

# WebCenter 11g



# Presentation Flow

- Business Challenges.
- How does Web center help meet the challenges.
- Overview of the technology and real life implementations.
- Architecture overview.
- Technology offerings and details.

# Business Challenges

- Access to relevant information
  - **35%** growth in email and data annually
  - **30%** of people's time is spent searching for information
- Bridge information & data silos
  - **40%** of IT budgets are spent on integration
  - **30%** of large enterprises run 5 or more packaged applications

- Reduce application development time
  - **60%** of enterprises use portal frameworks for developing and deploying composite applications
  - **55%** of enterprises consolidating web infrastructure sprawl



# What do Organizations need?

- Integrated Multi-channel, Composite UI
- To facilitate how users access & work from a variety of sources
- To transform how users work privately & with others, within Enterprises & across Enterprises



**Database Systems**



**Business Process**



**Content Repositories**



**Custom/LOB Apps**



**Enterprise Apps**



**Business Intelligence**



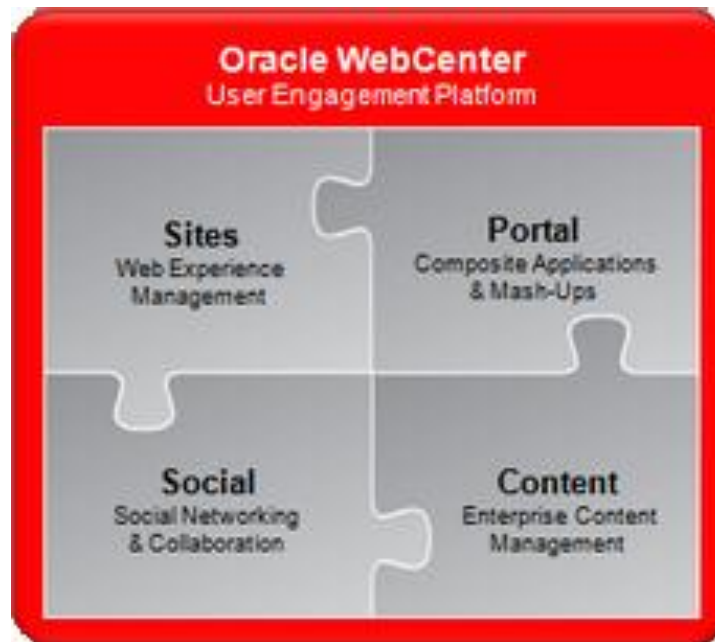
**Enterprise Management**



**Identity Management**

# What does WebCenter offer?

- **Complete** set of features to build any type of portal, social or composite application, intranet or internet site with uncompromised customizability.



- **Integrated** with Oracle Fusion Middleware, Applications, and Database providing unlimited deployment flexibility.
- **Hot-pluggable** with existing heterogeneous environments reducing cost and disruption.
- **Best-of-breed** enterprise content management, search, presence, and business process management.

