Oracle Content Management 11g

Enrique Mazon
Sales Manager Enterprise 2.0
Agenda

• Content Management Overview
• Oracle ECM Highlights
• Resources
A Closer Look at “Content”

Structured Content

~20% of Enterprise Content

Unstructured Content

~80% of Enterprise Content
“ECM is no longer just a ‘nice-to-have’ technology, but a critical prerequisite for the effective operation of a business of any size. And this cannot be achieved without methodically thinking about a strategy for how to get there.”

Jeetu Patel, Executive Vice President, Doculabs, Inc
Foreward, Transforming Infoglut!
Enterprise Content Management

Business Benefits & Value Proposition

<table>
<thead>
<tr>
<th>Reduce Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reduce / eliminate printing, shipping &amp; storage costs</td>
</tr>
<tr>
<td>• Reduce software maintenance fees &amp; leverage skill-sets</td>
</tr>
<tr>
<td>• Automate tasks and business processes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gain Efficiencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Single source of truth - “master content mgmt”</td>
</tr>
<tr>
<td>• Streamline business processes</td>
</tr>
<tr>
<td>• More complete and faster access to information</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reduce Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improve consistency and auditability</td>
</tr>
<tr>
<td>• Comply with business policies and regulations</td>
</tr>
<tr>
<td>• Ensure content security &amp; manage company brand</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Create Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improve business agility</td>
</tr>
<tr>
<td>• Optimize revenue – improve cross-selling &amp; up-selling; enabling your channels; improve customer retention</td>
</tr>
</tbody>
</table>
Oracle Content Management
As Content Infrastructure

• Simple
  • Easily integrates with existing storage, middleware & apps

• Smart
  • Advanced capabilities to add cleansing, intelligence, policies

• Scalable
  • Scalable foundation
  • Flexible models & features
Agenda

• Content Management Overview
• Oracle ECM Highlights
• Resources
Oracle Content Management
Unified and Integrated Enterprise Content Mgmt

Oracle Enterprise Content Management

- Portal Connectors
- OOTB Web Apps
- Application Connectors
- Desktop & Office Integrations
- Mobile Delivery

High Values Features and Services
- Capture
- Web Content
- Archiving
- Imaging
- Digital Assets
- Document
- Rights
- Records

Core Content Services

Oracle Database
- SecureFiles, AuditVault, Database Vault, RAC

Oracle
- Storage Archive Manager

3rd Party
- Database, File System

SOA, BPM, JDev
Identity Mgmt
Business Intelligence
Application Grid

FUSION MIDDLEWARE

ADAPTERS

E-BUSINESS SUITE
PEOPLESOF
SIEBEL | JD EDWARDS

Notes / Domino
File Systems
3rd Party

documentum
Microsoft SharePoint
IBM
Notes / Domino

Oracle Database
SecureFiles, AuditVault, Database Vault, RAC

Oracle
Storage Archive Manager

3rd Party
Database, File System
ECM Foundation
Oracle Universal Content Management

- **Key Capabilities**
  - Web based unified ECM solution
  - Life cycle management of office documents, scanned images, Web sites, media, files, CAD drawings
  - Build and manage multiple Web sites
  - Manage document retention and archiving policies

- **Solutions**
  - Multi-site management: intranets, public web sites, partner/supplier sites
  - Policy and procedure management
  - Sales enablement
  - E-Government enablement
  - Call centers / self-help
  - ISO 9001
Batch Scanning
Oracle Document Capture (& Distributed Capture)

• Key Capabilities
  • High-volume document capture operations
  • Easily import emails, faxes and electronic documents
  • Browser-based document scanning and indexing at remote offices

• Solutions
  • Scanning paper documents for account payable, fixed assets, credit and human resources
  • Distributed capture in remote offices
High Volume Document Processing
Oracle Imaging and Process Management

- Key Capabilities
  - Platform for building imaging applications
  - Complete solution: capture, imaging, viewer, BPM, enterprise report mgmt
  - Productized application integrations: Oracle, SAP, and other systems

- Solutions
  - Accounts payable and receivable
  - Expense processing
  - Forms processing
  - Contract management
  - Loan and mortgage processing
  - Claims and application processing
Enterprise Records Management
Oracle Universal Records Management

• **Key Capabilities**
  - Enterprise-wide solution across multiple content stores and legacy systems
  - “In-place” management of content
  - Manage file plans, policies, and business rules from a central console
  - DoD 5015.2 certified electronic and physical records management

• **Solutions**
  - Enterprise records management
  - Comply with regulations (e.g. FOIA, HIPAA, Sarbanes Oxley, etc.)
  - Enterprise retention - reducing storage
Federated Searching
Oracle Secure Enterprise Search

• Key Capabilities
  • Search across multiple applications and data sources
  • Rapid deployment and user adaption
  • Hot-Pluggable
  • Enterprise Scalable

• Solutions
  • Knowledge management
  • Call center management
  • Secure Research and Discovery
Content Protection
Oracle Information Rights Management

