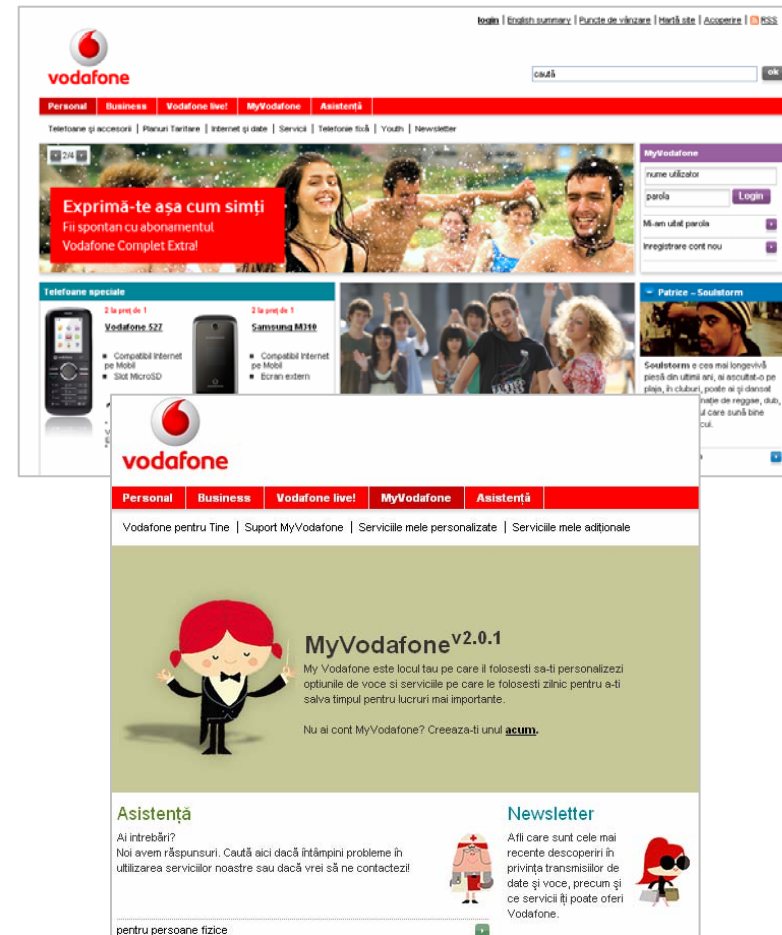
- To provide Vodafone's users a unified browsing experience and to unify all Web Sites that Vodafone manages
- To increase the up sell and cross sell capabilities
- To decrease the IT involvement
- To provide the 28 existing applications* a common Content Management platform and Web Publishing environment
- To simplify the integration of new applications and facilitate the maintenance activities
- To handle growing numbers of internet users

- Solution

- Oracle UCM
- Oracle WebLogic Portal
- Oracle Database

- Benefits

- Single DM for Applications and internal users
- One click publishing of new content
- Ability to manage 8M registered users



Vodafone Romania

Portal & WCM Solution

- Key Figures
 - 8.000.000 Registered Users
 - 700.000 Visitors per Month
 - 25.000 Files, 3.000 Web pages
- Integration
 - Profiling Application
 - Web page providers Applications (roaming tariffs, subscription forms, ...)
 - “eCare” CRM Application
 - “eShop” On-line shopping Application
- Oracle Consulting Delivery Team
 - Oracle Romania
 - Oracle EMEA E2.0 Team for UCM
 - Oracle SSI for WLP
- Main Tasks
 - Requirements Analysis
 - Architecture & Installation
 - Solution Design & Development
 - Applications Integration
 - Testing, Rollout, Support

The screenshot displays a user login and navigation interface. At the top left, a box titled "Contul meu" (My Account) contains a login form with fields for "nume utilizator" (username) and "parola" (password), and a "Login" button. Below the form are links for "Mi-am uitat parola" (I forgot my password) and "Inregistrare cont nou" (Register new account). To the right, a "Main links" section lists various services: "vodafone for You", "Where to buy", "Quick access numbers", "Fix your phone", and "Coverage". Below this is a "Useful for you" section featuring a cartoon character holding a mobile phone and a list of links: "means to pay the bill", "special numbers", "112 emergency number", and "interconnectivity".

Banking on compliance

Global financial services organisation **ING Group** wanted to reduce the number of content management systems from over 40 to a single application/ infrastructure for web solutions. Oracle is delivering:

- **Single solution** and architecture for web application
- **Growth capabilities** for other content-centric applications
- **Reduced risk** around document retention and retrieval
- **Adherence** to corporate governance principles for document management

Customer Case Study: ING

- About ING

- ING Group is a global financial services company of Dutch origin with 150 years of experience and 120,000 employees, providing a wide array of banking, insurance and asset management services in over 50 countries.



- Customer Challenges

- Corporate Governance: to reduce the amount of over 40 content management systems to a single application/infrastructure for web solutions
- Integration with internal system (eg Websphere and eBanking)
- Deliver a solution for managing business critical records applying extensive records management principles (DoD5015.2 and 4) and where only senior management have access.

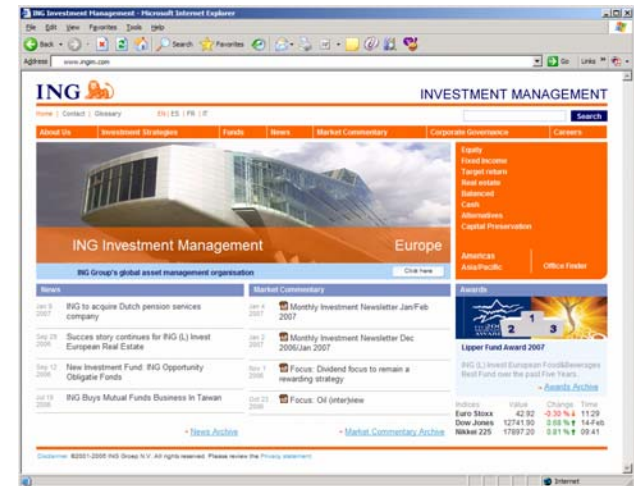


- Solutions

- Over 100 intranet sites running on Oracle UCM with Websphere front-end
- Public multilingual websites for ING.Com, ING Belgium, ING Lease and ING Investment Management Europe
- Records Management

- Customer Benefits

- Single solution and architecture for web applications
- Growth capabilities for other content centric application



Customer Case Study: UK's Department for Work and Pensions (DWP)

• About DWP

- DWP are one of UK Government's largest Departments
 - 124,000 employees
 - £7.8bn annual expenditure
 - Annual Programme expenditure of £1.4bn
 - 1,800 locations across the UK
 - 98% have access to the DWP Intranet

The logo for the Department for Work and Pensions (DWP) is displayed. It features the letters 'DWP' in a large, bold, teal font on the left, and the full name 'Department for Work and Pensions' in a smaller, white, sans-serif font to its right, all set against a dark purple rectangular background.