# Real World Applications of WebCenter

## Internet & Extranet Web Sites

Customer / Supplier Extranets

E-Commerce

Banking / Telco / Healthcare

CRM

Product Catalogs

Personalization

Rich Internet Applications

Content Integration

## Enterprise Portals & Intranets

Enterprise Portals

Dept. / Worksgroup Portals

Employee Intranets

Knowledge Management

Social Networks / Blogs / wikis

Search / Tagging

Communities / Shared Work Spaces

.Net / SharePoint Integration

Content Integration

## Composite Applications

Business Process Mgmt

Service Oriented Architecture

Dashboards

Target Online Marketing

Business Application Integration

Blogs / Wikis / Networks

Rich Internet Applications

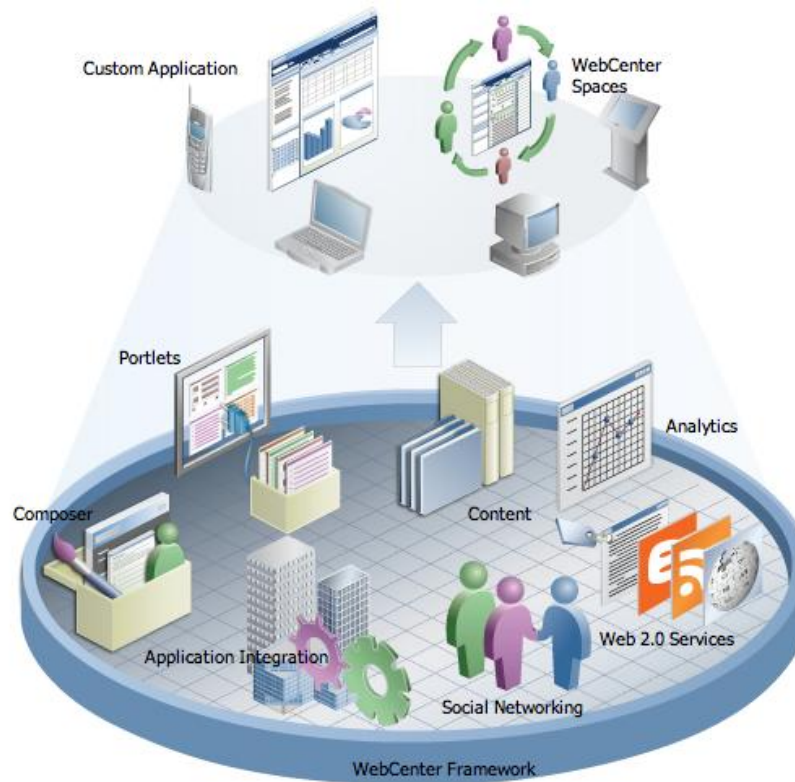
Content Integration



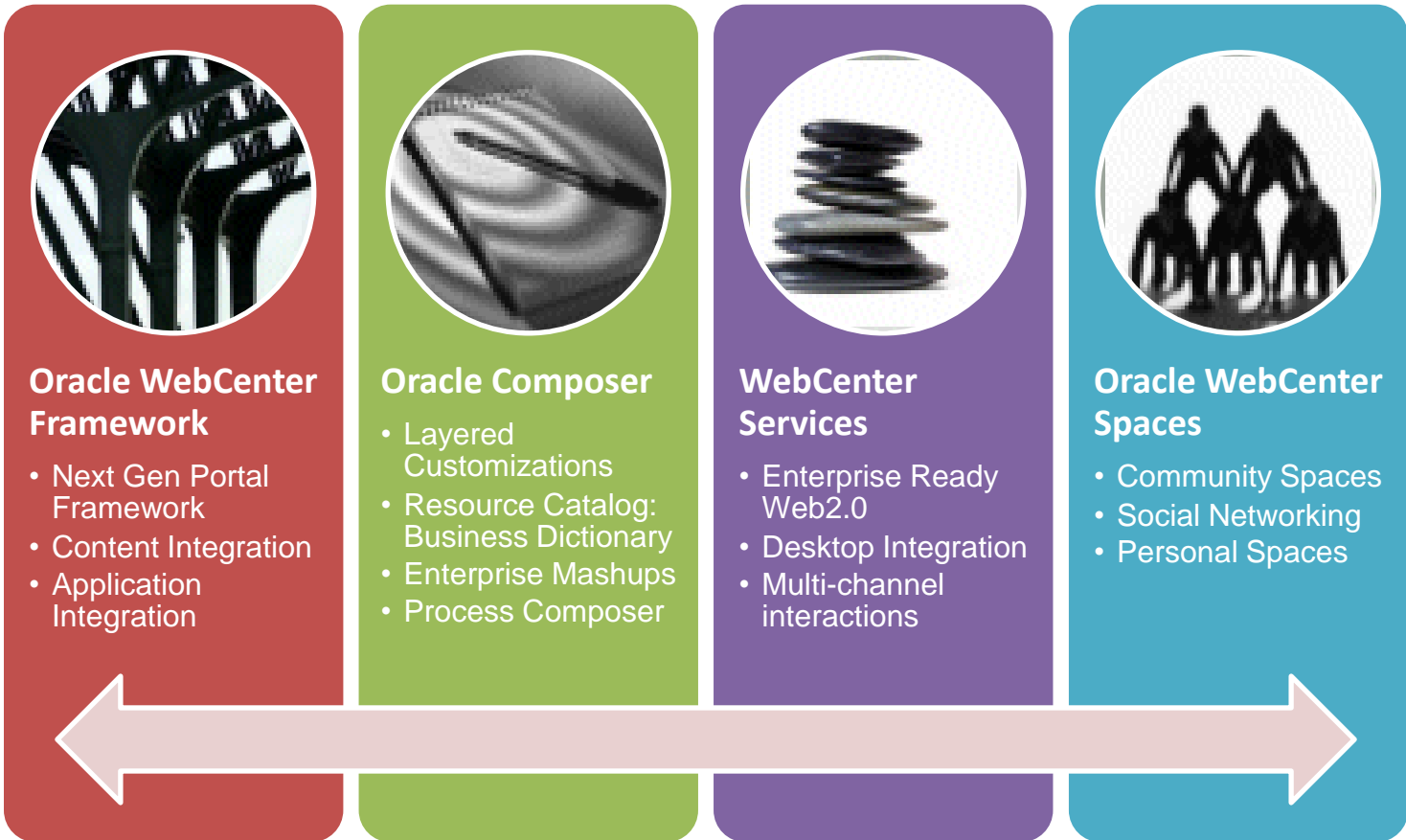
# WebCenter 11g Overview

- Offer integrated multi-channel, composite ui
  - Personalizes access to desktop tools, enterprise applications, business process, business intelligence, documents sources.
- Transform how users work privately & with others, within enterprises & across enterprises
  - By integrating web 2.0 capabilities with enterprise information systems & applications.

