



**ORACLE<sup>®</sup>**

## **Optimize Your Enterprise Applications with Portals and Content Management**

Daisy Te

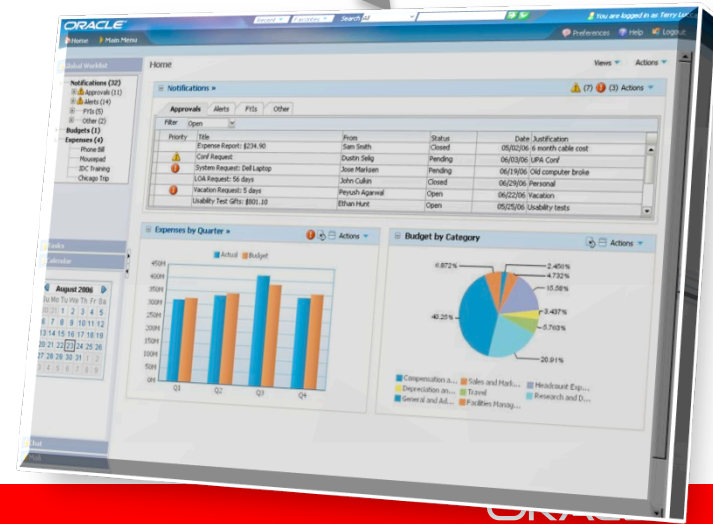
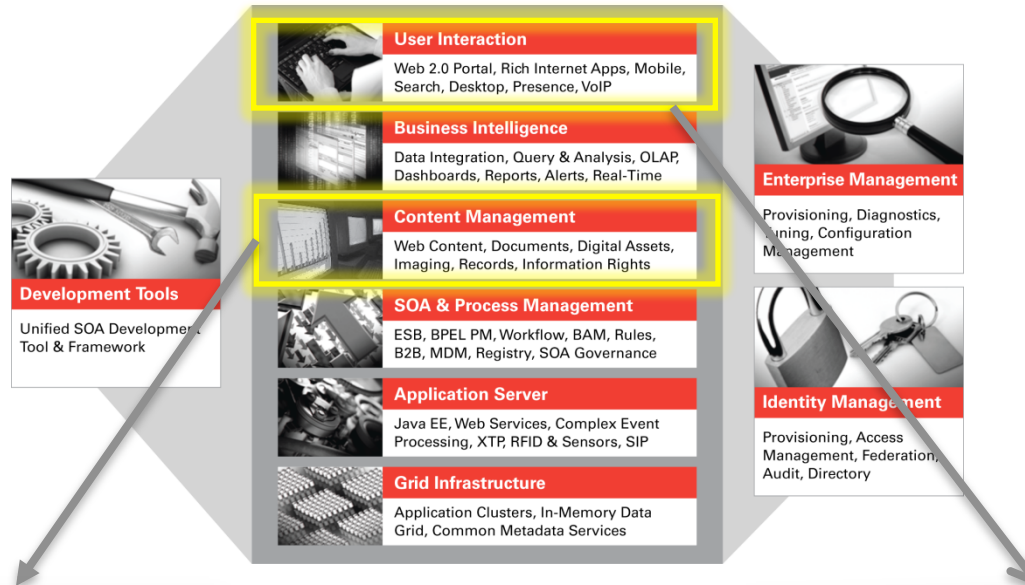
Principal Sales Consultant – Enterprise 2.0 NorCal



# Making Changes in a Downturn Economy

- Challenging times create limited opportunities for growth, and drives increased focus on optimizing business efficiencies
- Organizations are seeking to increase efficiencies by
  - Automating manual processes
  - Speeding processing and improving visibility
  - Optimizing utilization of institutional knowledge
  - Improving productivity by bringing content + people + process together

# The Enterprise 2.0 Pillar





# Content Enabling Your Applications

# Why Content-enable Applications?

Business processes are driven by content...





# The Cost & Risk of Content Disabled Processes

## Higher Departmental Costs

- Real estate and shipping for paper storage and transportation
- Low productivity and increased errors due to manual processes
- Costly to comply with corporate audits

## Slower Operations

- Hard to collaborate & share content inside/outside of Applications
- Hard to find content when you need it
- Inability to attach content to workflows for escalations and approvals
- Inability to re-use content across applications, intranets & websites

## Headaches for IT

- Application file systems have scalability, performance limitations
- Costly and complex to integrate “point” solutions with applications
- Hard to keep up with the user demands for content-enabled apps

# The Paper Problem

The high costs of paper...are getting even higher



Companies spend **\$20** in labor to file a document, **\$120** in labor to find a misfiled document, and **\$220** in labor to reproduce a lost document.

There are over **4 trillion** paper documents in the U.S. alone and they are growing at a rate of **22% a year**.

The average cost to send a package via courier service is between **\$8 and \$15**.

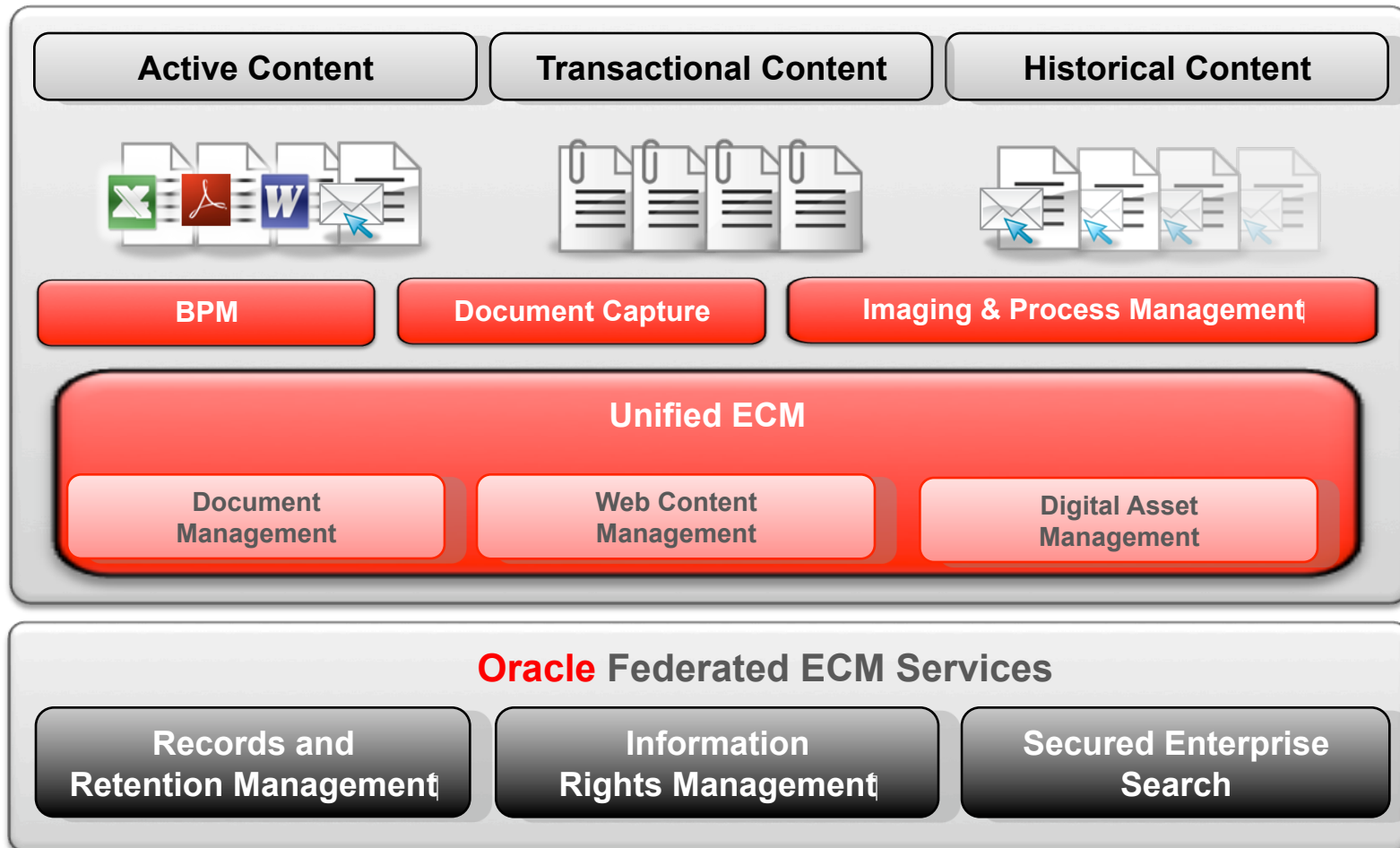
The cost of office space has increased **19%**

