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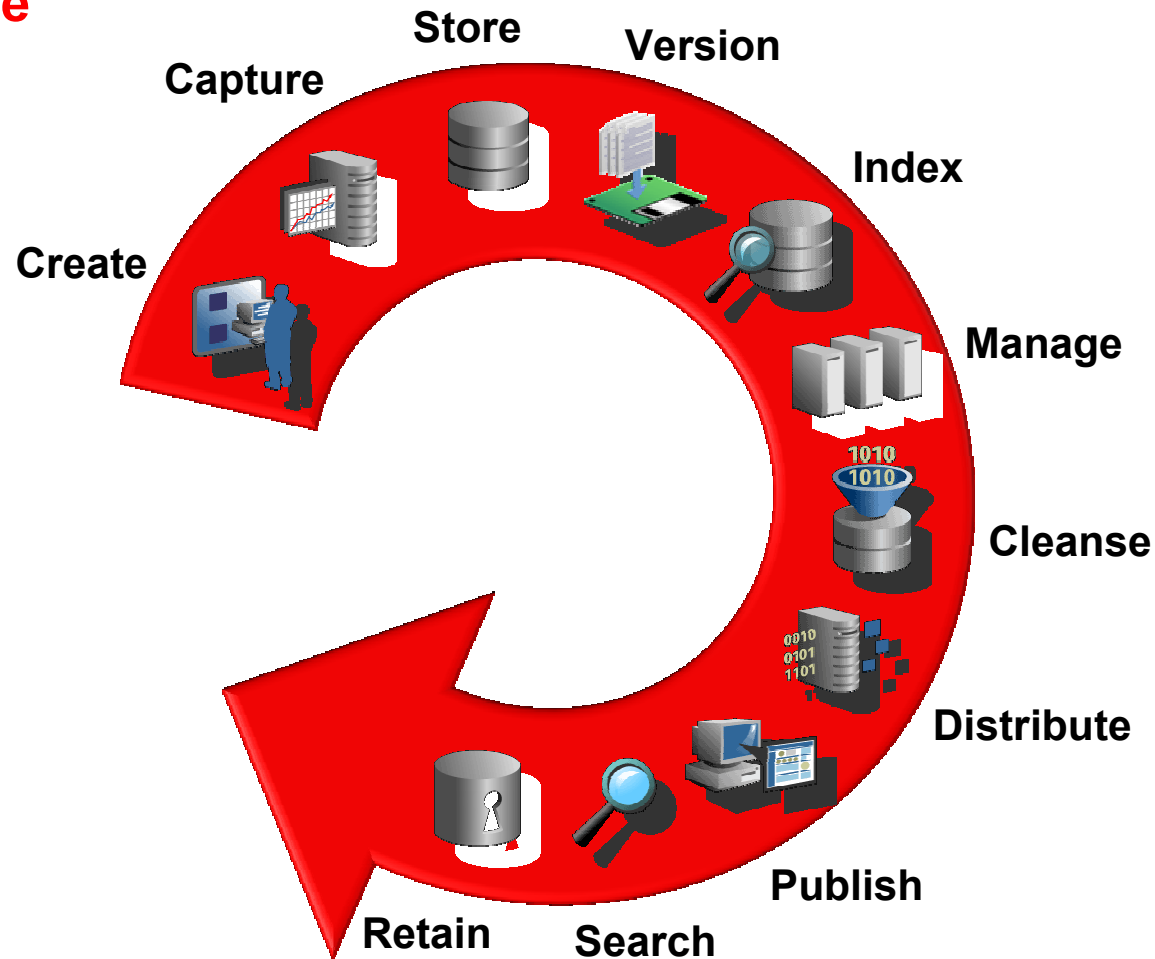
Enterprise Content Management Overview

Morana Kobal Butković
Senior Sales Consultant



Managing the Information Explosion

Content Management Addresses the Entire Content Lifecycle





ECM marketplace

ECM Marketplace

Who are the biggest players in Enterprise Content Management?