• Customer Challenges

- 600 Intranets, 1,500 web managers and over 1m pages.
- No consistency, no meta-data, no retention policy
- Inaccurate information being given out to the public



• Solutions

- Migrated all 600 intranets, tagged with dublin core meta-data standard to a single platform in less than 8 months.
- Oracle ECM for Intranets and also the Job Centre Plus website (one of the UK's most accessed websites)

• Customer Benefits

- Reduced number of web managers from 1,500 down to 50
- Single version of the truth across the enterprise reduced risk
- All intranets/websites now managed from one site

Government external facing websites

- ACC
- Minnesota Department of Education
- Norfolk County Council
- Seattle Public Utilities
- Welcome To Aurora, Colorado
- CNIC | Commander Navy Installations Command
- United States Department of Agriculture – Home
- City of Minneapolis Home Page
- Depart Transport - UK
- Los Angeles County
- Minnesota Department of Revenue
- MN Dept Human Services
- Newport City Council Homepage
- Rhondda Cynon Taf - Gov
- Scott County Web
- <http://www.direct.gov.uk/en/index.htm>
- <http://www.dh.gov.uk/en/index.htm>



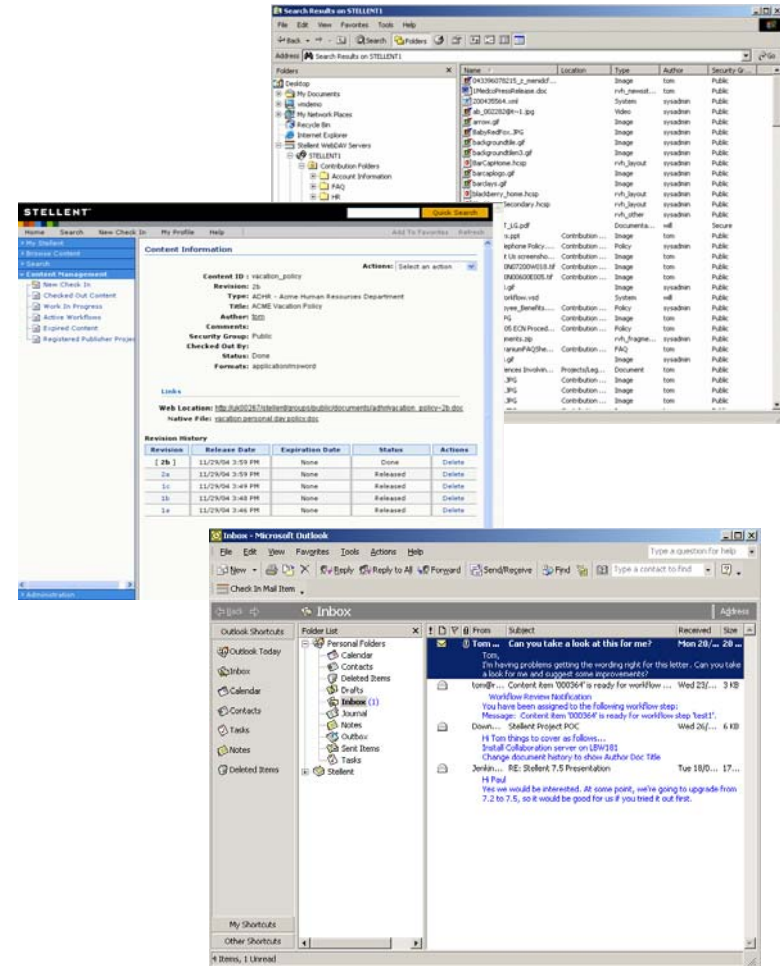
Document management

Manage and convert documents held across the enterprise with:

- A **user-friendly**, personalised web interface
- **Integration** with MS Outlook/Notes
- Access to **desktop applications**
- **Direct access** through Windows Explorer
- **Convert and publish** to any device, in any format, any time

Document Management in Oracle Universal Content Management

- Web-based document management
- Users contribute content from familiar native applications
- Leverages unified ECM architecture
- Manages all business documents -- digital, paper-based, and reports
- Out-of-the-box, server-based solution eases IT administration
- Saves printing & shipping costs
- Automates routine tasks
- Supports compound docs functionality (FOLIOS)
- Dynamic PDF Watermarking
- Conversion of nearly 400 formats to Web-viewable formats
 - PDF, HTML, XML and wireless formats



Document Management

Key Applications

- Intranets & Extranets
- Workflow expense reports, invoice processing, document approval routing
- Policy and procedure management for regulatory mandates, such as JCAHO
- ISO 9001 documentation management
- Web-enabled call center resources
- Creation and distribution of large manuals and training information

The image displays several screenshots of document management systems. The top screenshot shows a 'Stellent Partner Resource Center Extranet Login' page with navigation tabs like 'SHARING', 'CONSULTING', 'SUPPORT', 'PARTNERS', 'LITERATURE', and 'INTERNATIONAL'. Below it are two overlapping windows: one showing a 'Documental Portals' table with columns for 'Add', 'List', 'Update', and 'Delete', and another showing a search results page for 'Info Zone Portal' with a table of search results including document titles, categories, and publish dates. The search results table includes entries like 'Bell Mobility 310 Wireless' and 'Bell Mobility Referral Guidelines'.

Oracle Universal Content Management (UCM) Standard Edition



UCM Standard Edition Highlights

Document Management For Mid-size Businesses

- Web-based application
 - For managing documents within Oracle Database or file systems
- Entry level solution
 - With easy upgrade to enterprise-level ECM
- Manage all file types
 - Documents, graphics, images, presentations, emails...
- Quick install, out-of-the-box solution
- Heterogeneous support
 - Multiple platforms, databases, Web servers, browsers...