- Based on industry standard development paradigm
  - Unifying notion of web sites, transactional applications, enterprise portals, social computing.



# WebCenter 11g Components



# FRAME WORK

# Framework Benefits

- Single Integrated Framework
  - for delivery of portals, web sites, transactional apps, composite apps, business communities, and social networks
- Themes and Skins
  - tiered UI customization facilities for look-and-feel while consolidating deployment

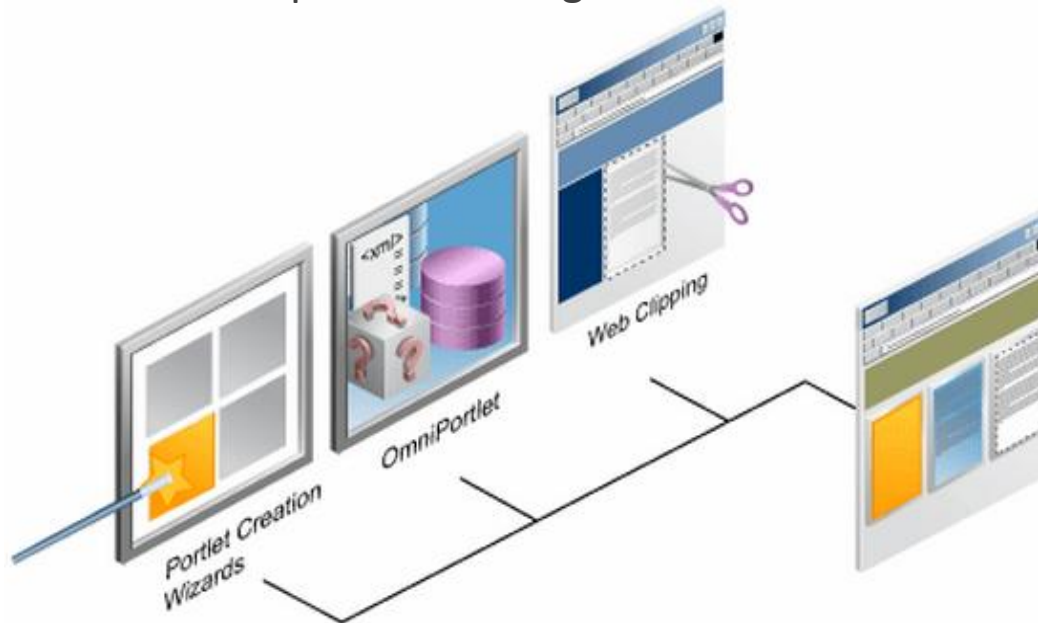


- Advanced Personalization Framework
  - driven by user activities.
- Common Enterprise Metadata
  - life cycle and customizations across Portals and Services.

# Framework Features

Create standard Portlets through:

- Portlets: JSR 168/WSRP 1.0 & 2.0, PDK-Java
- JSF-Portlet Bridge: Oracle drives JSR 301: expose JSF pages and ADF task flows as standards-based portlets through:



- Metadata Services:
  - Runtime customization to evolve application behavior during run time
- Content Integration:
  - JCR 170 (UCM, File System, Oracle Portal, Document, SharePoint, Lotus)
- OmniPortlet Producer.
- Web Clipping Portlet Produce.