Pure Play ECM Vendors

STELLENT™



Infrastructure Vendors

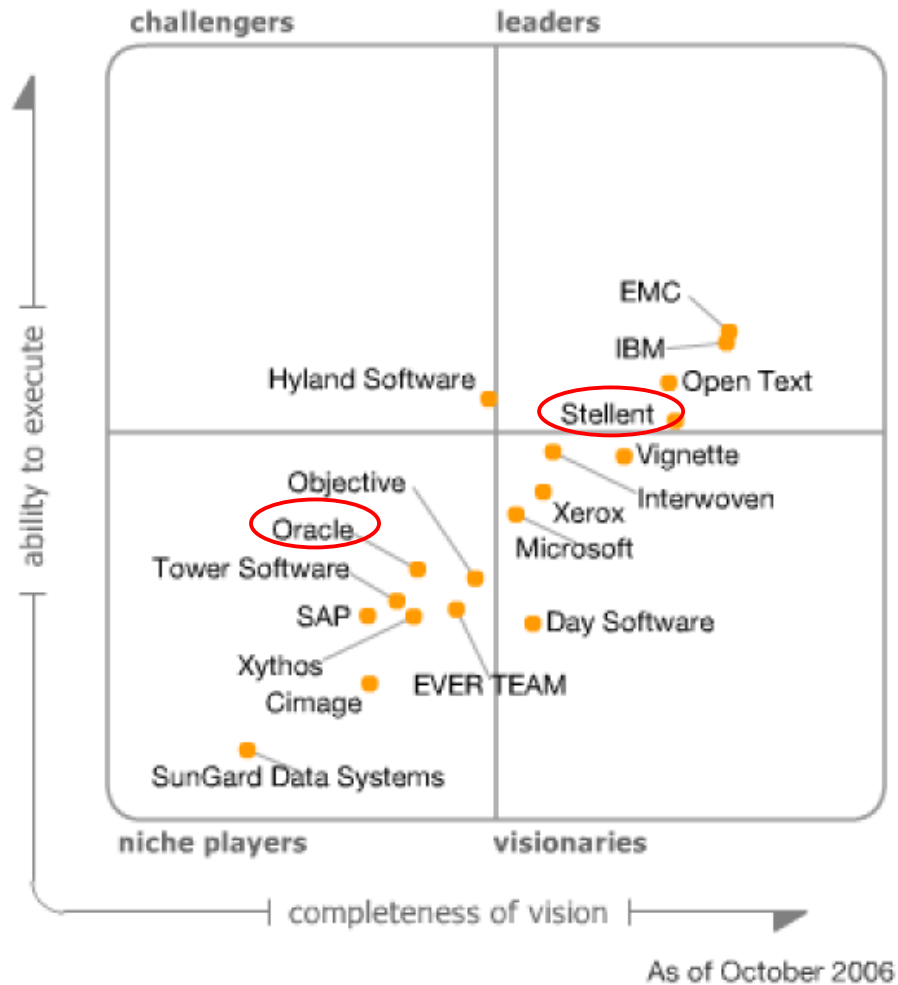


Microsoft

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EMC²
where information lives™