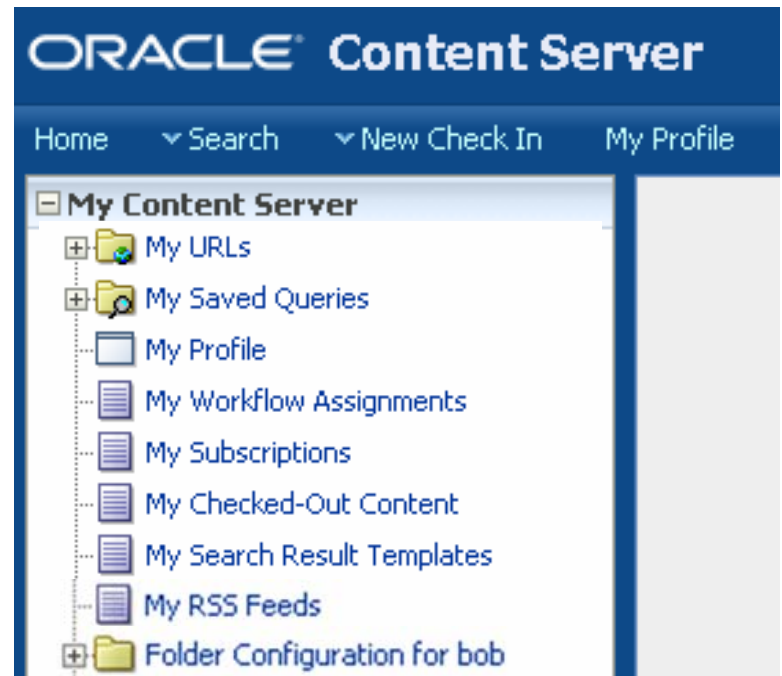
Solution Examples:

- Policy and procedure mgmt
- Sales kits & marketing collateral
- Internal knowledgebase
- ISO 9001 documentation
- Human Resources content
- Communication mgmt
- Online “deal rooms”

An Out of the Box Solution

Includes Built-in...

- Security
- Personalization
- User management
- Customizable portal layouts - for unique “look & feel”
- Workflow
- Metadata & full text search
- Forms
- Conversion



An Out of the Box Solution

Includes Built-in...

- Security
- Personalization (no portal or application server required!)
- User management
- Customizable portal layouts - for unique “look & feel”
- Workflow
- Metadata & full text search
- Forms
- Conversion



Global Document Management

Symbian Limited, the developer and licensor of the Symbian operating system for mobile phones, has delivered a Global Communications and Collaboration Environment with Oracle ECM:

- Consolidation of siloed information into a single repository
- Streamlined communications and improved content collaboration across global operations
- Consolidated over 100 terabytes of content from multiple silos of information into a single repository
- Rapid search functionality across content created in disparate departments and geographies
- The basis for a content-rich, knowledge-based organisation

The Symbian logo is displayed in a white, pixelated font. The letter 'i' is stylized with a blue vertical bar and a small orange dot above it. The background of the slide is a close-up, slightly blurred image of a mobile phone's keypad and navigation pad.

symbian

ORACLE®

Customer Case Study: Statistik Austria

- About Statistics Austria
 - Statistics Austria is the national authority in Austria for collecting, analysing and publishing statistics.
- Customer Challenges
 - Ability to manage documents in a wide range of different formats.
 - Different publication channels
 - Ease of searching, finding and re-using existing publication objects (knowledge database)
 - Internal and external use
- Solutions
 - Oracle Universal Content Management
- Customer Benefits
 - Time saving by automating data processes: compilation and publication
 - Increased efficiency by centrally managing information objects and providing automatically different formats
 - Improved quality of data by managed versions





Digital Asset Management

Example Digital Asset

Manage your digital assets, including videos and brochure-ware to provide...

- **Automatic conversion** of any digital asset to meet specific format requirements
- Re-formatted assets available for the **right audience, at the right time**
- High resolution video footage easily converted to **streamable format**
- Global consistency of **brand image**

What is ECM?

