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**Oracle WebCenter –
The Next Generation Of User Interaction**

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Oracle Fusion Middleware

Oracle WebCenter Suite
The Next Generation of User Interaction

User Interaction

Portals, Content, Search,
Desktop, Mobile, VoIP

Systems Management

System Application
Services

Development Tools

SOA Tools & Framework

Identity Management

Directory Provisioning, Single
Sign-On, Identity Administration

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IT Challenge

Stove-Piped, Monolithic Applications

	Application 1	Application 2	Application 3	Application n
Channels				
Presentation rendering				
Business process				
Business rules & ...				
Data Integration & transformation				
Data schemas				

Inflexible, Inefficient, Hard to Maintain

- ➢ **Hard to adapt to changing business requirements**
- ➢ **Duplication of functionality means wasted resources**
- ➢ **Small fixes require large investments of time and labor**
- ➢ **Integration represents 80% of IT Budget**
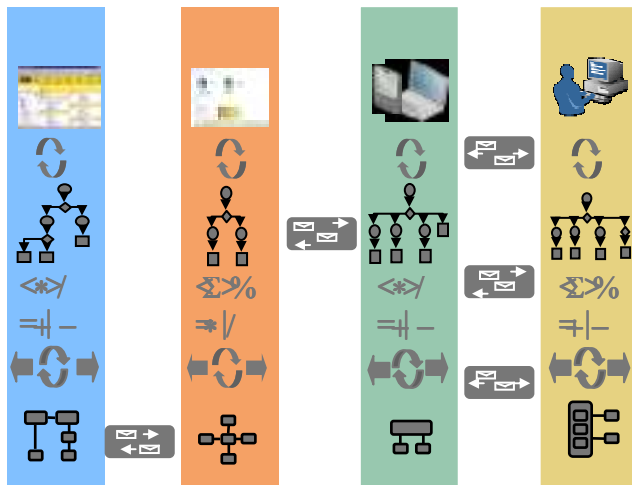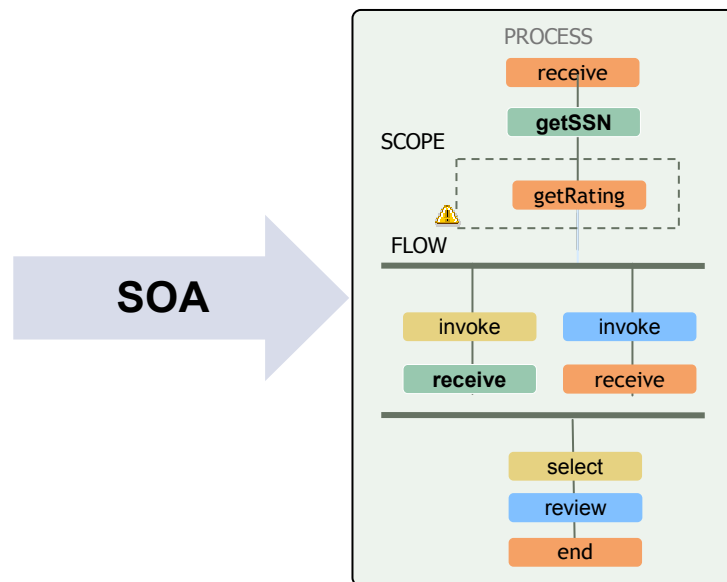
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Service Oriented Architecture

Build applications effectively

- Increase IT Response and alignment to Business
- More Agile Business Processes
- Automate End-to-End Processes

- Improved Visibility
- Increase IT Efficiency
  - Greater Interoperability
  - Increased Reuse
- Reduce Integration and Maintenance Cost

Application Stove Piping

Flexible Architecture

SOA

PROCESS
receive
getSSN

SCOPE
getRating

FLOW
invoke | invoke
receive | receive

select
review
end

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Build Effective Applications