Gartner Magic Quadrant for Enterprise Content Management, 2006

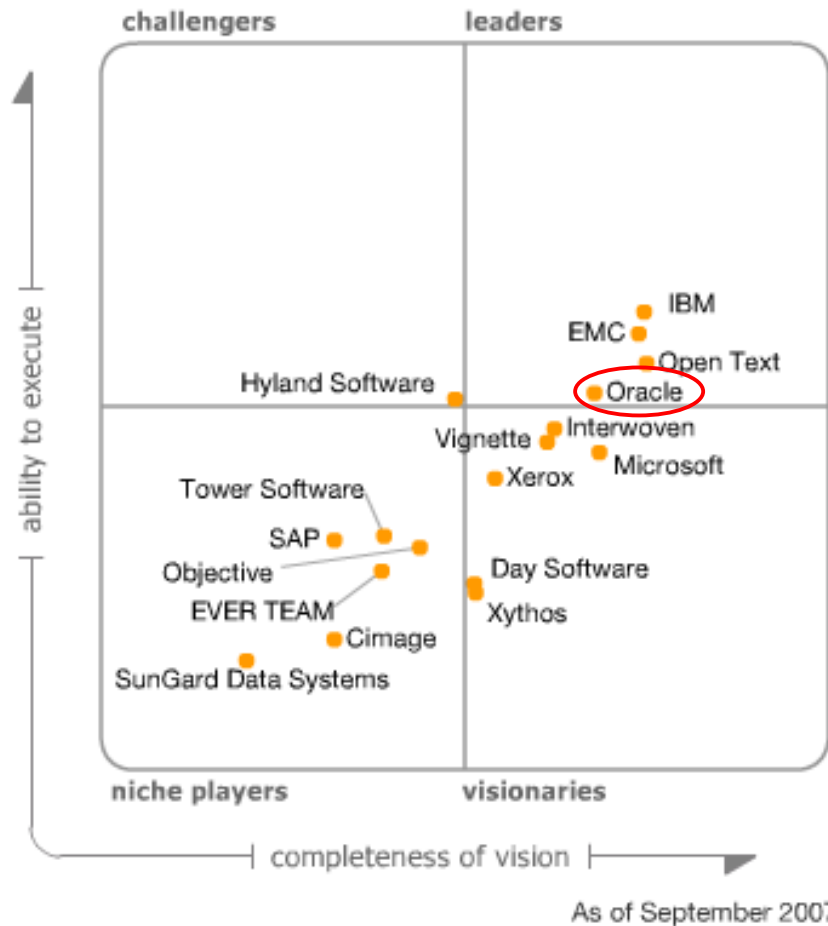


“...Stellent's good technology, client focus and solid vision demonstrate an understanding of client requirements and market drivers...”

Stellent is growing organically at a rate that has outpaced the overall ECM market...”

Source: Gartner: Magic Quadrant for Enterprise Content Management, 2006, 11 October 2006.

Gartner Magic Quadrant for Enterprise Content Management, 2007



“... Oracle Universal Content Management (formerly Stellent UCM) is a mature, well-integrated product suite. Now that it is under the Oracle brand, it has access to a deep set of complementary technologies, such as business intelligence and enterprise search...”

ECM Marketplace

Stellent Customers - 4,153 ECM Customers

Aerospace / Transportation



Consumer / Media



Health Care / Insurance



Manufacturing



Banking / Finance



Government / Education



High Tech / Telecom



OEM





Stellent Moving Forward

The Stellent Organization

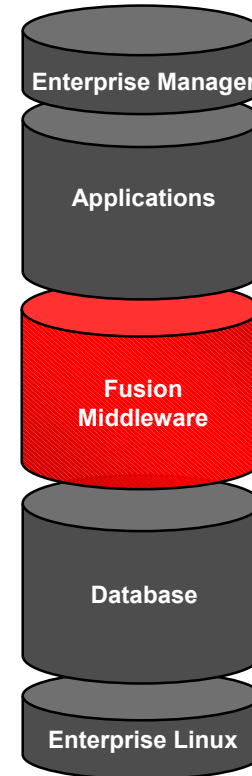
- **Stellent organization integrated intact**
 - Oracle has retained & is investing to grow Stellent expertise
 - Key Stellent leadership has joined Oracle
- **Development organization**
 - Development is part of Oracle Fusion Middleware
- **Marketing organization**
 - Marketing is part of Oracle Product Marketing
- **Sales & Services organization**
 - Specialist content mgmt sales organization in each geography
 - Combines reps, sales consultants, and services teams
 - Additional growth: specialists, tech reps, middleware reps
- **Support organization**
 - Is now part of Oracle's worldwide support organization (as of 30/7)
 - Share systems, but remain specialists as focused content mgmt support teams

Content Management at Oracle

A Strategic Focus

- Content management market
 - Large and consolidating market
 - Transforming from siloed, specialized applications to enterprise infrastructure
- Oracle, The **Information** Company manages *all* information
- Content management a critical part of Oracle Fusion Middleware and Fusion Applications
 - Over 6,000 content mgmt customers
 - Over 35,000 Fusion Middleware customers