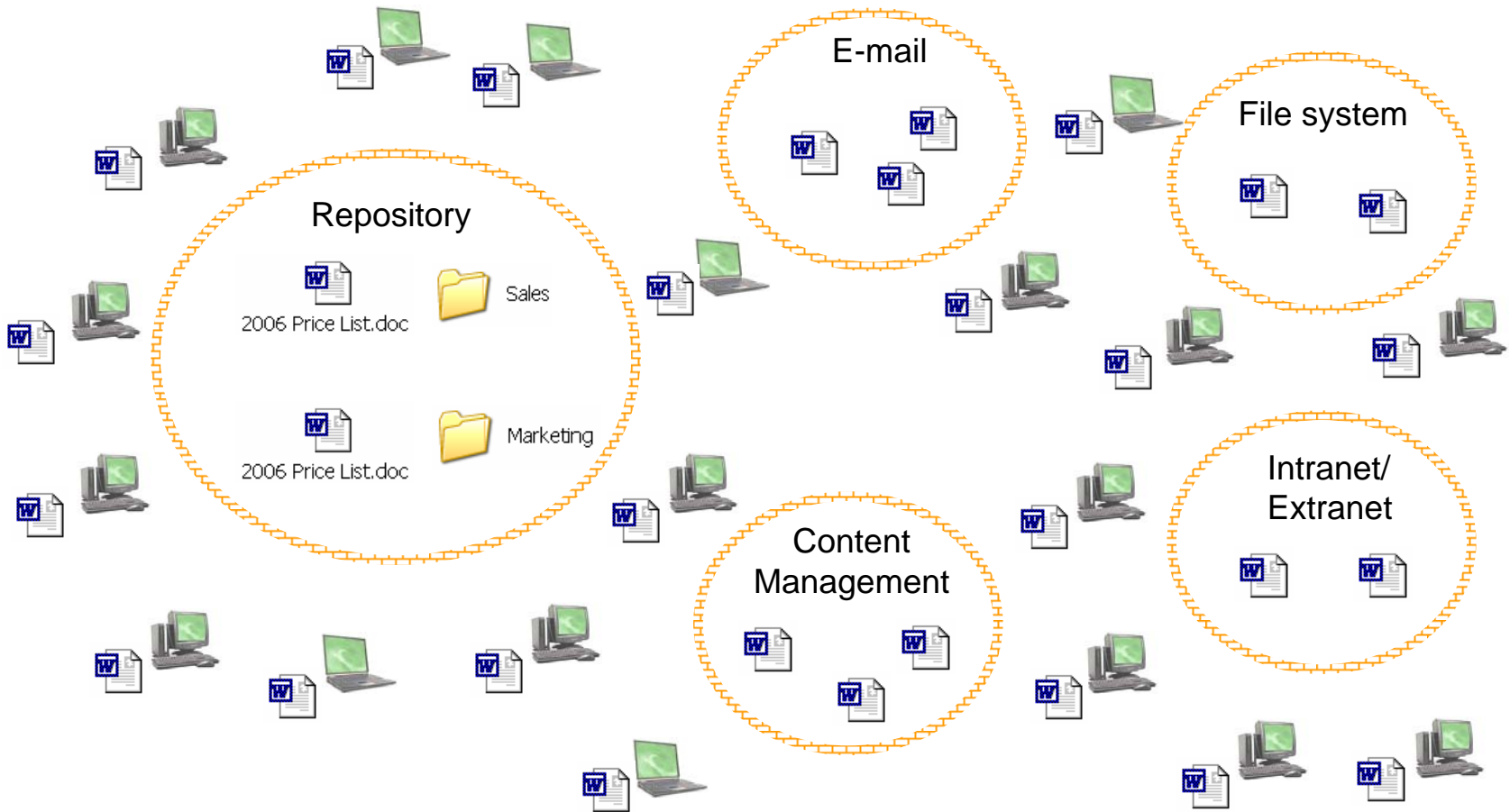
INFORMATION RIGHTS MANAGEMENT



- Confidential documents and emails are moderately secure while stored (unused) within folders, inboxes and repositories
- But when used, thousands of copies are stored on desktops, laptops, wireless devices, USB drives, CDs/DVDs – **inside and outside your organization!**
- How do you
 - Secure all the copies, and audit access to them?
 - Prevent copies being forwarded (or edited) inappropriately?
 - Protect your confidential information within your customers, partners and suppliers?
 - Revoke access to confidential information, when projects end or employees leave?

Limitations of Perimeter Security

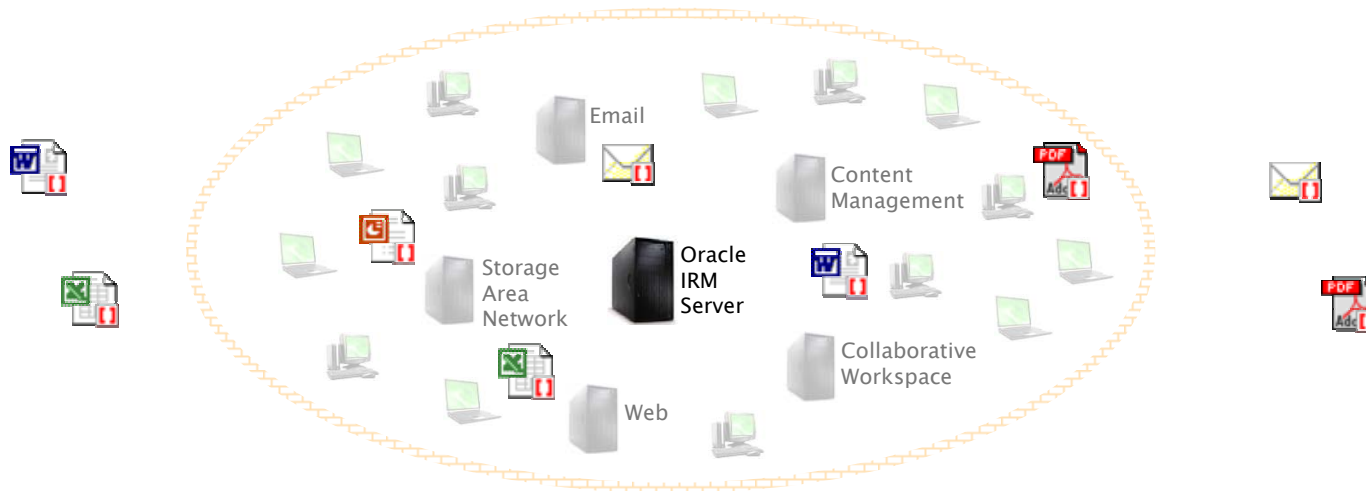
Content does not stay within access-controlled perimeters



Benefits

Secure and track information beyond the repository

- Encryption places an access-controlled perimeter around the information itself (documents, e-mails and Web pages)
 - Only authorized users can open and/or modify it
 - All access to “sealed” information is centrally audited and reported
 - Access to remotely stored information can be centrally revoked
- Consistent security: one “virtual” perimeter to manage
- *Control and monitoring does not stop at the firewall !*