# Composer

# Composer Key Benefits

- A powerful Role-Based Business Dictionary facility to enable business users to seamlessly unify many corporate information assets with enterprise portals/applications.
  - Pre-Packaged Enterprise Application Integration.
  - Pre-Packaged Enterprise Content Integration.
  - Enterprise Business Process Integration.
  - Enterprise Business Intelligence.
- Enables business users to evolve, customize and personalize any WebCenter app or portal after deployment and while in use.

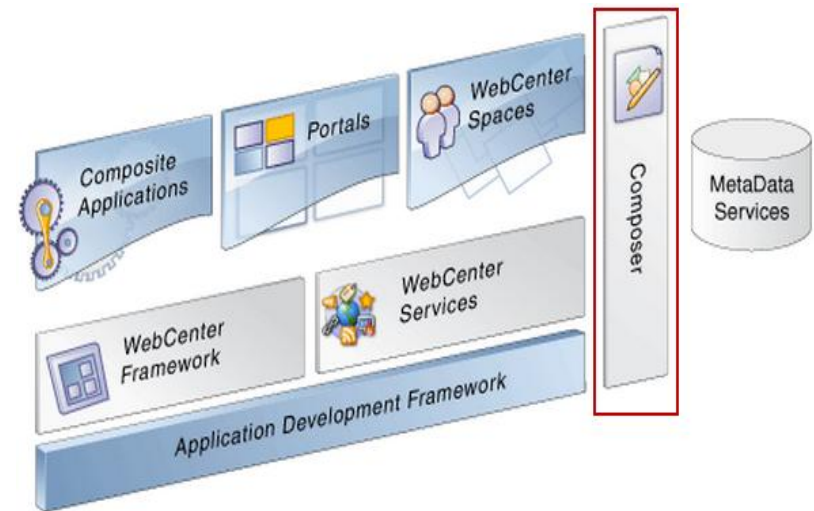


## Oracle Composer

- Layered Customizations
- Resource Catalog: Business Dictionary
- Enterprise Mashups
- Process Composer

# Composer Features


- Runtime customization performed in the browser, in-place
- Targeting the business user:
  - Drag and drop
  - Rich, intuitive user experience
- Typical operations:
  - Browse and add resources to pages
  - Re-arrange page layout
  - Set page and component properties
  - Contextual wiring of components



# Service

# Web Center Services Key Benefits

- Capture unstructured Social Computing interactions directly into Business Applications
  - Pre-packaged catalog of social computing tools, e.g.: wikis, blogs, RSS, lists, discussions, search, etc
  - Modeling resources and relationships to people
  - construct non-obvious social relationships from information access
- Activity Graphs:
  - patterns between people, content, and enterprise application activities

A circular logo with a blue background. Inside the circle, there is a stylized, dark, wavy pattern that resembles a spring or a series of stacked, curved lines.

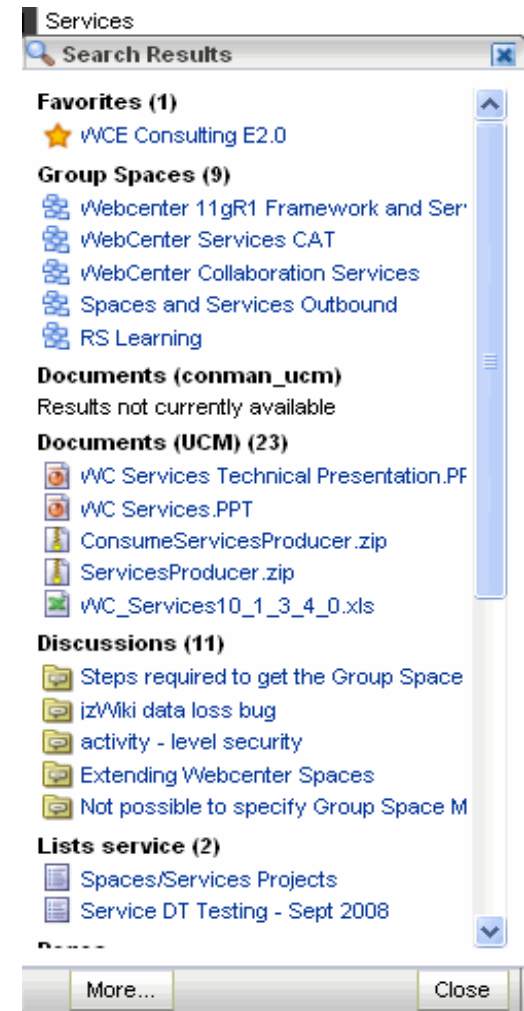
**WebCenter  
Services**

- Enterprise Ready Web2.0
- Desktop Integration
- Multi-channel interactions

# Search

Find Structured and Unstructured Information

- Single Search Facility Across All Social
- Services & Communities.
  - Web application content
  - Transactional application data
  - WebCenter Services