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Oracle Fusion Middleware



Development Tools

Unified SOA Development Tool & Framework



User Interaction

Web 2.0 Portal, Rich Internet Apps, Mobile, Search, Desktop, Presence, VoIP




Business Intelligence

Data Integration, Query & Analysis, OLAP, Dashboards, Reports, Alerts, Real-Time



Content Management

Web Content, Documents, Digital Assets, Imaging, Records, Information Rights



SOA & Process Management

ESB, BPEL PM, Workflow, BAM, Rules, B2B, MDM, Registry, SOA Governance



Application Server

Java EE, Web Services, Complex Event Processing, XTP, RFID & Sensors, SIP



Grid Infrastructure

Application Clusters, In-Memory Data Grid, Common Metadata Services



Enterprise Management

Provisioning, Diagnostics, Tuning, Configuration Management



Identity Management

Provisioning, Access Management, Federation, Audit, Directory



What makes Oracle ECM offering unique

The Three Approaches to ECM

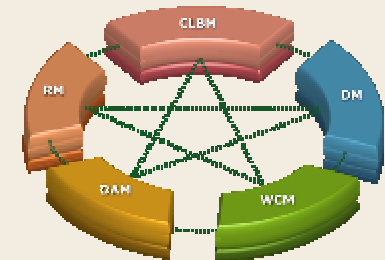
Piecemeal / Best of Breed

- Separate systems for Rec Man, WCM, Collaboration, Doc Man and Digital Asset Management



ECM Suite

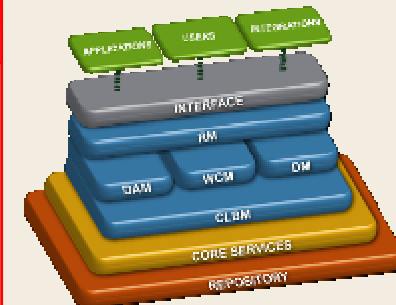
- Multiple products for each particular application
- Typical of ECM Vendors who have grown through acquisition



