

# 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.

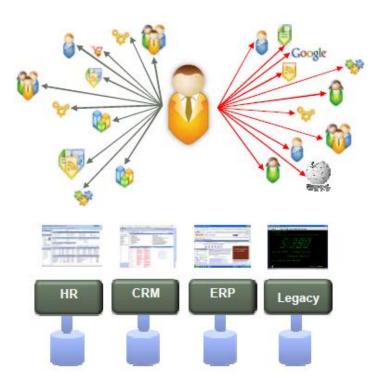


## **Business Challenges**

- 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?

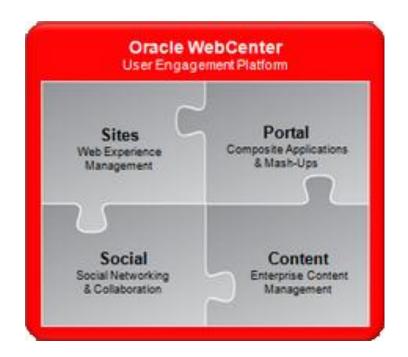
- Integrated Multi-channel, Composite UI
- To facilitate how users access & work from a variety of sources
- To transform how users work privately & with others, within Enterprises & across Enterprises





## 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

## Composite 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





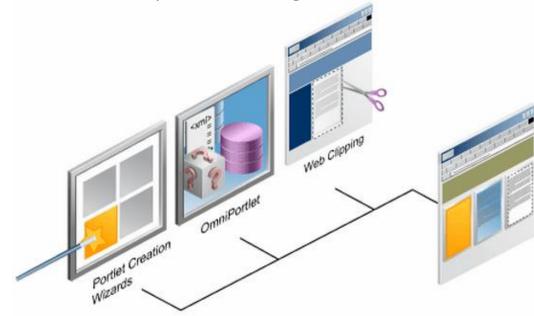
- Advanced Personalization Framework
  - driven by user activities.
- Common Enterprise Metadata
  - life cycle and customizations across Portals and Services.



## **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.

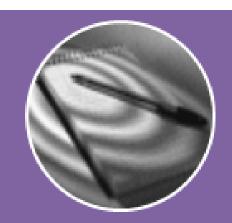


# Composer



# **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.



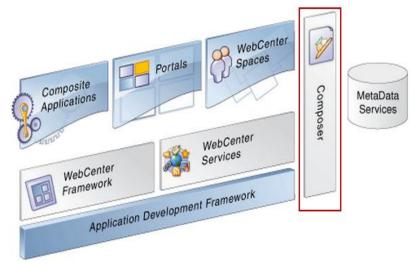
## **Oracle Composer**

- 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



## 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

🔩 Search Results	
Favorites (1)	~
☆ WCE Consulting E2.0	
Group Spaces (9)	
😤 Webcenter 11gR1 Framework an	d Ser
WebCenter Services CAT	
😤 WebCenter Collaboration Service	s
😤 Spaces and Services Outbound	
😤 RS Learning	
Documents (conman_ucm)	
Results not currently available	
Documents (UCM) (23)	
👩 WC Services Technical Presentat	tion.PF
VVC Services.PPT	
👔 ConsumeServicesProducer.zip	
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Discussions (11)	
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activity - level security	
Extending Webcenter Spaces	
Not possible to specify Group Sp	ace M
Lists service (2)	
Spaces/Services Projects	
Service DT Testing - Sept 2008	
D	
More	Close



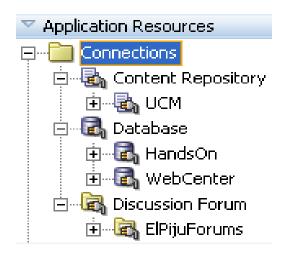
- Integrates with Secure Enterprise Search across Enterprise Applications and Other Sources
  - Out-of-the-box search engine.
  - Secure results.
  - Secure index (in database).
- Fully Leverages SES in PS1.

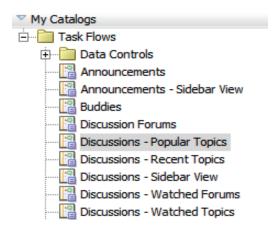


# **Discussions and Announcements**

## 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

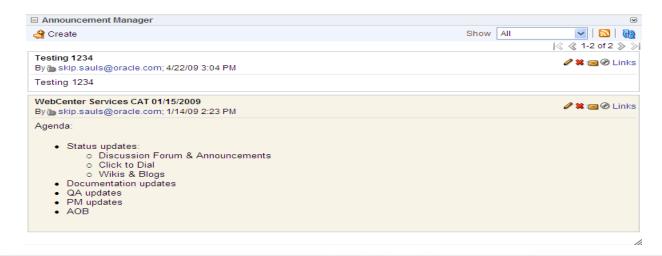






#### Announcements

- 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

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#### 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:

Entries

Calendar



#### **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.

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Ephlux

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

Wiki	View Edit Info	
<b></b>	i Oracle WebCenter Suite Wiki	4
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Demopage	Welcome to your wiki installation.	
Documentation		
ensembler75	This is the Start page for the domain. This domain includes a basic set of pages to help you get started right away.	
GettingStarted		
ImageMacro	For more information, refer to the Oracle WebCenter Framework Developer Guide.	
Interwikipage	This wiki is based on jzwiki. For more information on the source code, visit the jzwiki homepage.	
LinkMacro	This wiki is based on jzwiki. For more mornation on the source code, visit the jzwiki nonepage.	
TextFormattingRules		
TheBookmarks		
TheMacros		
MetaTags		
WelcomePage		



# Tags & Links

- Key Capabilities
  - Users can tag any artifact
  - Tag Cloud Views for private and public tags
  - Integrated with Search
  - Pre-built portlets for creating, managing and viewing tags
  - Influences expertise recommendations
- Benefits
  - User-generated taxonomy (folksonomy) facilitates more effective
  - search/navigation and easier sharing with others

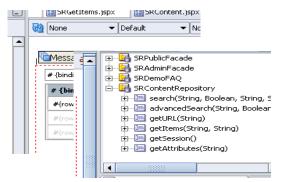
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	, Information and Tasks that d with Project-T112	
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🗆 Criteria		Portal Search UI Functional Specification - final draft of Jennifer Shu Tagged on 01/10/07 Edt / Delete Tagged by 78 others
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Spaces	Al 🗹	Document Library (SES WPSAPI)
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Bob Palmer (10) Evan Schroeder (8) Jane Tulley (6)		Re: Support for faces search component Adam Winer Tagged on 01/10/07 <u>Edt</u> / <u>Delete</u> Tagged by 78 others
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# **Documents/Content (unstructured Content)**

#### **JDeveloper**



#### **Resource Catalog**



#### **Document Library**

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👔 PanelStretchLay	~	Description			
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👔 PPRDemo.zip		Modified By			
🚺 ElPijuFinished.zi		Last Modified			
🚺 ElPijuStarter.zip		Date Created			
WebCenterSuite		Created By 11			
11_Content Integ	rano	n.ppr			

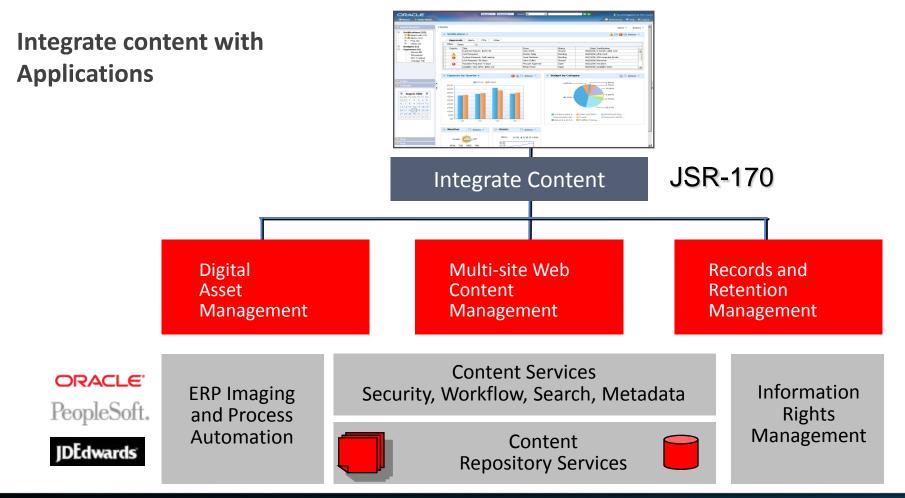
## JCR Data Control / UCM SPI

## JSR-170 Content Management API





# **Documents/Content**





## 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

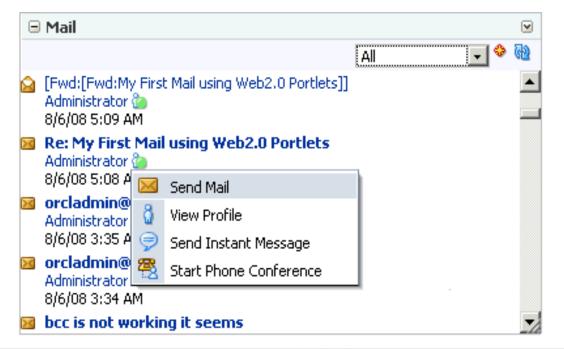
- Extend Process-Based Applications to the Portal
  - Build process portals that combine process with content and social interaction
  - Extend process and communication to partners with B 2 B sites
  - BPEL Work list integrates tasks directly within the portal
  - Seem less view of work across many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