Increased focus on information workers demands a new approach to user interaction
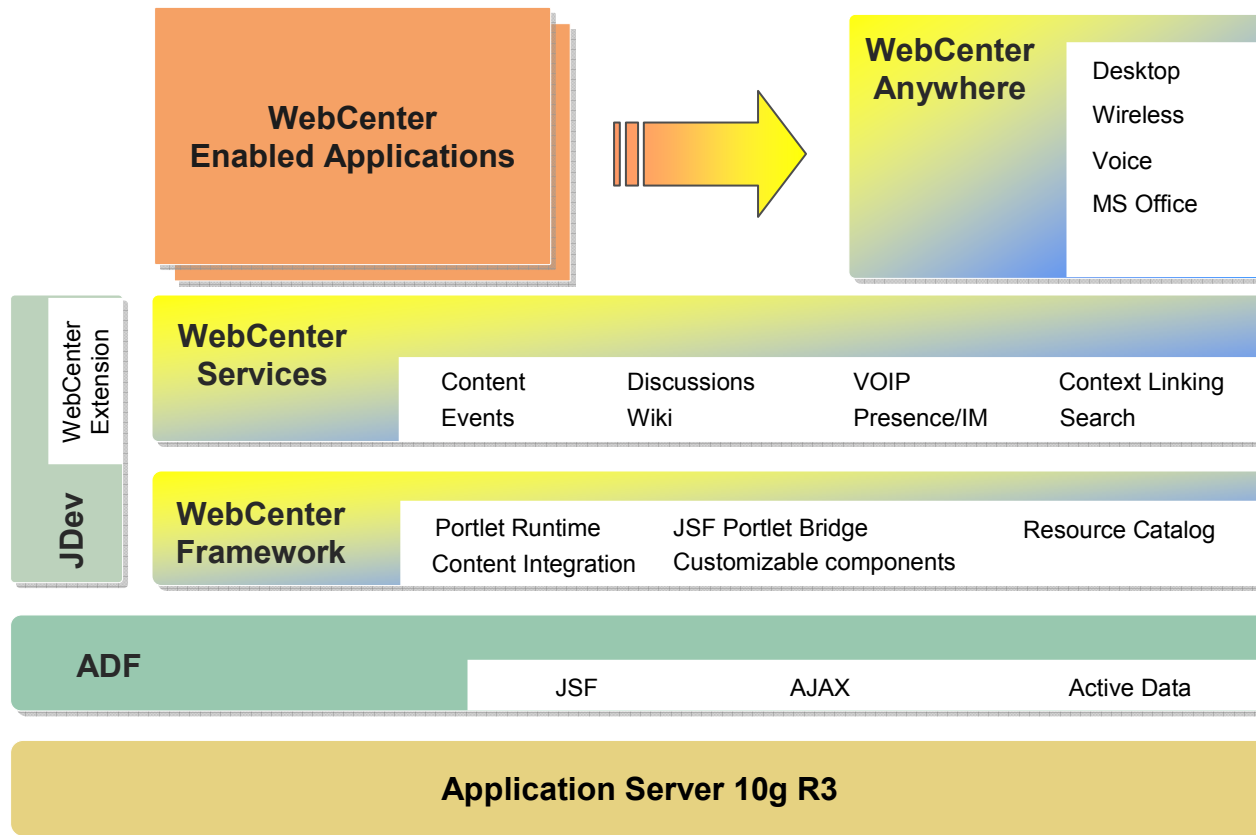
CHALLENGES

- **Need task-oriented user interaction**
  - Simple task should be simple and consistent
  - Composite Tasks need to preserve context
- **Need information and services in context**
  - All contextual information integrated
  - Including documents, BI, BAM and processes
- **Need to work together effectively**
  - Person-to-person
  - As a group
- **Need to work anywhere**
  - Multi-mode
  - Multi-channel
- **Need to simplify the user experience**
  - Preserve familiarity of tools
  - Give them a choice
- **Need to empower the business user**
  - Tailoring applications as business evolves

CAPABILITIES

- **WebCenter Framework** – A JSF-based framework that enables embedding of Rich, AJAX-based components, portlets and content to create context-rich, customizable applications
- **WebCenter Services** – Web 2.0 content, collaboration and communication services that can be embedded directly into applications to provide additional context and allow users to complete tasks more quickly
- **WebCenter Anywhere** – Enables users to connect and work wherever they happen to be by exposing critical task flows through familiar devices and desktop tools
- **WebCenter Composer** - an easy, browser-based environment that allows business users to participate in the evolution of their work environment
- **WebCenter Spaces** - Configurable work environments that enable individuals and groups to work and work together more effectively.