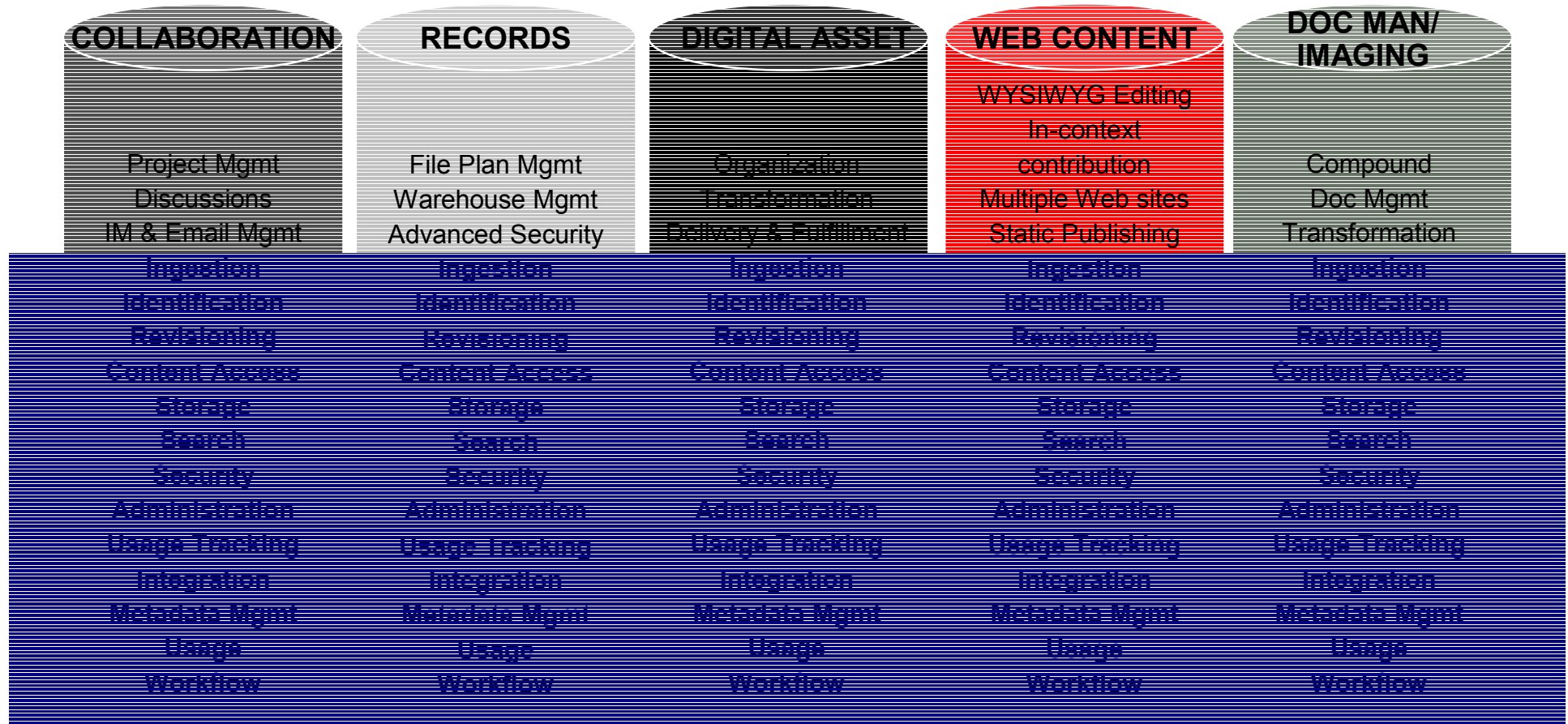
Universal Platform

- Single product for all applications
- Only ECM Vendor who have built the functionality

Past: Stellent – Now Oracle



Piecemeal/Suite vs. Universal Platform





Problems with Multiple User Experiences

CHALLENGES

- Each system implements its own user experience and methodology
 - Search for content
 - Check in new content
 - Tag content
 - Process workflows
- Which system do I use?
- Limits ability to become a power-user

RESULTS IN...

- Uncomfortable experience for end users
- Low user adoption
- Multiple training sessions
- Higher help desk costs

Problems with Integrated ECM

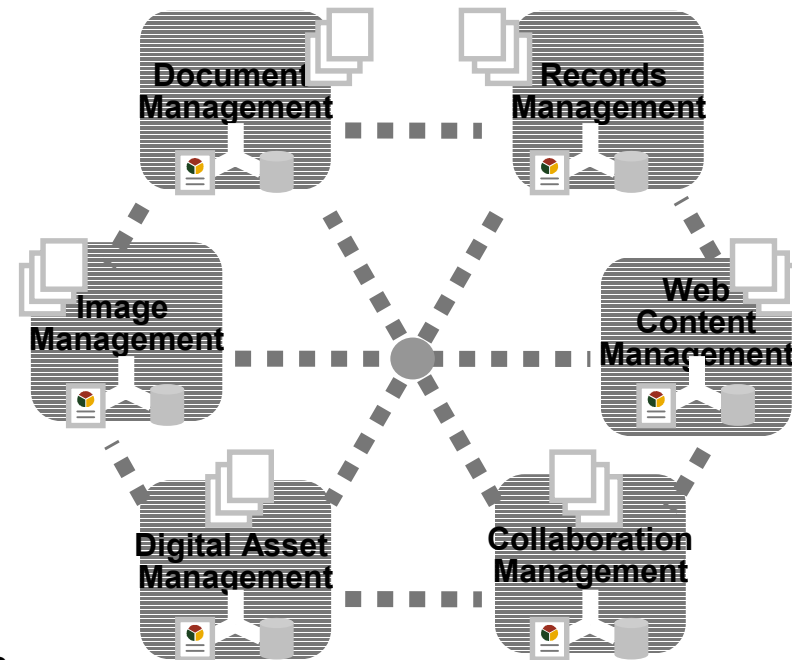
Vendor or Customer Implemented

CHALLENGES

- Multiple integration points
- Multiple repositories
- Multiple code bases
- Disjointed metadata and security models
- Disjointed APIs

RESULTS IN...

- Performance degradation
- Increased risk of system failure
- Administration and maintenance nightmare
- Complicated upgrades
- Higher customization and support costs
- Redundant copies of content and issues with ownership





Why Oracle ECM?