• **Key Capabilities**
  • Secure and encrypt documents and emails
  • Inside and outside the firewall
  • Audit and revoke access
  • Control print, copy, screen grab
  • No change to existing workflows

• **Solutions**
  • Secure intellectual property
  • Secure confidential customer, partner and employee information
  • Protect communications (M&A, Board of Directors, etc.)
Performance Summary

Extreme Performance, Extreme Scalability

• Single system for all uses
  • Imaging, digital asset mgmt, collaborative document sharing, Web site delivery

• Configurable fast-check-in services
  • Trigger high volume ingestion features per use case or content item

• Sun Oracle Database Machine + ECM Combination
  • Takes performance to the next level
  • Removes traditional hardware limitations
  • Leverages Oracle Database, RAC, Secure Files, & Exadata Storage Server

• New Oracle ECM Suite Performance whitepaper available

Key Results

179 million docs / day
Two Node UCM Server + Sun Oracle DB Machine Half Rack Hardware
Oracle Content Management 11g
Moving from Point to Platform

• A Simple, Smart and Scalable Content Infrastructure
  • Low cost of ownership
  • Effective standardization

• A Pre-Integrated Solution for Content-Enabling Oracle’s Business Applications
  • High return on your investment
  • Improved business responsiveness

• A Foundation for Content-Centric Business Solutions
  • Optimize revenue and mitigate risk

• The Strategic ECM Solution
  • Complete, Open, Integrated, Best of Breed
  • Join 7900+ Oracle Content Management customers
<table>
<thead>
<tr>
<th>Oracle Content Management Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transportation</strong></td>
</tr>
<tr>
<td>KIA</td>
</tr>
<tr>
<td>GM</td>
</tr>
<tr>
<td>Northrop Grumman</td>
</tr>
<tr>
<td>Renault</td>
</tr>
<tr>
<td>Mitsubishi Motors</td>
</tr>
<tr>
<td>Sabre</td>
</tr>
<tr>
<td>TOYOTA</td>
</tr>
<tr>
<td>Raytheon</td>
</tr>
<tr>
<td><strong>Insurance</strong></td>
</tr>
<tr>
<td>Allstate.</td>
</tr>
<tr>
<td>Ameriprise Financial</td>
</tr>
<tr>
<td>ING</td>
</tr>
<tr>
<td>Premera</td>
</tr>
<tr>
<td>Blue Cross</td>
</tr>
<tr>
<td>State Farm Insurance</td>
</tr>
<tr>
<td>Guardian</td>
</tr>
<tr>
<td><strong>Banking / Finance</strong></td>
</tr>
<tr>
<td>Merrill Lynch</td>
</tr>
<tr>
<td>American Express</td>
</tr>
<tr>
<td>TIAA CREF</td>
</tr>
<tr>
<td>Wells Fargo</td>
</tr>
<tr>
<td>Moody's Investors Service</td>
</tr>
<tr>
<td><strong>Manufacturing</strong></td>
</tr>
<tr>
<td>Toshiba</td>
</tr>
<tr>
<td>IKON</td>
</tr>
<tr>
<td>Emerson Process Management</td>
</tr>
<tr>
<td>Honeywell</td>
</tr>
<tr>
<td>Burlington House</td>
</tr>
<tr>
<td>Cargill</td>
</tr>
<tr>
<td>Eaton</td>
</tr>
<tr>
<td><strong>High Tech / Telecom</strong></td>
</tr>
<tr>
<td>Bell</td>
</tr>
<tr>
<td>NetApp</td>
</tr>
<tr>
<td>Ericsson</td>
</tr>
<tr>
<td>Hitachi Data Systems</td>
</tr>
<tr>
<td>Verizon</td>
</tr>
<tr>
<td>Qwest</td>
</tr>
<tr>
<td>Lucent Technologies</td>
</tr>
<tr>
<td><strong>Consumer / Media</strong></td>
</tr>
<tr>
<td>Land O’ Lakes, Inc.</td>
</tr>
<tr>
<td>Cox Communications</td>
</tr>
<tr>
<td>ConAgra Foods</td>
</tr>
<tr>
<td>monster</td>
</tr>
<tr>
<td>The New York Times</td>
</tr>
<tr>
<td>Costco</td>
</tr>
<tr>
<td>Home Depot</td>
</tr>
</tbody>
</table>
Agenda

- Content Management Overview
- Oracle ECM Highlights
- Resources
Resources

Web Sites

• External Web Sites
  • Oracle.com (whitepapers, datasheets, customer success, analyst reports):
    oracle.com/goto/ecm
  • Oracle Technology Network (downloads, docs, licensing, ECM forum):
    oracle.com/technology/products/content-management/index.html
  • ECM Alerts – for customers, partners, employees to keep up to date on product releases
    blogs.oracle.com/ecmalerts
SOFTWARE. HARDWARE. COMPLETE.