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Oracle WebCenter Suite 10g R3

WebCenter Enabled Applications

WebCenter Anywhere
- Desktop
- Wireless
- Voice
- MS Office

WebCenter Extension

JDev

WebCenter Services

Content	Discussions	VOIP	Context Linking
Events	Wiki	Presence/IM	Search

WebCenter Framework

Portlet Runtime	JSF Portlet Bridge	Resource Catalog
Content Integration	Customizable components	

ADF

JSF	AJAX	Active Data

Application Server 10g R3
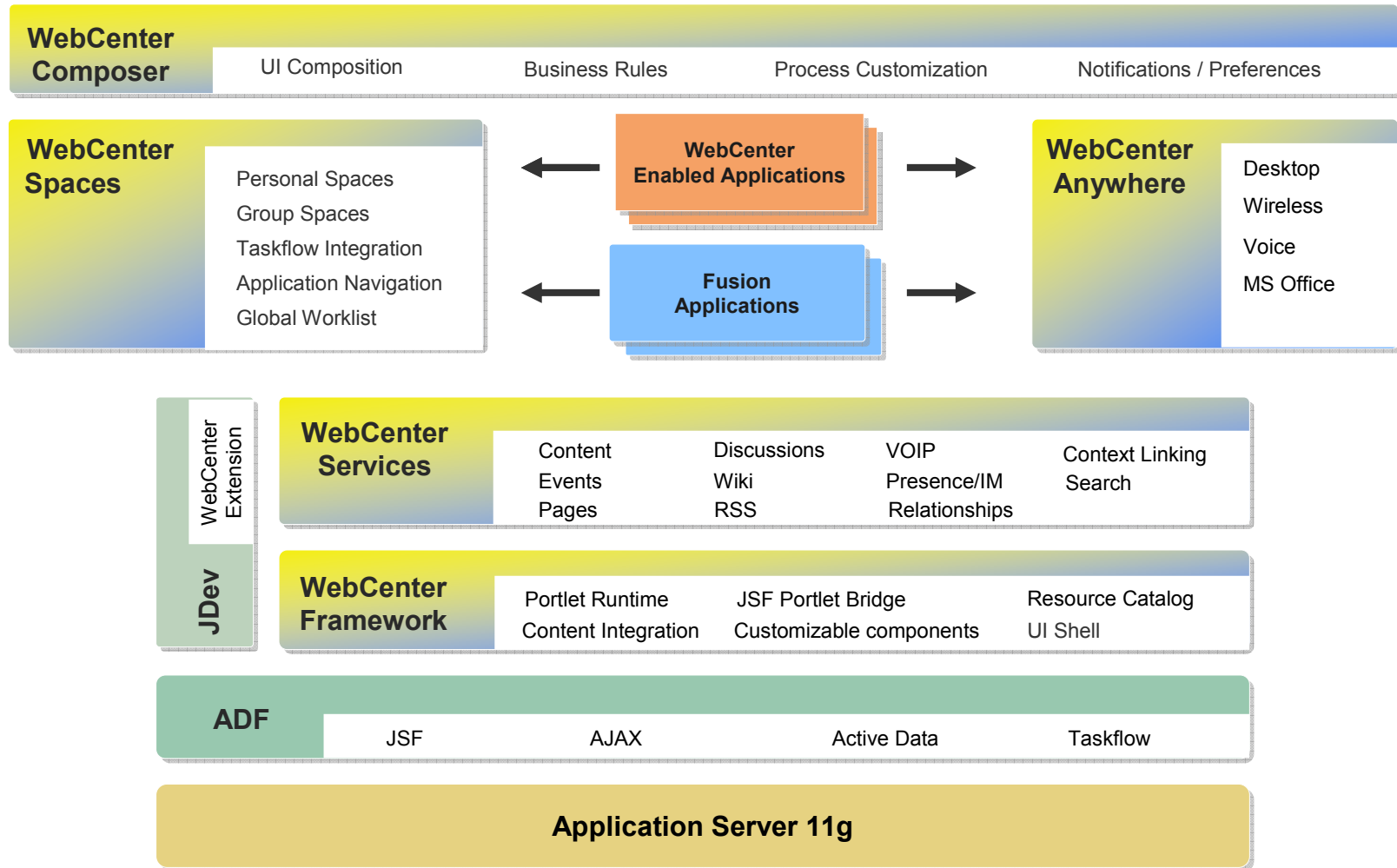
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8