Top 5 Reasons why Customers choose Oracle (Stellent) for ECM

- 1 Proven lower TCO and fast ROI through quick deployment and high percentage of Out-Of-The-Box functionality**
- 2 Native file management and native file conversion**
- 3 Scalability**
- 4 Integration capabilities into enterprise architectures**
- 5 Ease of use, administration, and deployment**



What's Oracle ECM?



Oracle Content Management 10g R3

Products Overview

- Stellent product list condensed to six Oracle products
 - Universal Content Management (UCM)
 - Content Conversion Server
 - Universal Records Management (URM)
 - Imaging and Process Management (IPM)
 - Information Rights Management
 - Content Database Suite
- Modules and components for products are included, no longer sold ala-carte
- New Enterprise Content Management Suite
 - Bundles UCM, URM, and IPM



Content Management Products

Purpose-built

Core Document Management

Content DB Suite

Content DB

Content Server

- Core document management services on Oracle Database
- Infrastructure for building document management applications
- Upgrade to UCM

Enterprise Content Management

Universal Content Management (UCM)

Content Server

- Enterprise Content Management Suite
- Supports Web Content Mgmt., Document Mgmt., Digital Asset Mgmt, Records Mgmt.
- User-oriented content

ERP Imaging and Process Automation

Imaging and Process Management (I/PM)

Imaging Server

- Process-oriented imaging applications
- ERP integrations with JD Edwards, PeopleSoft, EBS
- Output management and archiving



Content Management Products

Example Solutions

Core Document Management

Content DB Suite

Content DB

Content Server

- File server consolidation
- Policies and procedures
- Document sharing and collaboration
- Consolidated content repository for enterprise applications

Enterprise Content Management

UCM

Content Server

- Multilingual web sites
- Partner extranets
- Intranet consolidation
- Customer support
- Policies and procedures
- Brand management
- Sales portals
- E-government

ERP Imaging and Process Automation

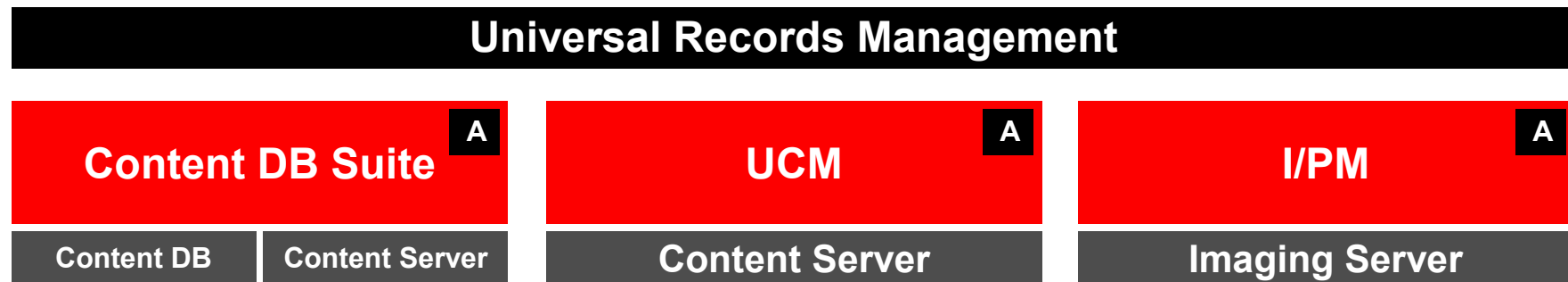
I/PM

Imaging Server

- Accounts payable & receivable automation
- Travel and expense automation
- HR and application processing

Unified Records and Retention Management

Universal Records Management (URM)



- URM application provides consistent records and retention across multiple systems with central policies
- Adapters available for ECM solutions and other repositories
- Strategic Records Management platform for Oracle solutions

A = URM Adapter



Unified Content Security & Control

Information Rights Management (IRM)

Information Rights Management

Universal Records Management

Content DB Suite

A

Content DB

Content Server

UCM

A

Content Server

I/PM

A

Imaging Server

- Control and secure content outside the repository
- Set policies on who can access documents and when
- Provide audit and revocation of access rights



Case Studies

Customer Case Study: Vodafone



- 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 Centers, Retail outlets all working from the same versions of unstructured data
- Contracts/phone details etc.