AIIM, 2008



# Oracle Enterprise Content Management

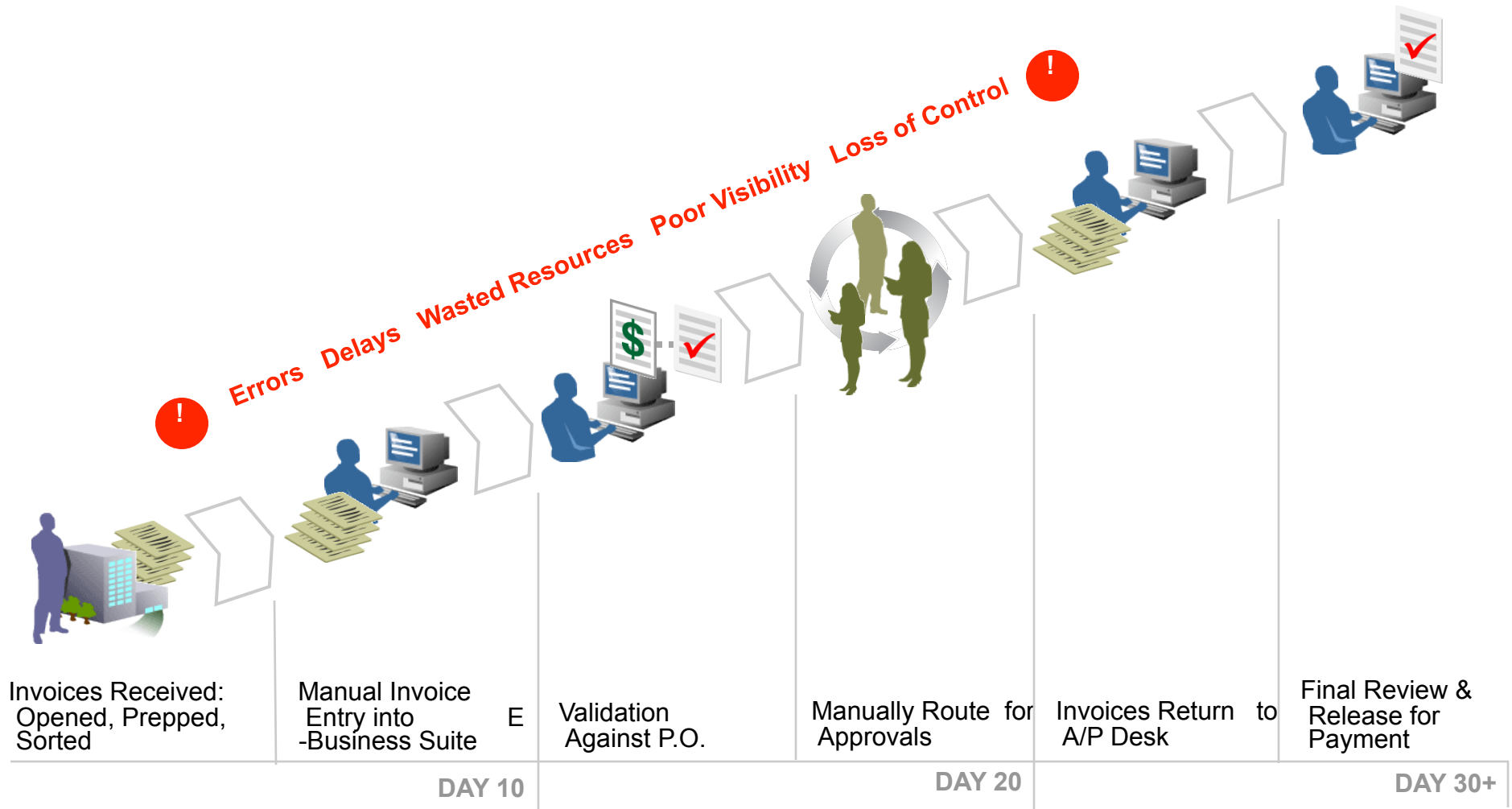
Unified Strategy for Managing Content





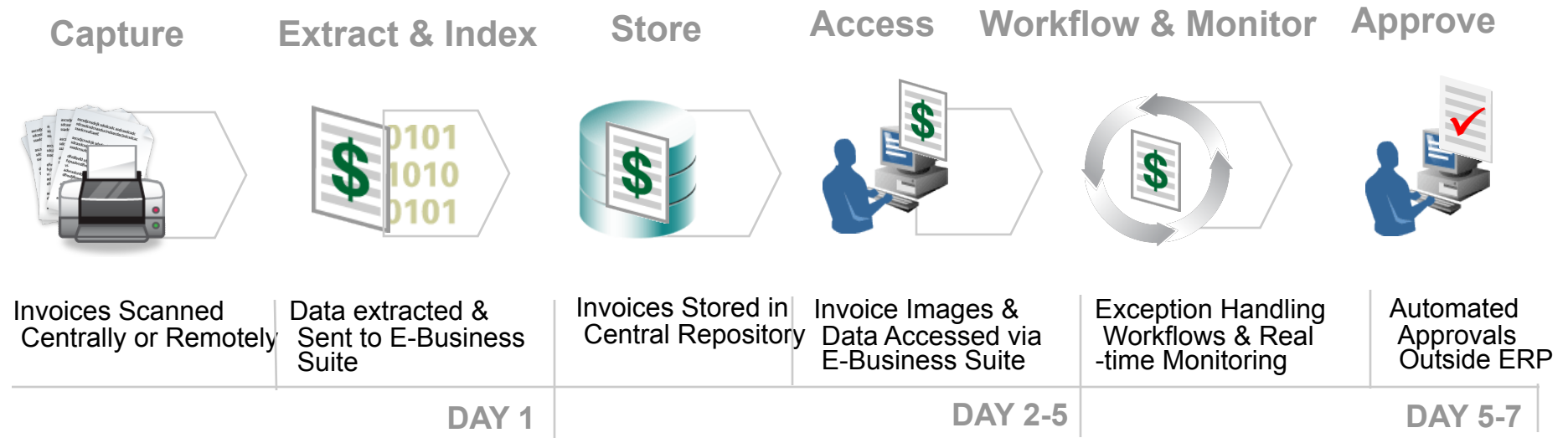
# Typical A/P Department

## Invoice processing without capture & imaging



# Oracle ECM & E-Business Suite

One integrated system for end-to-end document processing

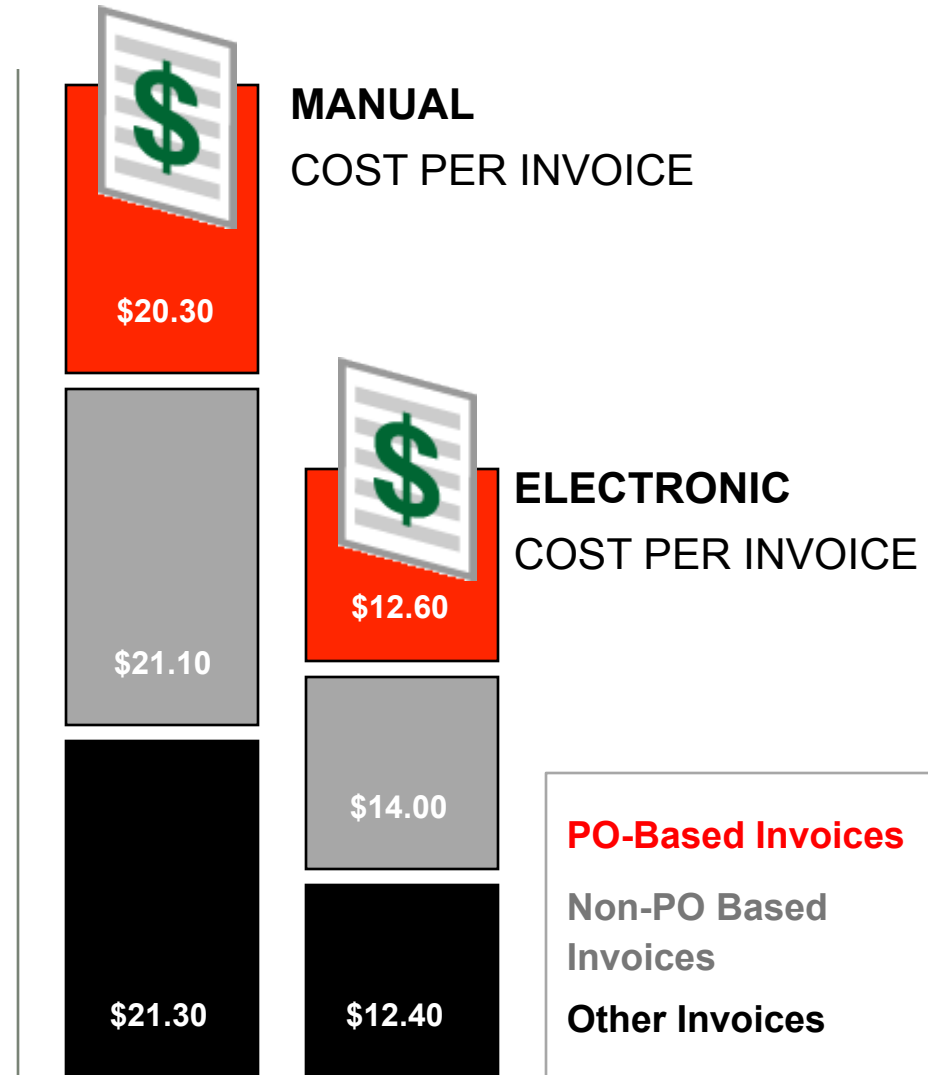


- Decrease storage, transportation and labor costs
- Streamline procure-to-pay operations
- Improve process visibility
- Strengthen financial controls
- Maximize your E-Business Suite investment

# A/P Automation Opportunities

## Capture & Imaging Drivers

- **Lower invoice processing costs**
- Reduce receipt-to-payment cycle time
- Improve invoice visibility during receipt-to-payment cycle time
- Reduce labor costs associated with invoice processing
- Regulatory compliance



ORACLE

# Automating Manual Processes

## Document Capture and Image Lookup

The screenshot displays the Oracle HR system interface. On the left, the 'Biographical Details' tab is active, showing information for Peter Allot, including his name, effective date (01/01/1980), format type (English), and display name. A red box highlights the 'Scan Additional Documents' link under the 'View Documents' section. Below this, the 'Biographic Information' section shows fields for Date of Birth (09/10/1945), Birth Country (USA), Birth State, and Birth Location. On the right, a 'Review / Index' window is open, showing a document tree for 'Doc 1' with pages 1 through 4. Below the tree, the 'Description' section shows 'EmployeeNumber' as 'TNALT114'. The main window on the right displays a 'Performance Evaluation' form for Peter Allot, supervised by Larry Dow, with various evaluation criteria and a table for rating factors.