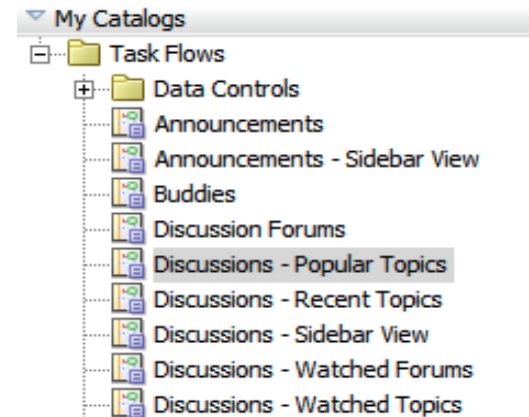
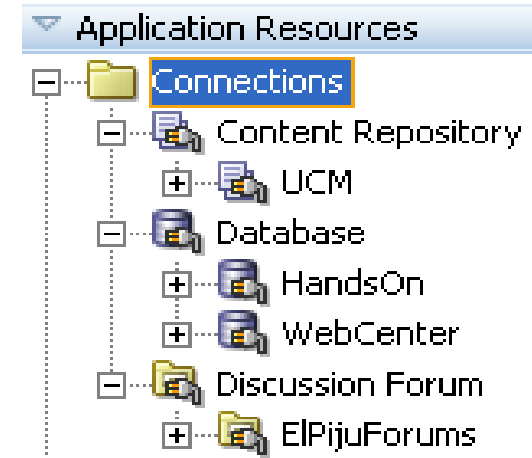


- Integrates with Secure Enterprise Search across Enterprise Applications and Other Sources
  - Out-of-the-box search engine.
  - Secure results.
  - Secure index (in database).
- Fully Leverages SES in PS1.

# Discussions and Announcements

## Discussions

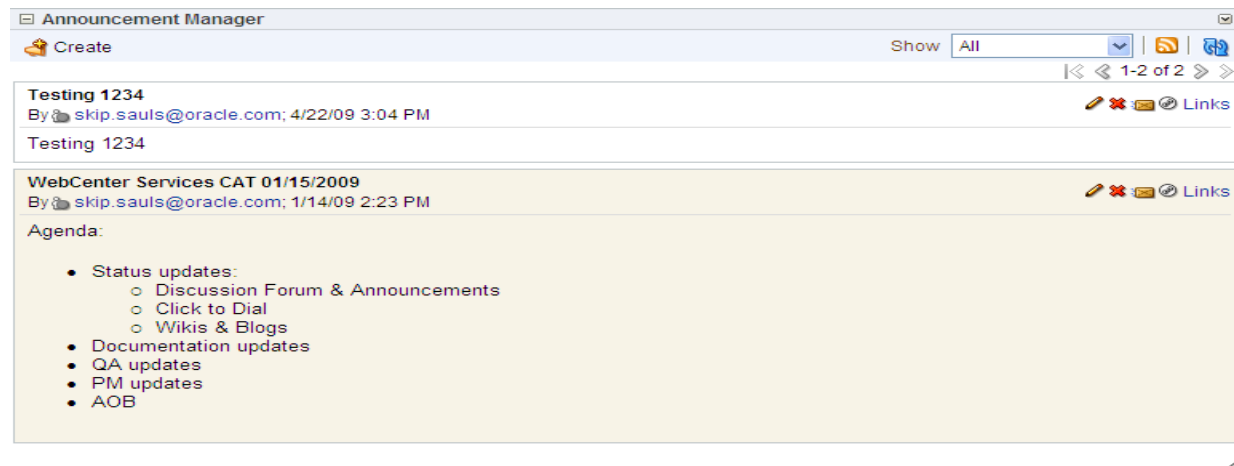
- Enhances Community Participation, Questions Resolution and knowledge reuse
  - Discussion on any webcenter object
  - Create forums, topics, and posts
  - Organize by favorites, critical or popular topics
- Multiple task flows in resource catalogue





# Announcements

- Provides an Effective Group Communication Mechanism for Activities and Events.
  - Integrated into users' work environment
  - Custom activation and expiration
  - Integrated with email,
  - Integrated with Linking service.