- Solutions

- Global Intranet
- Knowledge Base for Call Centers
- External Websites
- Vodafone OneBill

- Customer Benefits

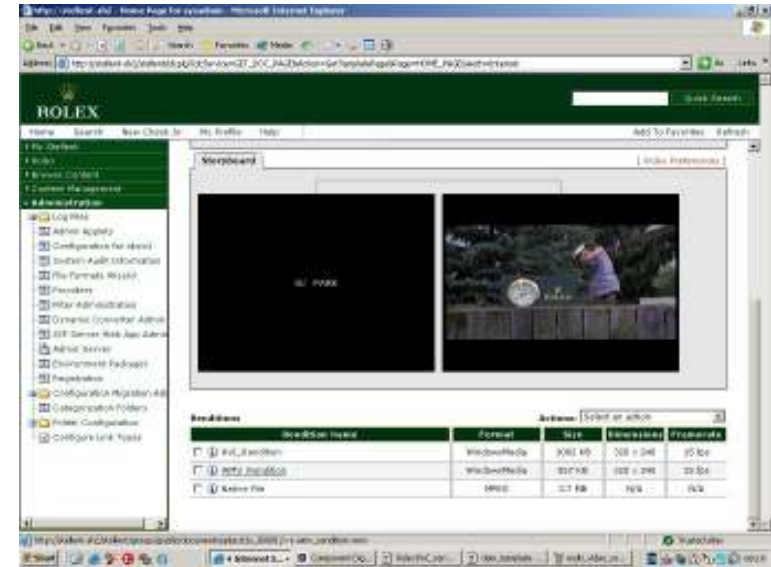
- Single version of the truth across all channels to the customers



Customer Case Study: Rolex



- About Rolex
 - Rolex is one of the most famous brands for handmade, luxury watches. The company is privately owned and headquartered in Geneva, Switzerland.
- Customer Challenges
 - Quality Management in manufacturing
 - Brand Management in marketing and sales
 - Managing business critical documents such as standard operating procedures, intellectual property, competitive intelligence, etc.
- Solutions
 - Started with Stellent DMS in manufacturing for quality management in 2001
 - Implemented Stellent Digital Asset Management for more than 200.000 marketing assets (brochures, images, photos, videos) in 2006.
 - Currently in the process of deploying a **company wide Enterprise Content Management**, including DMS, WCMS, Portal integration, Records Management, Digital Asset Management
- Customer Benefits
 - Single universal infrastructure for all enterprise content



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
 - Fast time to market of new web applications
 - Integration with internal system (eg Websphere and eBanking)
- Solutions
 - Over 100 intranet sites running on Stellent with Websphere front-end
 - Public websites for ING.Com, ING Belgium, ING Lease and ING Investment Management Europe
 - Stellent Records Management
- Customer Benefits
 - Single solution and architecture for web applications
 - Growth capabilities for other content centric application



Customer Case Study: Gazeteport

GAZETEPORT

- Turkish Newsportal, just went live
 - Content rich
 - Functional rich
 - Send to friend, printer friendly, PDF, del.icio.us, related pictures and videos
 - „Fancy“ Navigation
 - Three column layout for news
- Just went live
 - Project Kickoff January, 28th
 - Going Live Phase 1 May (first week)
 - Site is being advertized since mid of May
 - (Planned) 150K users, 15K registered



Case study: Renault F1

- Initial application to secure a single, immensely valuable document
- “Crown Jewels”, “The Bible”
 - complete F1 car specification
- Necessary?
See http://www.theregister.co.uk/2007/04/30/f*****i_espionage_conviction
- Sophisticated deployment, illustrating several key Oracle IRM differentiators
 - Rapid (hosted) evaluation, rapid deployment
 - Active Directory integration
 - Windows authentication
 - Transparent offline working (track-side)
 - Citrix deployment (design office, Linux, Citrix)
 - Silent MSI rollout



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