- Oracle ECM Suite integrated with
  - PeopleSoft HR
  - E-Business Suite HR
- Automated capture/data entry of paper information – scan, fax, web
- Instant image lookup from employee record in application

# Speeding Processing and Improving Visibility

## Drive Processes and Analytics

- Oracle ECM Suite integrated with:
  - Oracle E-Business Suite AP
  - PeopleSoft Enterprise Payables
- Automated capture/data entry of paper information – scan, fax, web
- Instant image lookup from vendor record in application
- Speeds invoice processing
- Provides visibility into paying process
- Increased accuracy

Oracle Applications

Invoice Workbench (Payables Manager)

Batch Control Total

Operating Unit: Vision Opera

ORACLE Imaging and Process Management

You are logged in as: jcooper

Viewer

Pages

3478-D (1) 2567-E (3)

AppleSource

Date: 7/10/04-7/10/04 Invoice No. AS-1

To: Perry Fjellman  
1999 Woodside Dr  
Medford, OR 97501

For: Website Creation

**PAID**

Services & Goods

Category	Cost	Description	Time	Amount
Graphic Design	\$50/hour	Corporate Identity Creation 3 logos based on color scheme, printable and digital formats, letterheads and business cards	08:00:00	\$400.00
Service Call	\$50/hour	Server Setup & Config		
Category	Cost	Description		
Software Design	\$50/hour	Create Integrated Web Apps Form Processor, Mortgage Calculator, Newsletter Sy		
Category	Cost	Description		
Web Construction	\$50/hour	Create Website Templates		

Ready Page 1 of 8

Collaboration Notes

- Customer has refused this shipment!  
by DANO-80VPC/Administrator on 10/12/2006 1:34:53 PM
- Please get the customer to sign a copy the this document.  
by DANO-80VPC/Administrator on 10/12/2006 1:32:51 PM