Full throttle IRM

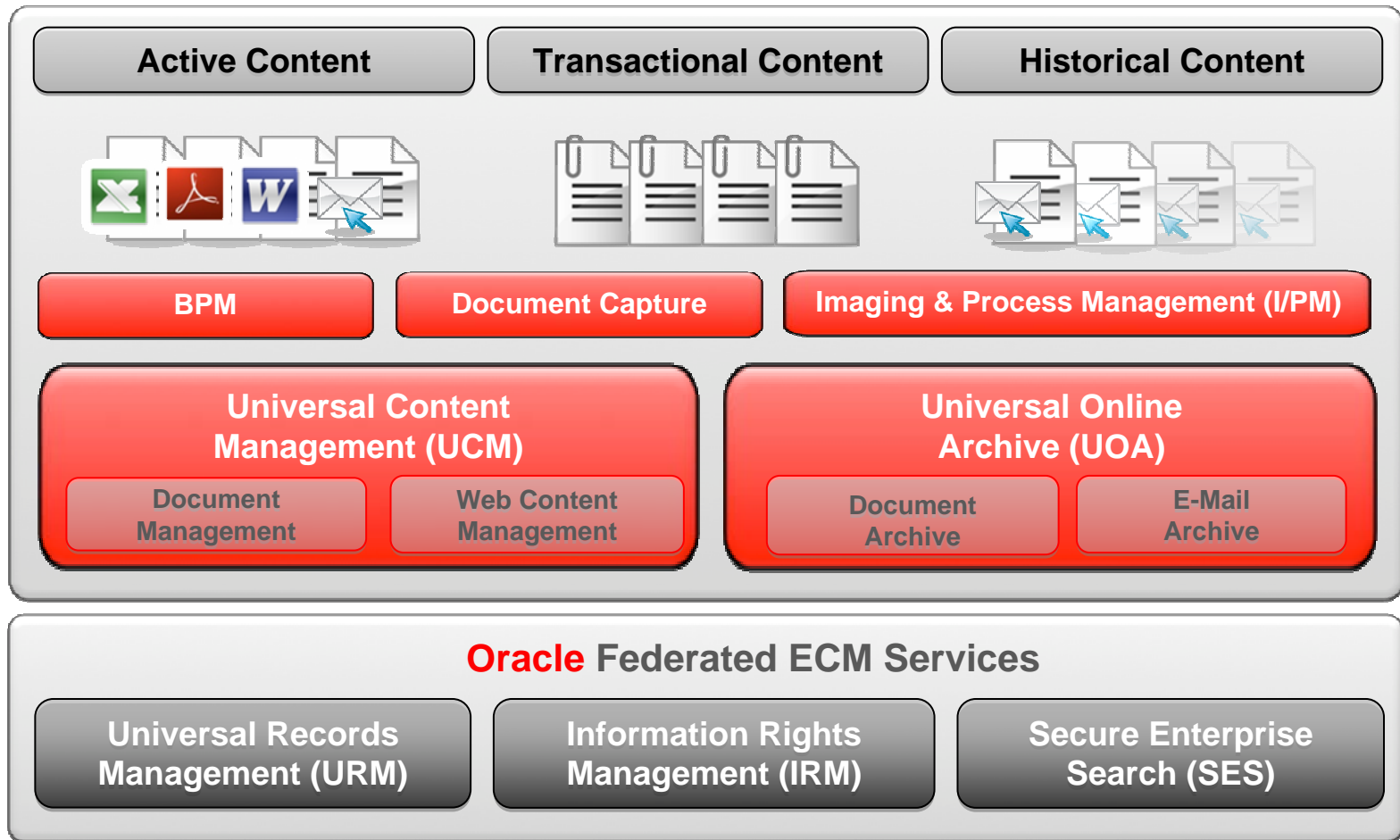
Renault F1 sought to protect its technological specifications against competitive espionage. Oracle IRM is delivering:

- **Secure access** to documents for partners, suppliers and manufacturers
- The ability to **evoke users' rights**
- **Remote access** to data for trackside technicians
- **Centrally managed access** rights across the globe
- All applications **directly store files** within the central repository
- **Eliminated duplication** between users

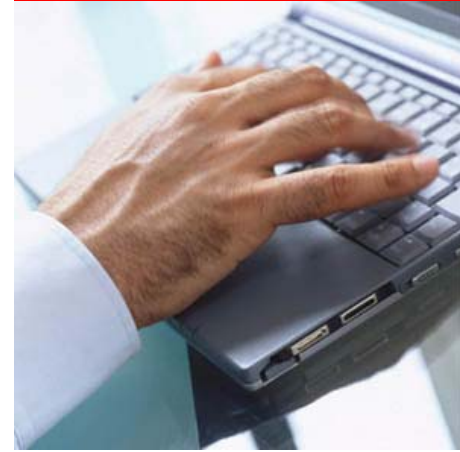


Oracle Solution

Enterprise Content Management



Unified Workplace & Context Separation



What is Web 2.0 and Enterprise 2.0?

Web 2.0

- Web-based communities and hosted services to facilitate creativity, collaboration and sharing among users

Enterprise 2.0

- Integrates Web 2.0 capabilities with IT systems to enrich user experience, business processes and collective intelligence



Cases 2.0

Welcome to Cases2.com!

The screenshot displays the Oracle Mix web application interface. The main content area features a 'Welcome to Oracle Mix' message, followed by sections for 'Share Ideas', 'Join Groups', 'Network', 'Get Answers', and 'Share and Learn'. A 'Featured Group' for 'Oracle Open World San Francisco' is highlighted. The interface includes a navigation menu with 'Home', 'Groups', 'Ideas', and 'Q&A'. On the right side, there are several data visualizations: a table of 'Approvals' with columns for Name, Open, Type, Status, and Date Submitted; a bar chart for 'Expenses by Quarter'; a pie chart for 'Budget by Category'; a 'Weather' widget; a 'Stocks' widget; and a 'Products' widget. The bottom of the page shows 'Recent Ideas' and 'Recent Questions'.