WebCenter Framework

➢ Use jDeveloper to build context-rich, customizable applications

- ▶ Embed portlets in your Faces applications
  - – Supports both JSR168/WSRP 2.0 and Oracle PDK-Java & PL/SQL
- ▶ Embed customizable components
  - – Enable runtime customization for all types of JSF view components
- ▶ Embed runtime publishing components
  - – Allow business users to publish content directly to application pages
  - – Rich Text and Web Clipping Portlets, OmniPortlet
- ▶ Expose JSF applications as portlets
  - – Make any faces application available to remote WebCenter applications
- ▶ Secure your applications using declarative tools
- ▶ Integrate content in context of transaction flows
  - – Integrate content repositories using the JCR 1.0 standard
  - – Content adapters: Documentum, Sharepoint, Notes

➢ Supports key standards

- ▶ WSRP 2.0, JSR 168, JSR-170/JCR
- ▶ BPEL, JSR-227, JSR-116, JAAS, WS Security

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WebCenter Services

- Complete set of complementary services
  - Embed Web 2.0 style communication and collaboration services directly into JSF applications
- Services include:
  - Content/Document Management
    - Oracle Content DB: enterprise-grade document management solution
  - Enterprise Search
    - Oracle Secure Enterprise Search: search and access secure content from a variety of repositories across the enterprise
  - Instant Messaging and Presence
    - Real-time interaction via chat, on-line availability and communication
    - Click 2 Dial available as separately priced option
  - Discussion forum
    - Collaborative, on-line discussion forums, threads and responses
  - Wiki
    - self-service, community oriented content publishing and sharing

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Oracle WebCenter Suite 11g

WebCenter Composer

| UI Composition | Business Rules | Process Customization | Notifications / Preferences |

WebCenter Spaces
- Personal Spaces
- Group Spaces
- Taskflow Integration
- Application Navigation
- Global Worklist

WebCenter Enabled Applications

Fusion Applications

WebCenter Anywhere
- Desktop
- Wireless
- Voice
- MS Office

WebCenter Extension

JDev

WebCenter Services

Content	Discussions	VOIP	Context Linking
Events	Wiki	Presence/IM	Search
Pages	RSS	Relationships	

WebCenter Framework

| Portlet Runtime | JSF Portlet Bridge | Resource Catalog |
| Content Integration | Customizable components | UI Shell |

ADF

| JSF | AJAX | Active Data | Taskflow |

Application Server 11g

Oracle WebCenter Suite – 11g

> ## WebCenter Composer

- Empower information workers to innovate and evolve the tools they use in a managed way
- Page Editor, Rules Editor, Process Manager, Policy Manager

> ## Microsoft Integration

- Exchange integration for Tasks, Email, Calendar
- Service Invocations from MSOffice
- Explorer integration
- Tray alerts

> ## RSS

- Publish WebCenter activity and content
- WebCenter components for viewing one or more feeds – embeddable on any page

> ## WebCenter Spaces

- Self-service solutions for managing individual and group interactions
- Personal Spaces
  - Personal task, time, information and communication mgmt
  - Global worklist & notifications
  - Role-based pages
- Group Spaces
  - Targeted solutions for helping people work together more effectively
  - Project Spaces, Community Spaces
  - Designed to be tailored to the specific needs of the group

> ## WebCenter Shell

- Technical base for Spaces user interaction environment
- Extensible for application developers

Task-oriented User Interactions
WebCenter UI Shell – Simple, Consistent way to perform all Tasks