Versions Associations Document History

# Optimizing Utilization of Institutional Knowledge

## Through Process and Enterprise Repository

- Oracle ECM Suite integrated with:
  - Siebel Marketing
  - Siebel Contact Center and Services
  - Siebel Sales
- Repository and process to store and use institutional knowledge
  - Provide creation and optimization of best processes
  - Provide a resource to capture institutional knowledge
  - Improve 'findability,' accuracy & sharing of information
  - Publish content to partner extranet or customer portal

The screenshot displays a Siebel CRM interface. At the top, there is a navigation bar with tabs for Home, Opportunities, Accounts, Contacts, Forecasts, and Sales Analytics. Below this, a contact record for Joseph Armstrong is shown, including fields for Last Name, First Name, Job Title, Work #, Main Fax #, Mobile Phone #, Account, Address, and City. A secondary window titled 'Content Check In Form for Document attached to ContactAtt: 3SIA-20S11' is open, showing a form for document metadata. The form includes fields for Type, Title, Author, Security Group, Revision, and Primary File. A 'Metadata' section contains a 'Comments' field with the text 'Updated with 02/09/2009 pricing'. Below the metadata, there is an 'Attach to Siebel Entities' section with fields for Order, Contact, Account, Service Request, Quote, Claim, Call Report, Opportunity, and Asset. The 'Contact' field is populated with '3SIA-20S11'. At the bottom of the form, there are 'Check In' and 'Reset' buttons.

# Apps Adapter – Attachments

Managed Attachments accessible from the apps

- Check-in and attach content
- Auto-convert to PDF, HTML, TIFF
- View attachments and metadata
- Edit documents using native apps
- Automatic versioning upon save
- Update metadata
- Attach existing UCM content
- Detach content
- Delete attachment revisions
- Invoke content-centric workflows
- Publish content to web sites, portals
- Access content via desktop integration

The screenshots illustrate the Oracle Managed Attachments interface across different views:

- Managed Attachments (Web Browser):** Shows a table of attachments for 'Abraham, Mr. John'.

Name	Title	Author	Size	Date	Info	Edit	Properties
95-H-2191 - Comm - Manager.doc	Job Profile - Communications Manager	kevind	24 KB	8/16/09			
passport.jpg	Copy of Passport	kevind	525 KB	8/14/09			
Belgium Ltr. of support-Oracle.doc	Visa Application support letter for travel to India	kevind	33 KB	8/14/09			

- Content Check In Form:** A form for attaching documents to contact ID '115-AF98'. Fields include Title (Scan of Passport), Primary File (Documents and Settings\kevind\My Documents), Metadata (Passport of Ray Aamoa to proof his identity), and Comments.
- Personal File:** A view of personal files with columns for Date/Time and Document Description. A red box highlights the bottom-right corner of this view.

# Oracle ECM Customer Successes

## High Volume Processing



- Processing 30,000 transaction documents a day
- Capturing 75 million images a year
- A/P response time reduced from 2 -10 days to 1-10 sec.
- Saving \$1 million a year



- Maintained A/P staffing levels while transaction volume increased by 25%
- Currently processing 250,000 invoices per week, with over 1 billion documents in storage
- Reduced document retrieval time from 2-3 days to seconds
- Achieved ROI in less than 18 months



- Receipt-to-payment time cut down from 30 to 7-10 days
- ROI achieved within a few months of implementation
- Saving \$100,000 annually in compensation previously paid to temporary staff



# Competitive Advantage with Oracle

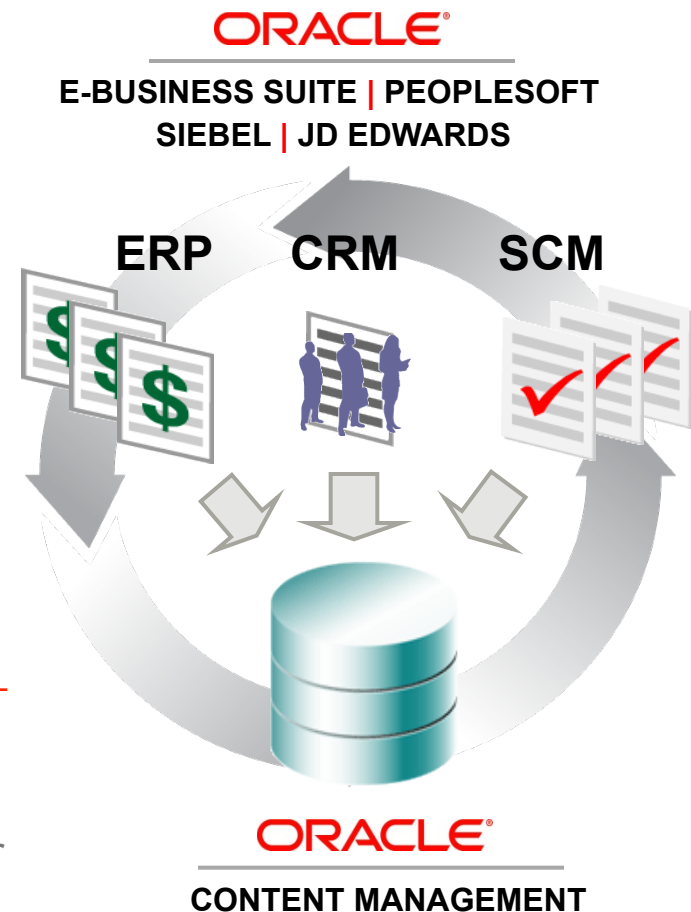
## One infrastructure content-enables all applications

- **Complete:** Business applications, ECM & BPM on one scalable, secure platform
- **Open & Integrated:** Out-of-the-box, standards-based integrations support a wide range of Oracle Applications
- **Strategic:** Add value today, build skills for the future with the ECM solution for Applications Unlimited and Oracle Fusion Applications