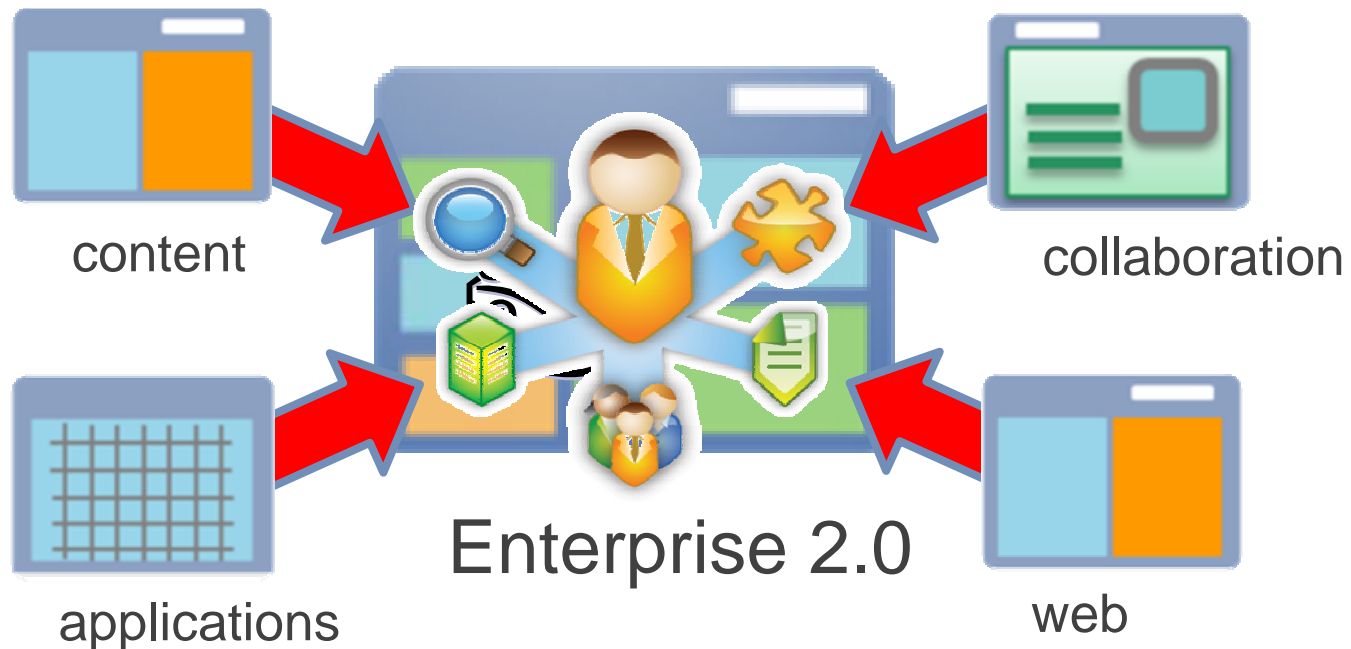
Web 2.0 Evolution

- Web 1.0 – Connected Information
 - Information delivered as linked Web Pages
 - Transformed how we accessed information
- Web 1.5 – Connected Applications
 - Service Oriented Architecture
 - Transforming how we design & use Applications
- Web 2.0 – Connected Users
 - Users share information with easy to use Web-based Social Software on Internet
 - Transforming how we share Information & Work Together



Enterprise 2.0

- Integrating Web 2.0 Technology & Capabilities
- With Enterprise Information Systems & Applications
- To transform how we work within Enterprise & across Enterprises



Unified Workplace in Context

The screenshot displays the Oracle Unified Workplace interface. At the top, there are navigation tabs for 'Recent', 'Favorites', and 'Search'. The main content area is titled 'Home' and features several widgets:

- Notifications (32):** A table listing various requests and their statuses.

Priority	Title	From	Status	Date	Justification
	Expense Report: \$234.90	Sam Smith	Closed	05/02/06	6 month cable cost
	Conf Request	Dustin Selig	Pending	06/03/06	UPA Conf
	System Request: Dell Laptop	Josie Markson	Pending	06/19/06	Old computer broke
	LOA Request: 56 days	John Cullin	Closed	06/29/06	Personal
	Vacation Request: 5 days	Priyash Agarwal	Open	06/22/06	Vacation
	Usability Test Gifts: \$800.10	Ethan Hunt	Open	05/25/06	Usability tests
- Expenses by Quarter:** A bar chart comparing actual expenses to budget for Q1, Q2, Q3, and Q4.
- Budget by Category:** A pie chart showing the distribution of budget across various categories.

Surrounding the main interface are several callout boxes highlighting key features:

- Notifications:** Points to the left-hand navigation pane.
- Email:** Points to an email preview window.
- Discussions:** Points to a discussion list.
- Documents:** Points to a document list.
- Communities:** Points to a community menu.
- Contextual Wiring:** Points to a detailed view of a budget category.
- Presence:** Points to a presence indicator.
- Preferences:** Points to a preferences menu.

A professional silver and black microphone on a stand is positioned on a dark desk. In the background, there is a white sheet of paper with a pen resting on it. The scene is lit from the right, creating a soft glow. A red banner is overlaid across the middle of the image.

ECM & E2.0 : The Convergence

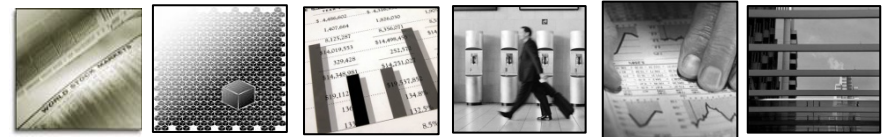
Enterprise 2.0

Convergence of Content, Web Presence, Composites, & Social Computing



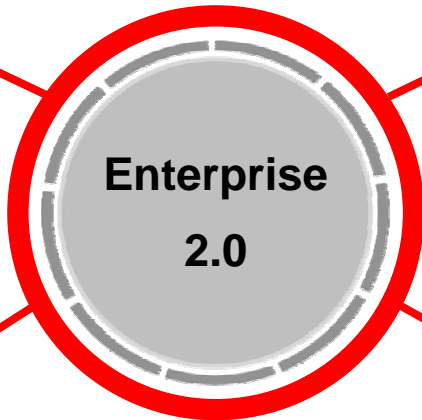
Document Management Content Publishing Collaborative Content Creation Content Approvals Security, Auditing, and Compliance Information Lifecycle Management

Content Management



Website Creation Portlet Creation & Orchestration Single Sign-On to all Corporate Resources Multi-Channel Delivery In-Context Content Editing Secure, Integrated Search

Internet / Intranet Web Presence

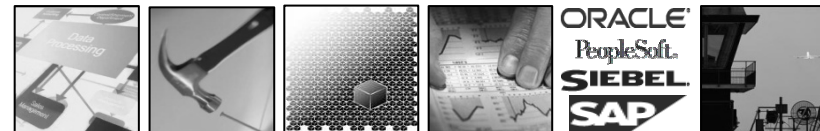


Community/Social Collab

Composite Applications



Team & Individual Expertise Project Efficiencies Enterprise Mashups Team Collaboration Web 2.0 Services Desktop Tools Integration