# Wikis and Blogs

## Collaborative Authoring and Publishing

- Easy document creation, editing, and access
- Facilitates sharing of knowledge and ideas

### Calendar

| << April 2009 >> |    |    |    |    |    |    |
|------------------|----|----|----|----|----|----|
| Su               | Mo | Tu | We | Th | Fr | Sa |
|                  |    |    | 1  | 2  | 3  | 4  |
| 5                | 6  | 7  | 8  | 9  | 10 | 11 |
| 12               | 13 | 14 | 15 | 16 | 17 | 18 |
| 19               | 20 | 21 | 22 | 23 | 24 | 25 |
| 26               | 27 | 28 | 29 | 30 |    |    |

### Entries

 [Blog Home](#)  
 [Add New Entry](#)

[Dressing it UP ...](#)

### Actions

[Manage Blog Authors](#)

## Dressing it UP ...

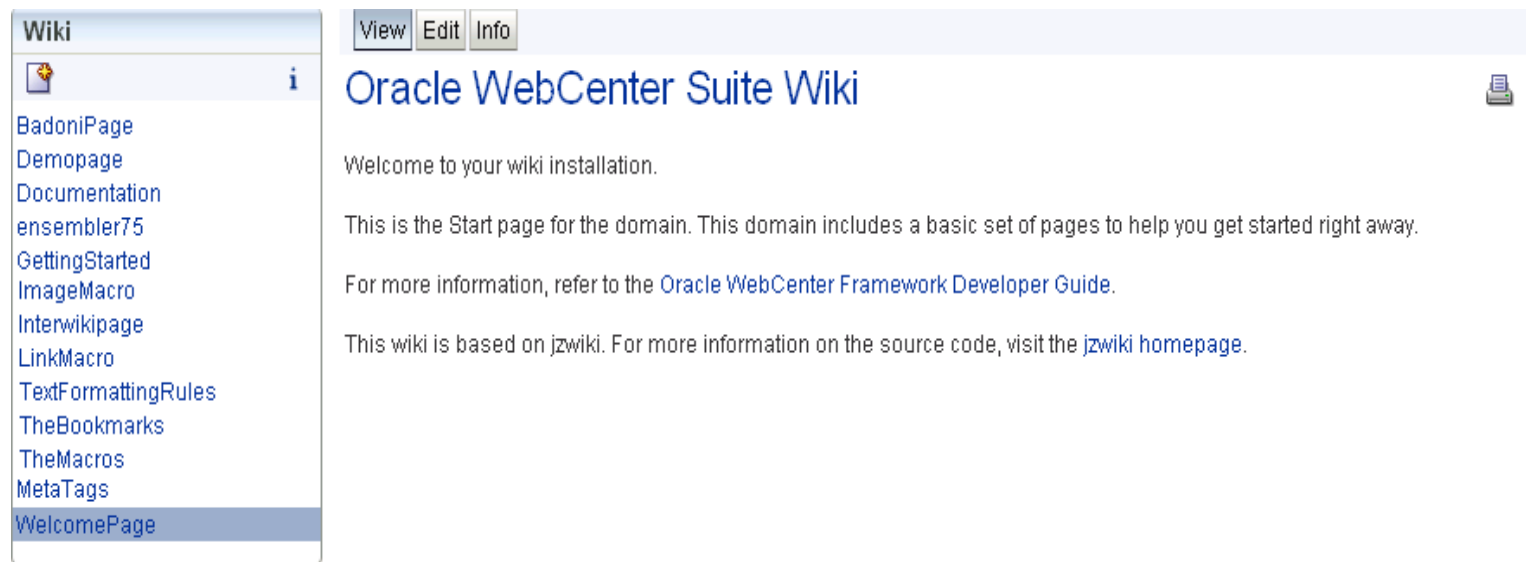
In all the organizations that have had the good sense to hire me, I've noticed the current mode is to arrive at all-day off-sites in the equivalent of a Hefty bag. I've seen track suits, torn denim, and invective-laden tee-shirts below an otherwise groomed and business-like demeanor. One could argue that the demeanor is the important factor here and to quitcherbeefin. But I think we should be business people through-and-through, from head to toe. Sober and confidence-building eye-candy.