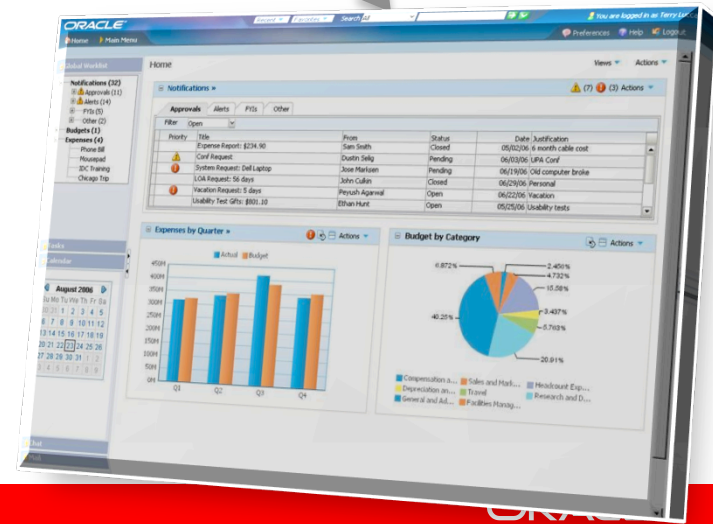
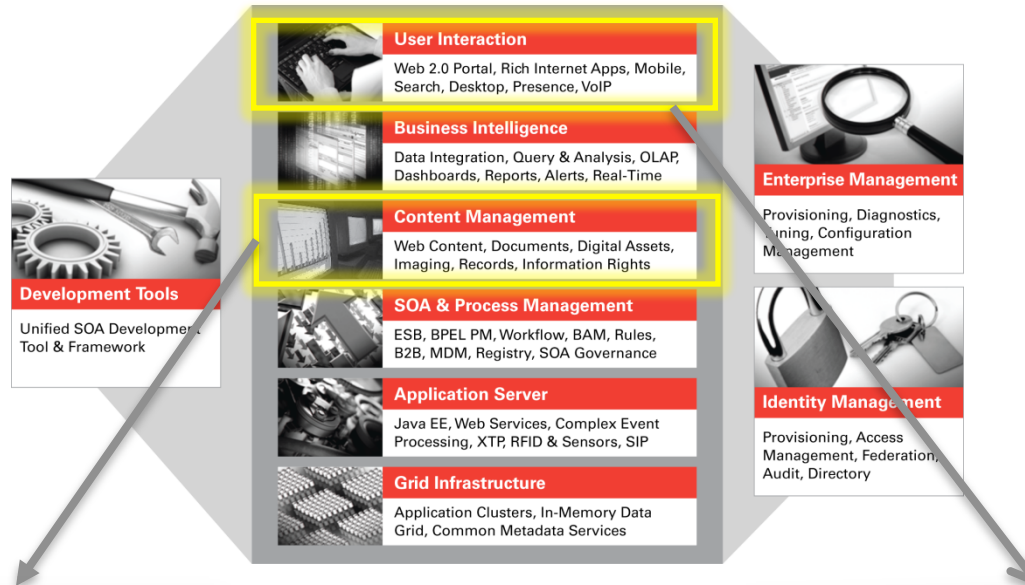
*“Oracle stands to take a large share of ECM integration to support the enterprise application needs of organizations.”*