Favorites

Search

Recent

Preferences

Notifications

Email

Presence

Discussions

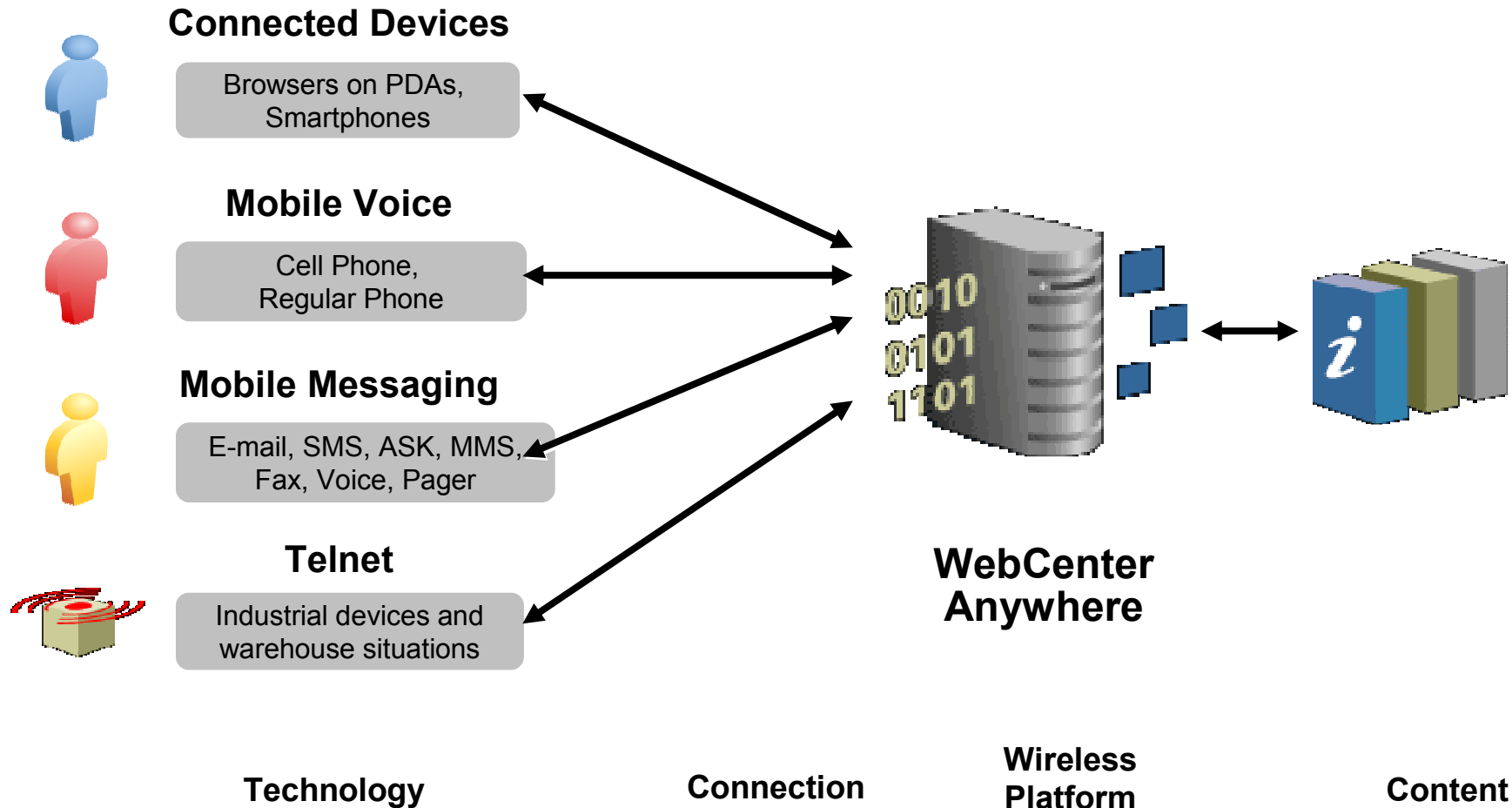Contextual Wiring

Documents

Communities

Work Together Effectively
WebCenter Services

- ➢ Person-to-Person Collaboration
  - ► Reach people asynchronously
    - – Personal Email
    - – Group messaging
  - ► Reach people in real-time
    - – Instant Messaging / Chat
    - – Voice – click-to-dial
- ➢ Work As a group : WebCenter Spaces
  - ► Create and share documents
    - – Wiki, Blogs and Document library
  - ► Publish documents and other info for visibility – RSS
    - – e.g. Recent Documents, Most active Discussions
  - ► Discuss and Collaborate on documents and other information
    - – Discussions
    - – Notes
    - – Lists
    - – Events
    - – Online meetings
- ➢ Relationships
  - ► Create, share relationships between arbitrary objects
  - ► e.g. attach a note to customer account, attach a chat conversation to sales opportunity
- ➢ All services embeddable as components in any application
- ➢ All services are hot-pluggable with Customer's existing infrastructure

