

ORACLE UNIVERSAL CONTENT MANAGEMENT: WEB CONTENT MANAGEMENT

KEY FEATURES AND BENEFITS

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- In-context Web site contribution, preview, updates, and approvals
- E-mail notifications during workflow
- Library services, including full-text search, check-in or check-out, and version control
- Flexible metadata and security
- Template-based pages
- Libraries of reusable components and XML-based fragments
- Native content conversion to Web-viewable formats, including HTML, XML, and PDF
- Dynamic delivery and scheduled publishing models
- Personalized content delivery
- Content release and expiration
- Full digital asset and records management features included

KEY BENEFITS

- Minimizes Web development costs
- Reduces risk while ensuring Web content accuracy and quality
- Lowers help desk and customer service center costs
- Easily manages multiple sites with a consistent corporate brand
- Reallocates head count

Oracle's multisite Web content management solution within Oracle Universal Content Management provides the critical framework and necessary tools to effectively manage internal and external Web sites. It dramatically improves productivity and allows organizations to maintain accurate, timely, and current web content with consistent branding and presentation across all corporate sites. With Oracle Universal Content Management, you can centralize control of site architecture and presentation while distributing development and ongoing maintenance to the business units.

Minimize Web Development Costs

Oracle's multisite Web content management solution can help your organization successfully address the issue of managing one or many Web sites while keeping development costs under control. Your central team of Web developers has the necessary tools to easily create and customize libraries of usable components, including templates, layouts, fragments, and navigation as well as integrations with databases or other applications. The Java-based architecture provides flexibility, resulting in a solution that is quick to deploy, easy to customize, and scalable to the entire enterprise. Your Web development team spends more time on code and less time on content, adding more features and functionality to your Web sites without having to increase head count. By reusing components across different Web sites, you benefit from more-efficient processes and ultimately lower operating costs.

Reduce Risk While Ensuring Web Content Accuracy and Quality

Keeping content on Web sites up-to-date and accurate presents many challenges. But with Oracle's multisite Web content management solution, business users can truly own their content. Oracle's Universal Content Management, formerly Stellent Universal Content Management, empowers your content authors to easily add, modify, and approve content within the context of their Web sites, critical when managing hundreds or thousands of sites. Content authors can create Web site information using intuitive Web-based forms or standard business applications they already know, such as Microsoft Office.

Users can modify content easily by browsing to a page, logging in, and editing and previewing changes directly from the Web site, eliminating the need for a redundant copy-and-paste procedure. Because Web content management functionality is built in the platform, authors can reuse content across multiple pages and sites, eradicating errors and oversights when dealing with similar content in multiple locations.

EXPAND YOUR CONTENT MANAGEMENT CAPABILITIES**RELATED FUNCTIONALITY**

Oracle's multisite Web content management solution is included in Oracle Universal Content Management, which offers search, security, workflow, revision control, and powerful content conversion for all types of content. In addition, Oracle Universal Content Management provides key enterprise content management functionality, including

- Document management
- Web content management
- Digital asset management
- Records and retention management
- Portal integrations
- Microsoft SharePoint integration
- Content and usage tracking
- Categorization
- Content conversion and transformation
- Document capture and scanning integrations

Easily Manage Multiple Sites with a Consistent Corporate Brand

When managing tens to hundreds of corporate Web sites, keeping a consistent corporate brand is a challenge. Oracle's multisite Web content management solution makes it easy to maintain your corporate brand across multiple sites with a unique, three-tiered approach to multisite Web content management. This approach gives your Web developers the ability to consolidate control while distributing the appropriate amount of ownership where needed. By centralizing control of site architecture and presentation; distributing the actual site development and ongoing maintenance to the business units; and giving content authors the ability to easily add, modify, and approve content within the context of their Web sites, Oracle's multisite Web content management solution allows you to enforce consistent branding while empowering business units to own site design and maintain content.

Increase Sales and Customer Satisfaction

Oracle's multisite Web content management solution helps you reap the benefits of improved customer satisfaction by allowing site visitors to access the most accurate information. By providing the most up-to-date information to your site visitors, your staff members field fewer phone calls, saving you time and money. Your valuable technical resources are now able to focus on creating personalized visitor experiences, building workflows, or connecting Web sites to other business processes. Empowering your business units and content authors increases sales and improves customer satisfaction.

Lower Integration Costs

Oracle's multisite Web content management solution offers a single set of functionality to manage all types of Web sites, including intranets, extranets, localized Web sites, blogs, wikis, public microsites, and portals. Oracle Universal Content Management's flexible, scalable, service-oriented architecture allows you to reuse content and functionality and leverage a single set of APIs, thus minimizing your integration costs.

Contact Us

For more information on Oracle Universal Content Management, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/products/middleware.

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