Forrester

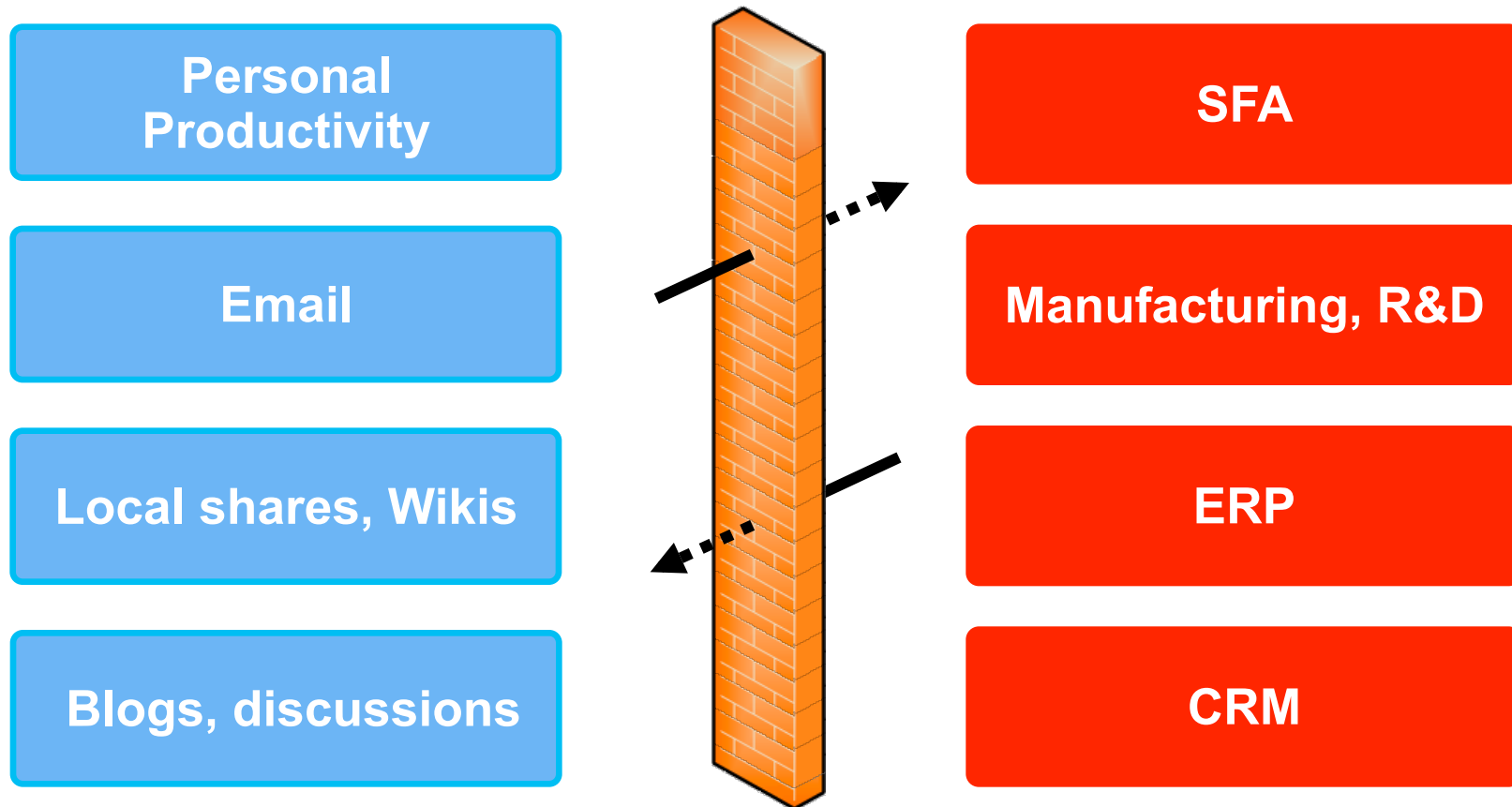
Research, 2008



# The Enterprise 2.0 Pillar

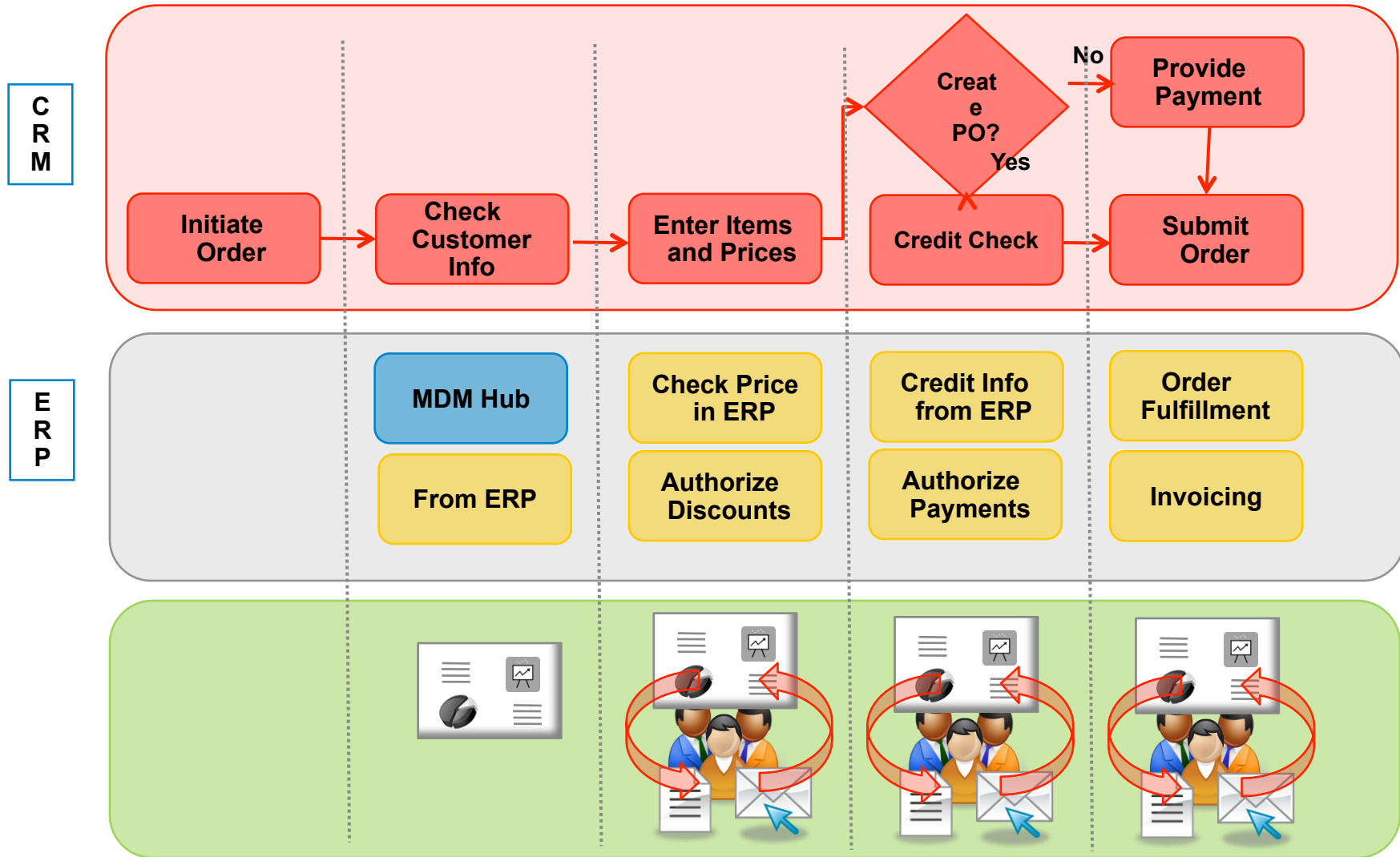


# The Challenge: People and System Silos



# The reality today

People fill gaps between processes and systems



# Oracle WebCenter Suite

Brings Applications, People, Processes, and Information Together

The screenshot displays the Oracle WebCenter Suite interface with several key components highlighted by red callout boxes:

- Recent**: Points to the 'Recent' navigation menu.
- Favorites**: Points to the 'Favorites' navigation menu.
- Search**: Points to the search bar.
- Preferences**: Points to the 'Preferences' link in the top right.
- Notifications**: Points to the 'Notifications (32)' sidebar menu.
- Customer Records**: Points to the 'Approvals' table.
- Presence**: Points to the 'Presence' sidebar menu.
- Analytics**: Points to the 'Expenses by Quarter' and 'Budget by Category' charts.
- Contextual Wiring**: Points to the 'Expenses by Quarter' and 'Budget by Category' charts.
- Communities**: Points to the 'Communities' sidebar menu.
- Documents**: Points to the 'Documents' sidebar menu.
- Discussions**: Points to the 'Discussions' sidebar menu.
- Email**: Points to the 'Email' sidebar menu.

**Approvals Table:**

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	LPA Conf
	System Request: Dell Laptop	Jose Marksen	Pending	06/19/06	Old computer broke
	LOA Request: 56 days	John Cuklin	Closed	06/29/06	Personal
	Vacation Request: 5 days	Peyush Agarwal	Open	06/22/06	Vacation
	Usability Test: Gifts: \$801.10	Ethan Hunt	Open	05/25/06	Usability tests

**Expenses by Quarter Chart:**

Quarter	Actual	Budget
Q1	~32000	~32000
Q2	~33000	~33000
Q3	~38000	~38000
Q4	~33000	~33000

**Budget by Category Chart:**

Category	Percentage
Compensation a...	40.25%
Sales and Mark...	20.91%
Headcount B...	15.58%
Depreciation an...	6.872%
Travel	4.732%
Research and...	3.437%
Facilities Manag...	5.703%

**Communities List:**

- My Workplace
- All Prospects
- Community ABC
- Ford Visit
- General Motors
- GMC Tracking
- KIA Tracking
- Photography
- Sales Reps: PM Interaction
- Taxes Help
- Create Community...
- Open Commu...

# Complete Context and Transaction in a Single User Interface

- Certified out-of-the-box integrations with:

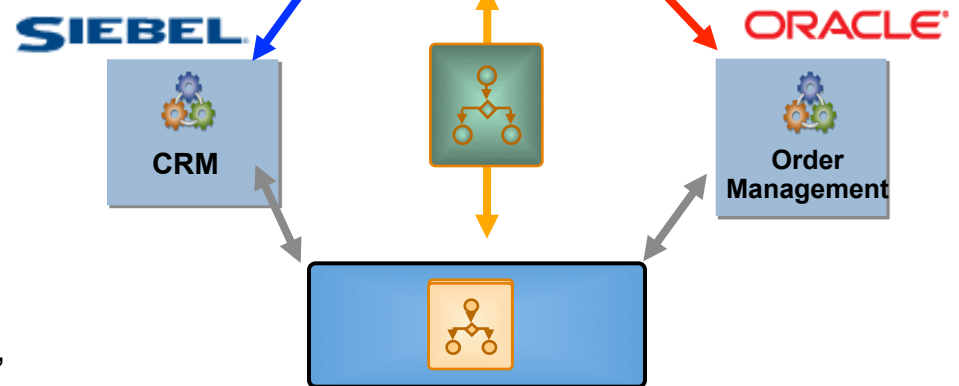
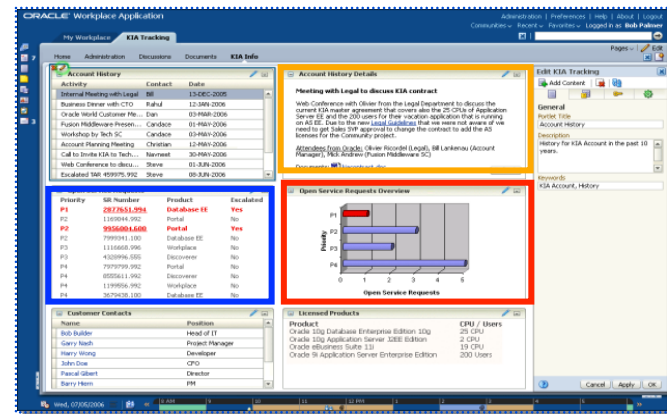
- E-Business Suite
- PeopleSoft
- Siebel
- JD Edwards