Work Anywhere

Voice/Wireless Platform

Connected Devices

Browsers on PDAs, Smartphones

Mobile Voice

Cell Phone, Regular Phone

Mobile Messaging

E-mail, SMS, ASK, MMS, Fax, Voice, Pager

Telnet

Industrial devices and warehouse situations

WebCenter Anywhere

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0101
1101

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Technology

Connection

Wireless Platform

Content

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Simplify The User Experience

Desktop / Office Integration

- ➢ MS Office
  - ► BI publishing in MSOffice
  - ► Business Process Invocations from MSOfffice
  - ► .Net Client for any JSR 227 Data Control
  - ► Access to document library, community context, people etc. from sidebar in Office tools
- ➢ Desktop Integration
  - ► Access to enterprise document libraries as desktop folders
  - ► Tray icon / native Sidebar
    - – notifications, community context, document library, people access
- ➢ Outlook
  - ► Email / Calendar – same information access from anywhere
  - ► Access to public / community folders
  - ► Tasks synchronization
- ➢ Instant Messaging / Chat
  - ► Integration with LCS and Lotus Sametime to preserve familiar tool experience
- ➢ Web Conferencing
  - ► Integration with WebEx and LiveMeeting

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Oracle WebCenter – Hot Pluggable

Apps — SAP R/3, mySAP, all Oracle Applications

User Interaction
WSRP and JSR-168 Portals, Adobe Flex, MS Office, Wireless and Mobile Devices

Collaboration — MS Exchange, Lotus Notes, Oracle OCS

Content Mgmt — Documentum, Lotus Domino, Windows Sharepoint, Oracle ContentDB

Real-time Communication — LCS, Sametime, WebEx, HotSip

Application Server
BEA WebLogic, IBM WebSphere, JBoss App Server, Apache Tomcat

Development Tools
Eclipse, CollabNet Subversion, Spring, Struts, JUnit, Ant, Tapestry, CVS, MS Visual SourceSafe

Systems Management
HP OpenView, CA Unicenter, IBM Tivoli, BMC Patrol

Identity Management
MS Active Directory & MIIS, CA eTrust SSO, all LDAP Directories

DBs — IBM DB2 & Informix, MS SQL Server, Sybase IQ

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17

Oracle Applications and Oracle WebCenter

➢ All current Oracle Applications are integrated and certified with the UI/Portal platform

  ▶ EBS, PSFT, JDE, Siebel, Retek, iFlex

➢ Fusion applications are being built based on WebCenter architecture

  ▶ Built on rich, AJAX-based JSF UI framework

  ▶ Componentized, Customizable and Portal enabled

  ▶ Embedded Web2.0 services (Wiki, Blogs, Discussions, Tags)

  ▶ Presence aware voice/data communication

  ▶ Group collaboration via on-the-fly communities

  ▶ Self-service content publishing and mgmt

  ▶ Multi-mode, multi-channel accessible

  ▶ Common UI-Shell across all applications

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Demonstration

Next Generation User Interaction Summary
Oracle WebCenter Suite

CAPABILITIES		DIFFERENTIATORS
Single UI Framework	→	Same development model for all UI components including Portals and BI
Single UI Interaction Shell	→	FMW Platform enables unification of worklists, notifications, application access, user profiles, search, voice, communication and collaboration
Communities and Relationships	→	Application context within Communities, User-contributed dynamic context via Relationships
Embeddable Web2.0 Services	→	SOA and JSR227 based programming model for seamless integration inside applications
Application Composition and Customization	→	Dramatic simplification in Business and IT collaboration – same meta-data for development and composition
Seamless access through familiar tools and multiple Channels	→	People and Enterprise Context within personal productivity tools

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Summary - Oracle WebCenter Suite

The next generation user experience for information Workers

➢ Key Benefits

  ▸ Foster task focused user interaction

  ▸ Place Information and services in context

  ▸ Work together effectively

  ▸ Work anywhere

  ▸ Simplify the user experience

  ▸ Empower the business user

➢ Components

  ▸ WebCenter Framework

  ▸ WebCenter Services

  ▸ WebCenter Anywhere

  ▸ WebCenter Composer

  ▸ WebCenter Spaces

➢ Availability

  ▸ 10gR3 CY06

  ▸ 11g Fall CY07

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