Throw your stones if you must: I suggest an off-side dress code, outlined here for your consideration:

## Business Casual

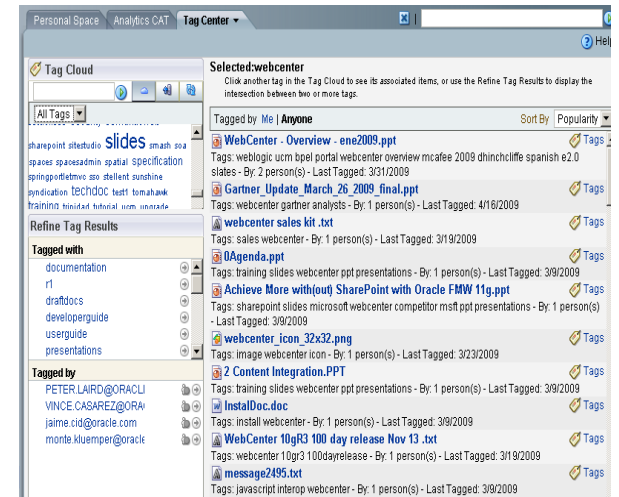
Strict constructionists will shudder at the ambiguity of this guideline. What does it mean? Jeans? No. Really expensive, designer jeans? Again, no. Front-pleated Dockers with executive-blue oxford shirts. You're warm, but still, no.

- Personal Publishing Capabilities for Users
  - Simplified creation of personal logs and journals
  - Supports sharing of personal opinions and ideas



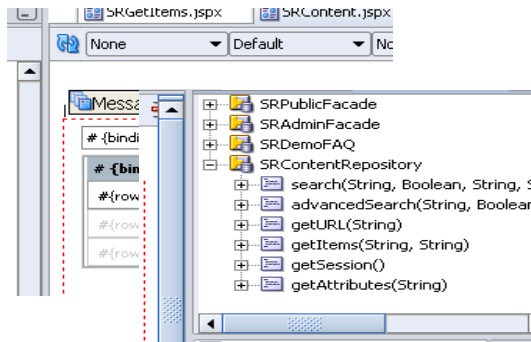
- Key Capabilities

- Benefits

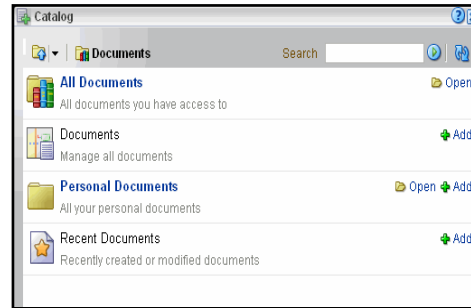


# Documents/Content (unstructured Content)

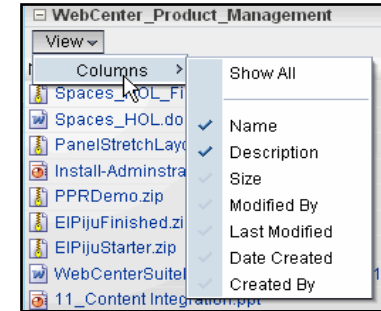
## JDeveloper



## Resource Catalog



## Document Library



JCR Data Control / UCM SPI

JSR-170 Content Management API

Content Services

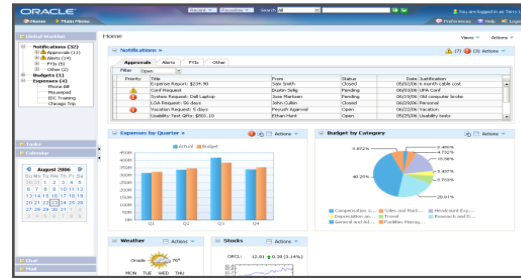
Security, Workflow, Versioning, Lifecycle, Personalization, Search, Metadata



Notes

# Documents/Content

Integrate content with  
Applications



Integrate Content

JSR-170

Digital  
Asset  
Management

Multi-site Web  
Content  
Management

Records and  
Retention  
Management



ERP Imaging  
and Process  
Automation

Content Services  
Security, Workflow, Search, Metadata

Information  
Rights  
Management



Content  
Repository Services



# Mail and Work list

## Mail

- Provides email access in the context of other applications.
  - Personalized views
  - Single collaborative environment
  - Personal email support
- Supports standard mail actions for compose, reply, forward, and attach