- “On the glass” integration for processes across multiple applications

- Provide consistent functionality and experience across applications

- Reuse institutional knowledge
- Provide better visibility
- Automate processes with user notifications
- Seamlessly blend in related content, experts, applications, etc

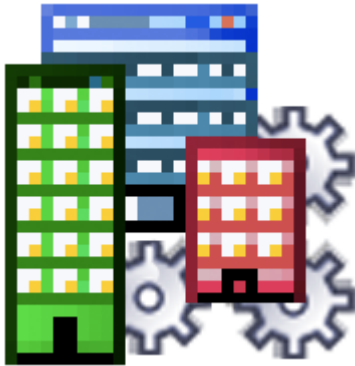
- Foundation for Fusion Applications



**Automate “Order-to-Cash”**

# Oracle WebCenter Components

## Framework



- Enhanced Next Gen Portal Framework
- Content Integration
- Reusable Task Flows
- Application Integration

## Composer



- User Personalization Business Dictionary
- Enterprise Mashups
- Layered Customizations

## Services



- Enterprise Ready Social Computing
- Desktop Integration
- Multi-channel interactions

## Spaces



- Community Spaces
- Social Networking
- Personal Spaces

# WebCenter Framework

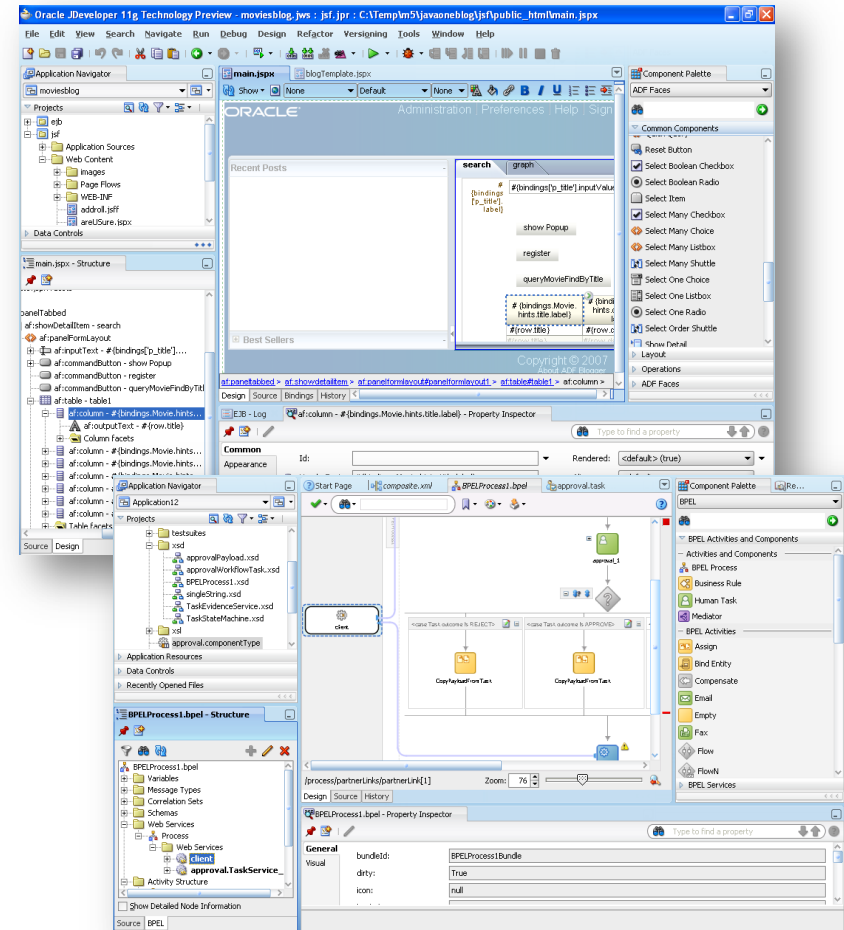
## Simplify Building Applications/Portals

### • Key Capabilities

- For Context-rich, Highly Customizable Apps and Portals
- Integrate Enterprise Applications as Portlets
- Integrate Content with transaction flows
- Integrate BPEL Business Processes
- Industry Standards for portlets, content, processes, metadata, SIP servlet, security, and Web services

### • Benefits

- Enhance IT productivity with reusable, standards-based components
- Easily change applications with unique runtime customization

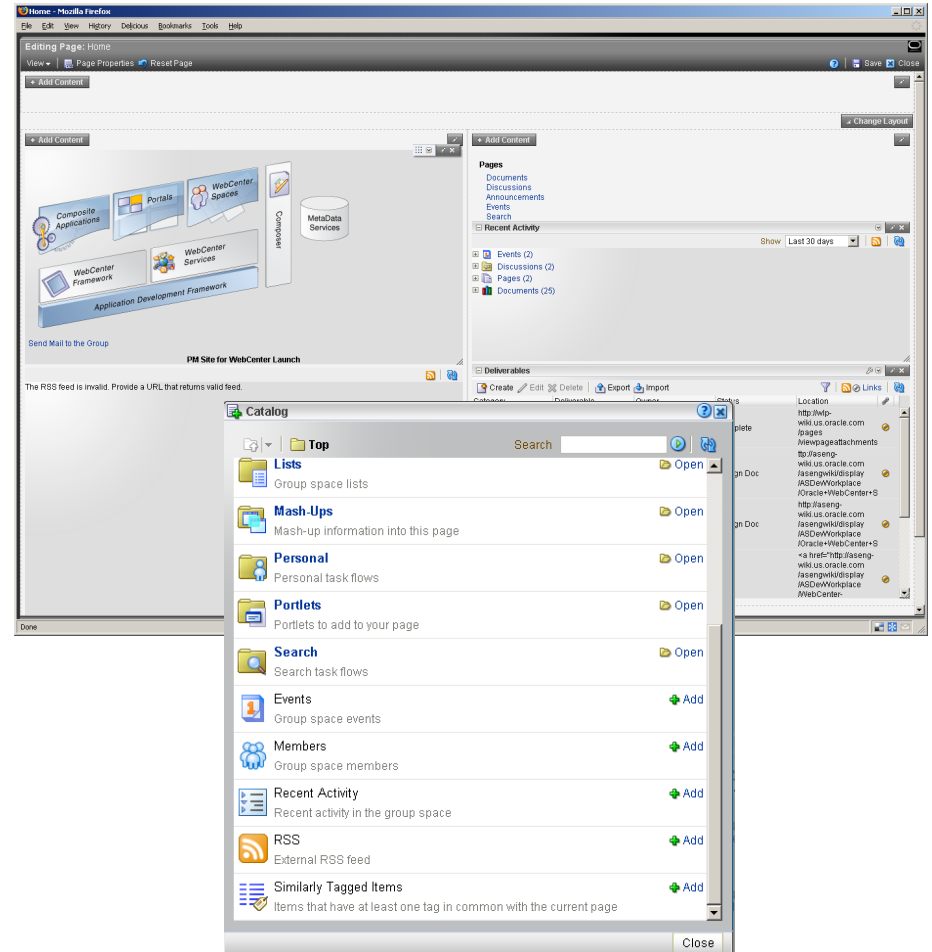




# WebCenter Composer

## User-Driven Customization and Mashups

- **Key Capabilities:**
  - End-users create mashup apps with wizard-driven templates and individually customize on-the-fly
  - Add content from Business Dictionary of enterprise systems/ services and external sources using drag-and-drop components
  - Customize look and feel for mashup applications for role-based groups
- **Benefits:**
  - Dynamic application customization for users and groups improves adaptability for changing business requirements