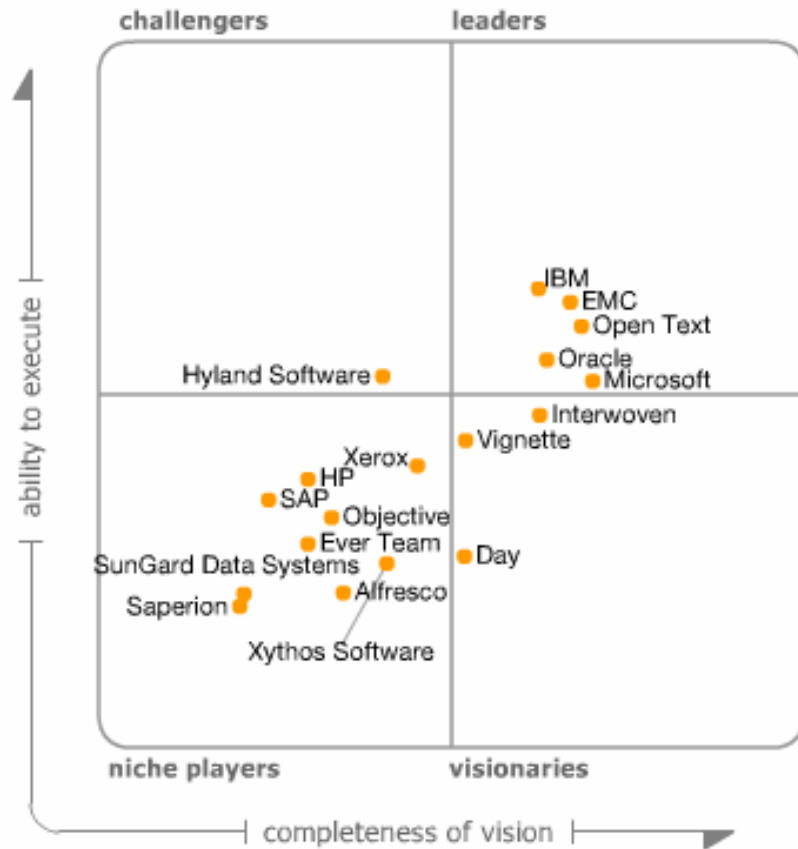
SOA Processes Integrated Development Component Assembly & Orchestration Process Portals Custom & Enterprise Applications Alerts & Worklist



Summary : The Market

Latest Market Review

Gartner MQ ECM SEPT 08'



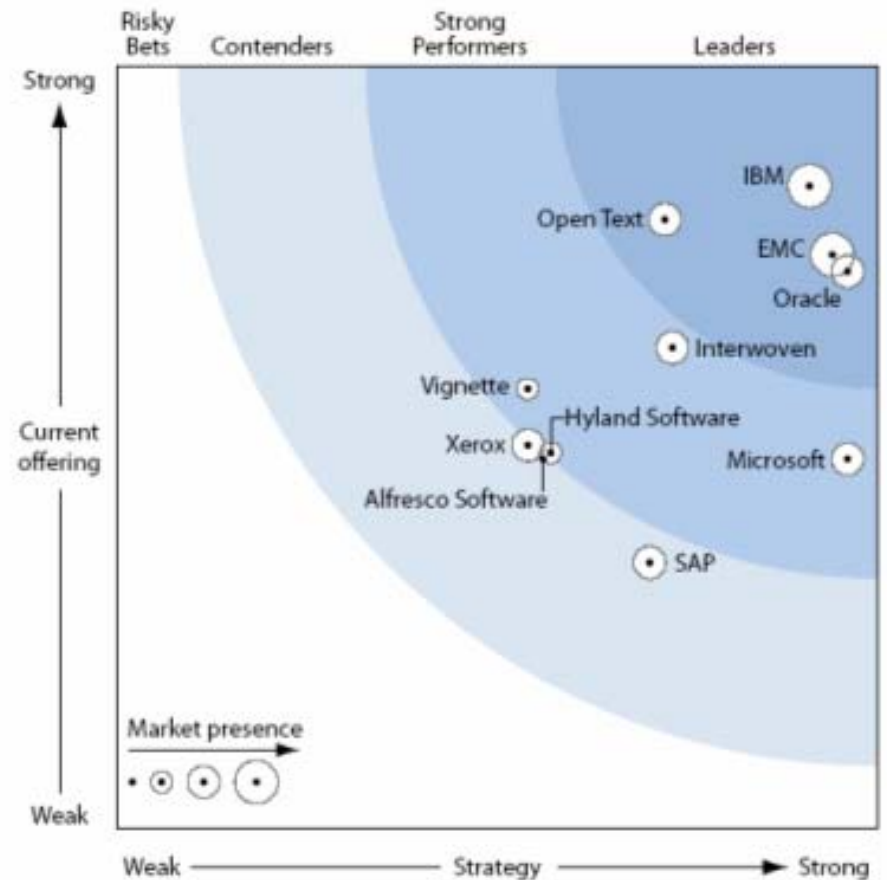
As of September 2008

Latest Market Review

Forrester Wave, ECM Suites Q4 '07

- Oracle determined “Leader” in ECM
- “A well-rounded, well-architected ECM suite with strength where it counts — evidenced in its document management and records management support.”

Figure 6 Forrester Wave™: ECM Suites, Q4 '07



Universal Content Management Wins!

Best ECM Technology of the Year

2008 Technology of the Year Awards: Data Management

Slide 2 of 6

Oracle UCM 10g R3

Oracle Universal Content Management is a unified solution for securely managing documents, images, and other digital assets, plus Web sites. Content is delivered – to the Internet, intranets, applications, and wireless devices – using various methods, including Web services, HTTP, and RSS. Version 10g R3 has extensive Windows Explorer and Outlook integration, works with Microsoft SharePoint, and includes comprehensive search, not to mention strong information rights and records management. [FULL STORY ...](#)

[E-mail to a friend](#)

[More Slideshows](#)

Best Enterprise Content Management

InfoWorld 2008 TECHNOLOGY OF THE YEAR AWARDS

Content Server

New Check In My Profile Help

Info Update Form for 'InfoWorld_TestCenter'

Standard Information Fields

Content ID	ECM_000611
*Title	InfoWorld_TestCenter_U
*Type	Document - Documents
*Author	mike
*Security Group	Public
*Revision	1
Folder	/Contribution Folders/D
Profile Trigger	