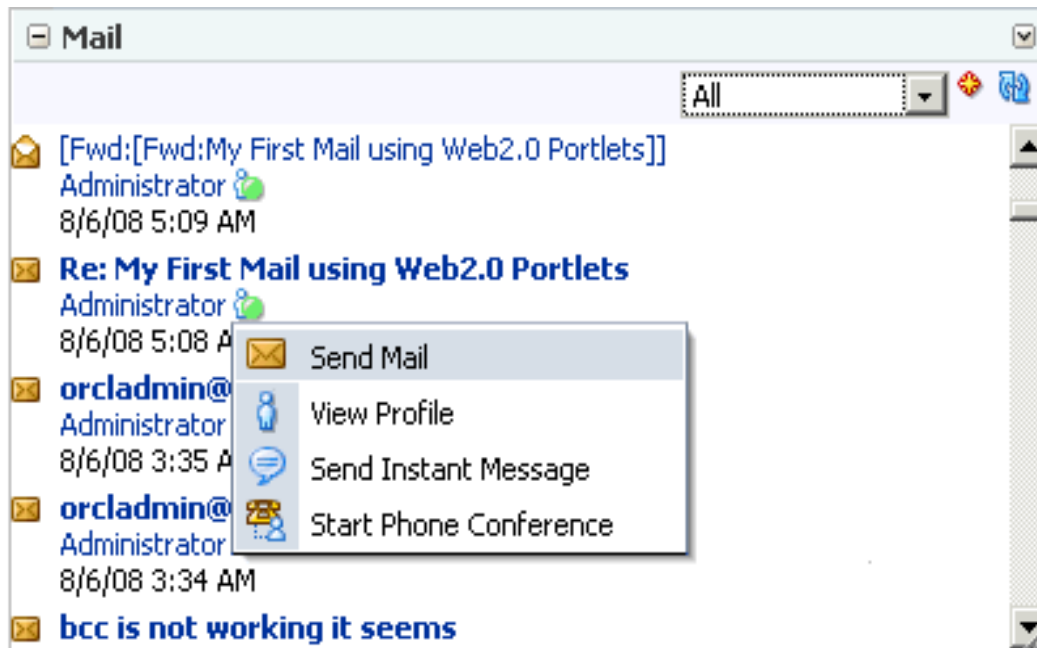
## Work list

- Extend Process-Based Applications to the Portal
  - Build process portals that combine process with content and social interaction
  - Extend process and communication to partners with B 2 B sites
  - BPEL Work list integrates tasks directly within the portal
  - Seem less view of work across many applications
- Aggregate Work lists from multiple BPEL processes

# WebCenter Services

## RSS

- Secure Contextual Syndication for Business Activities and Social Communities
- RSS Task flows generate RSS 2.0/ATOM 1.0 feeds
- OOTB RSS Viewer – view external or WebCenter service feeds





## Recent Activity

- A secure dynamic snapshot of recent business interactions to key community assets
- Tracks recent activities in an application/scope – includes changes in Pages, Announcements, Documents, Discussions, and Lists
- Supports RSS publishing

## Instant Messaging and Presence

- Displays Presence Status for Other Users and Provides Interaction Options.
- Instant Messaging and buddy lists
- Click-to-dial phone conferencing
- Integrated with other WebCenter Services

# WebCenter Space

# WebCenter Spaces

- Improve Productivity, Visibility and Insight for Users and Groups
- Enterprise-ready dynamic online communities designed for business users to quickly build work environments with a few simple clicks



## Personal space

Individual Work  
Environment



## Business Role Pages

Role-based Communication



## Group Spaces

Team Work  
Environment

# Personal Space

- **Key Capabilities:**
  - Secure, private work area to efficiently organize resources
  - Personalize with social feeds, email, tasks, tags, recent documents, etc.
  - Create pages, add content and customize views using WebCenter Composer
- **Benefits:**
  - Improve productivity with quick access to applications, content, resources used most
  - Easy to share relevant personal pages with others



# Group Spaces

- **Key Capabilities:**
  - Support communities of users around a common goal or project
  - Role-based views and access to information
  - Completely customizable
- **Benefits:**
  - Easily embed ad hoc activities in a business process or application
  - Users can share and reuse Group Spaces as templates
  - Capture unstructured activities as part of the business process to gain new insight



# Business Role Pages

- **Key Capabilities:**
  - Role-based communication with user communities
  - Pre-built templates simplify linking pages and content to a specific enterprise role
  - Integrated with user's Personal Space
- **Benefits:**
  - Easily keep users in a given role up-to-date with role-specific information



# Implementation for your Organization

- Completeness of features, uncompromised customizability and Immense Flexibility of WebCenter allows adoption for every Organization according to their Specific requirements.
- Choose the best use for your organization and we can deploy the best solution for your needs.