# WebCenter Enterprise 2.0 Services

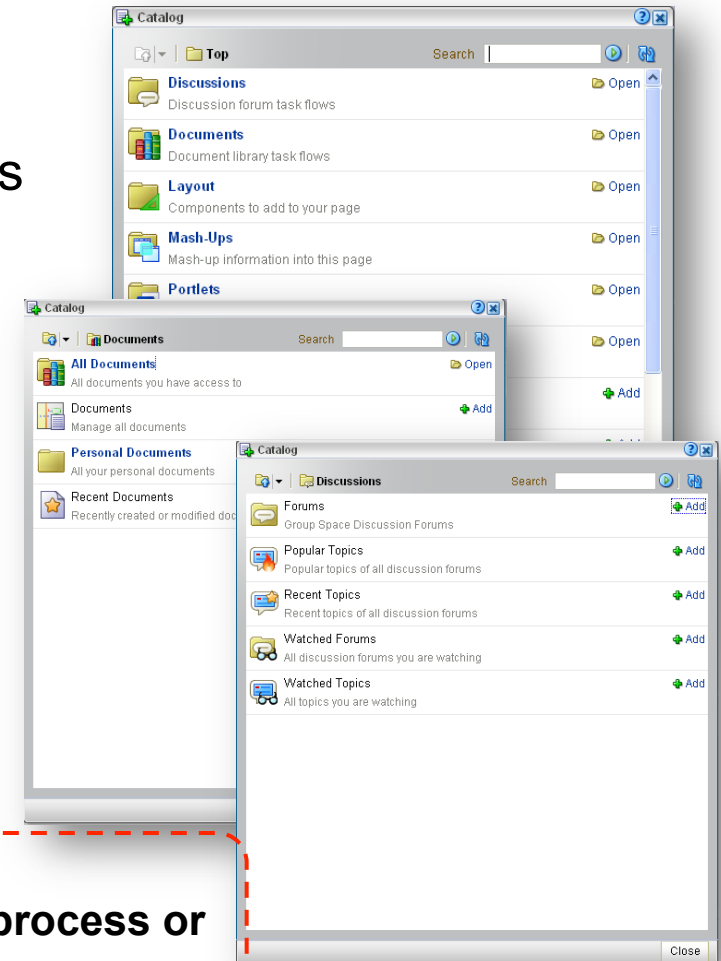
## Maximize and Optimize Connections



- Announcements
- Discussions
- Blogs
- Tags
- Links
- Wikis
- IM & Presence
- Documents
- Events
- RSS
- Worklist
- People Connections
- Activity Graphs
- Recent Activities
- Mail
- Notes
- Search
- Mashups
- Analytics
- And many more...

- **Rapidly inject community, social interaction and personalized features in an application, business process or portal**

*100's of pre-built, customizable portlets for these services*



# WebCenter Spaces

## Instant Communities, Team Sites & Portals

- An out-of-the-box solution that delivers Enterprise-ready LOB portals, communities, and team sites
- Designed for business users to quickly build a workspace
- Pre-integrated with Composer, Business Dictionary and WebCenter Enterprise 2.0 Services
- IT can extend and customize Spaces via WebCenter Framework and extensive Spaces Web Services APIs

The screenshot displays the Oracle WebCenter Spaces user interface. At the top, the browser address bar shows 'ORACLE WebCenter Spaces' and the user 'Ajay Gandhi'. The main content area is divided into several sections:

- Project Issues:** A table with columns for No., Description, Target Date, Assigned, Status, and Comments. It currently shows 'No rows were found.'
- Events:** A calendar view for May 2009. The calendar shows several events for 'COLLABORATE 09' on various days, and a '7:00 PM Portal and Content Mgmt Customer Cocktail Reception' on Tuesday, May 5th.
- Announcements:** A section titled 'Portal &#38; Content Management Customer Cocktail Reception' with a message about a special joint customer reception on Tuesday, May 5th, and a link to 'Register for COLLABORATE'.
- Recent Activity:** A list of recent activity including 'Events (1)', 'Discussions (1)', 'Pages (1)', and 'Documents (18)'.
- Members:** A list of members with columns for Name and Role. The members listed are Ajay Gandhi (Moderator), Ann Fellman (Moderator), and Brian Dirking (Participant).

# Alcatel-Lucent

## Collaborative Global Support Portal



### COMPANY OVERVIEW

- Enables service providers, enterprises and governments worldwide, to deliver voice, data and video communication services to end-users
- 76,000 employees and operations in over 130 countries

### CHALLENGES/OPPORTUNITIES

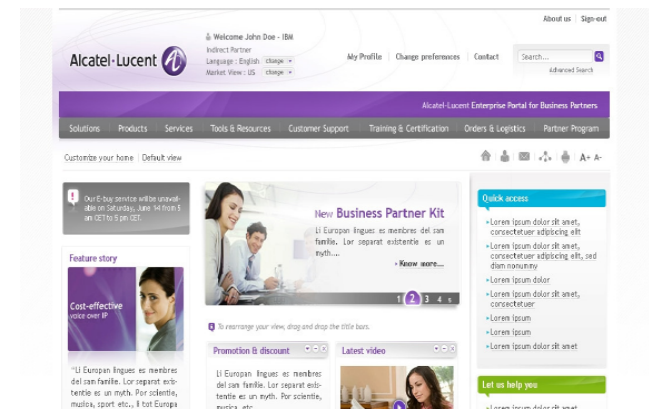
- Increase the push of dynamic information to the users based on customer profile
- Design extranet website to support customers generate new opportunities

### SOLUTION

- Global Support Portal with complete personalization and integration with UCM, SES, Oracle EBS Product Catalog and Configurator
- Accelerated development leveraging existing assets
- Provide users with collaboration tools like Wikis, Blogs and Forums

### RESULTS

- **Strategic advantage in customer service**
- **Single Portal platform to service Customer, Partners and Employees resulting in lower TCO**
- **Portal localized in 6 languages**



# Portals & User Interaction Summary

## Oracle WebCenter Suite

- **Comprehensive Platform for Composite Application Development**  
Enterprise Application Integration, SOA, Business Processes,  
Standards-Based
- **Platform for Fusion Applications**
- **Advanced Enterprise 2.0 Capabilities**  
Social Networks, Blogs, Wikis, Presence
- **High Return on Value**  
Leveraging Powerful Middleware Stack and **Integration Points with Key Oracle Applications**



# Content Management & Webcenter Strategic for Fusion Applications



- Automating manual processes
- Speeding processing and improving visibility
- Optimizing utilization of institutional knowledge
- Improving productivity by bringing content + people + process together

**ORACLE®**