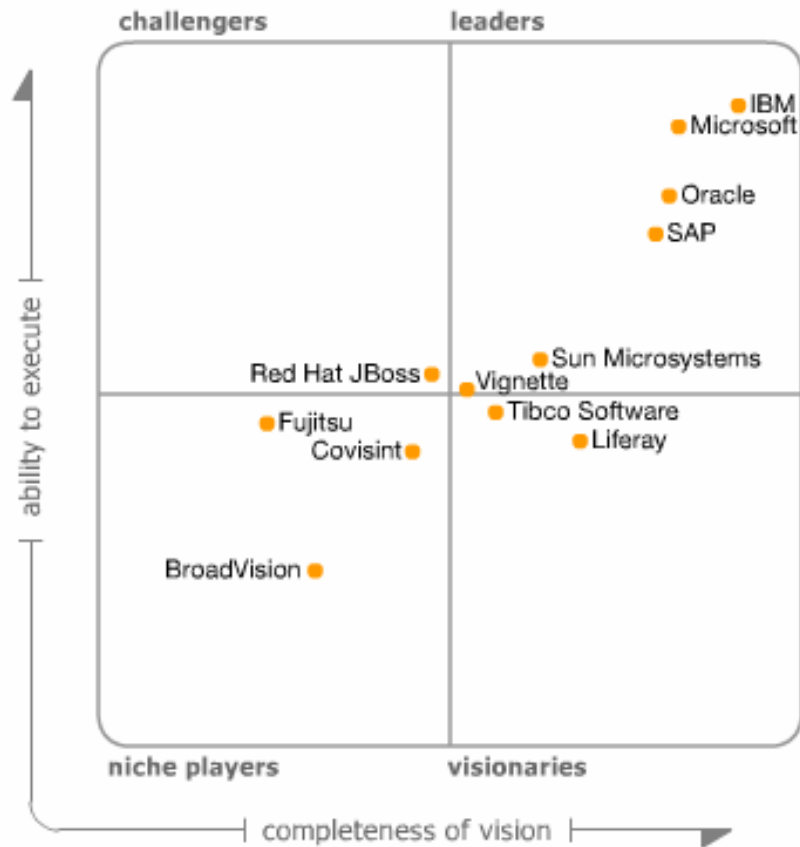
Web Content Management Fields

Web Site Object Type	Native Document
Web Sites	InfoWorld.com

- Oracle SOA Suite also wins for Best Enterprise Service Bus

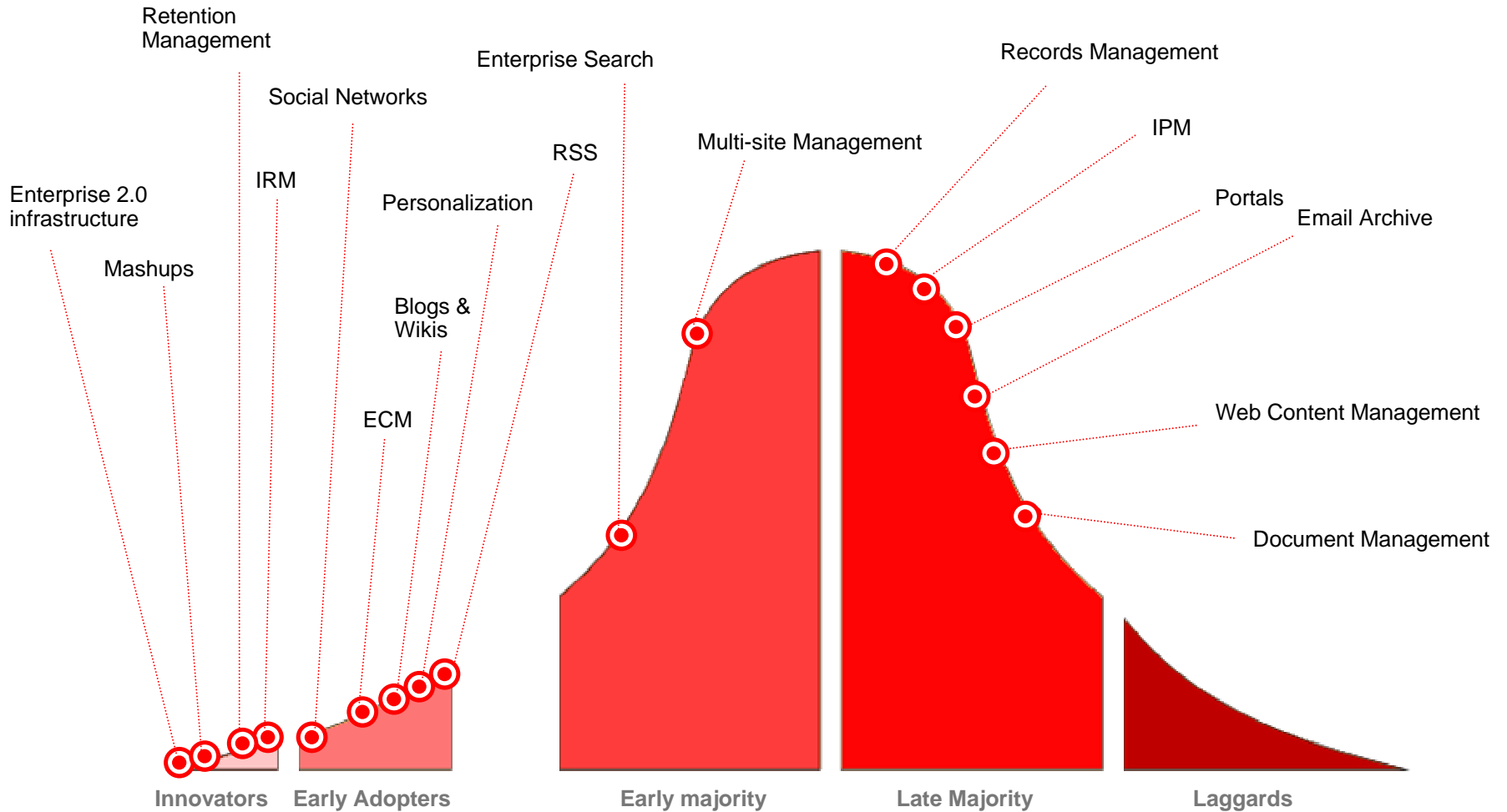
Latest Market Review

Gartner MQ Horizontal Portals SEPT 08'



As of September 2008

ECM, Portals & UI Adoption



Enterprise 2.0

Product Listing

Content Management

- Enterprise Content Management Suite
- Universal Content Management
- Universal Online Archive
- Imaging and Process Management
- Secure Enterprise Search
- Information Rights Management
- Universal Records Management
- Document Capture
- Distributed Document Capture

Portal and UI

- WebCenter Suite
- WebCenter Services
- WebCenter UI(ALUI)
- Oracle Portal
- WebLogic Portal

Questions

