

## ORACLE WEBCENTER PORTAL

### KEY FEATURES AND BENEFITS

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- Quickly Create Dynamic Portals & Websites
- Easily Build Composite Applications & Mash-ups
- Optimize Mobile Experiences for Target Devices
- Enterprise Content Management Capabilities

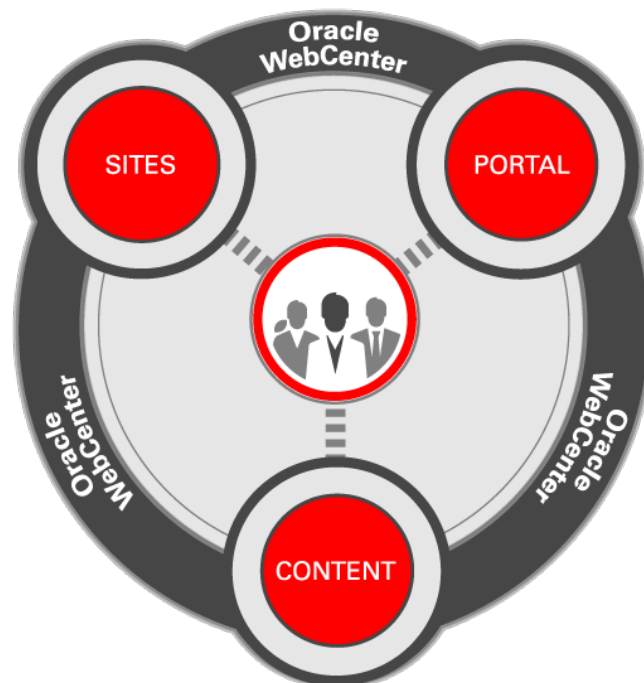
#### KEY BENEFITS

- Improve business productivity by providing employees, customers and partners with a modern user experience to access contextual information in a rich, personalized and collaborative environment.
- Speed development by providing developers with a comprehensive and flexible user experience platform that includes an extensive library of reusable components
- Increase business agility by integrating Oracle Fusion Middleware and Applications such as Oracle E-Business Suite; Siebel, PeopleSoft, and JD Edwards; and SAP seamlessly.

*Oracle WebCenter Portal delivers intuitive user experiences for enterprise applications. This complete, open and integrated enterprise portal and composite applications solution enables the development and deployment of internal and external portals and websites, composite applications, self-service portals and mash-ups with integrated social and collaboration services and enterprise content management capabilities. Oracle WebCenter Portal optimizes the connections between people, information and applications, provides business activity streams so users can navigate, discover and access content in context, and offers dynamic personalization of applications, portals and sites so users have a customized experience. Oracle WebCenter Portal builds on the best user experience capabilities from a significant portfolio of leading portal products and related technologies and provides the foundation for delivering the next-generation user experience for Oracle Fusion Middleware as well as Oracle Fusion Applications.*

#### Intuitive User Experiences for Enterprise Applications

Oracle WebCenter Portal is a portal and composite applications solution that delivers intuitive user experiences for the enterprise that are seamlessly integrated with your enterprise applications.



## RELATED PRODUCTS AND CORE COMPONENTS

### Oracle WebCenter

*The Center of Engagement for Business*

Oracle WebCenter is the center of engagement for business powering exceptional experiences for employees, customer and partners. It connects people, processes and information with the most complete portfolio of portal, Web experience management, content management, and collaboration technologies. It also provides the foundation for Oracle Applications to deliver a next-generation user experience.

Oracle WebCenter includes:

- Oracle WebCenter Content
- Oracle WebCenter Portal
- Oracle WebCenter Sites

## RELATED PRODUCTS

Oracle WebCenter Portal is one of the pillars of the Oracle WebCenter family and works with the following Oracle products:

- Oracle WebCenter
  - Oracle WebCenter Sites
  - Oracle WebCenter Content
- Oracle Fusion Middleware
  - Oracle WebLogic Server
  - Oracle Identity Management
  - Oracle Service-Oriented Architecture (SOA)
  - Oracle Business Process Management (BPM)
  - Oracle Business Intelligence
- Oracle Secure Enterprise Search
- Oracle Applications
- Oracle Fusion Applications
- Oracle JDeveloper
- Oracle Application Development Framework (ADF)

Figure 1: Oracle WebCenter Portal – Streamline Access to Information, Data, Processes, and Applications

### Quickly Create Dynamic Portals & Websites

Oracle WebCenter Portal allows users to easily create dynamic enterprise portals such as intranets and extranets. With Oracle WebCenter Portal, you can build communities, allowing you to create individual, team and organizational work environments to connect people and content. Personalized dashboards let users monitor performance and minimize the page transitions by integrating information and keeping it in the context of the activity, action, or task that they are attempting to complete.

### Easily Build Composite Applications & Mash-ups

With Oracle WebCenter Portal, you can easily assemble composite applications with Oracle's common user experience architecture. This includes best practices and design patterns for developing next generation user experiences and is based on Oracle Application Development Framework (ADF), the common development framework for all Oracle Fusion Middleware user interfaces and Oracle Fusion Applications. In this way, you can easily extend existing applications and Oracle Fusion Applications with reusable, standards-based components.

### Complete Enterprise Content Management Capabilities

Oracle WebCenter Portal leverages enterprise content management capabilities from Oracle WebCenter Content, which provides a single repository for all structured and unstructured content and allows you to capture and manage the entire content lifecycle. You can also publish content from any portal or website, provide item level security, in-place rendering of content, and file conversion -- all available from the extensible, modern user interface of Oracle WebCenter Portal.

### Out-of-the-Box Social and Collaboration Tools Enrich Applications

Oracle WebCenter Portal delivers social and collaborative services to help optimize connections between people, information and applications. Enterprise-ready social computing services such as wikis, blogs, RSS, discussion forums, tags, links, social networking and activity streams can be embedded directly into applications.

### Improve Business Productivity with Intuitive User Experiences

Oracle WebCenter Portal provides employees, customers and partners with intuitive user experiences to access contextual information. Oracle WebCenter Portal delivers social and collaborative services to help optimize the connections between people, information and applications, provides business activity streams so users can navigate, discover and access content in context, and offers dynamic, personalized role-based content in a collaborative environment.

### Rapid Development with a Comprehensive User Experience Solution

Oracle WebCenter Portal provides IT with a comprehensive and flexible enterprise portal and composite applications solution to quickly build portals, websites and composite applications. This common user experience architecture is based on ADF and combines run-time and design time customization of applications in one. Additionally, Oracle WebCenter Portal provides out-of-the box reusable components including: portals, templates, task flows and collaborative & social services.

### Leverage Existing Investments with a Complete, Open and Integrated User Experience

Oracle WebCenter Portal allows you to leverage existing investments by offering a complete, open and integrated user experience. Oracle WebCenter Portal is complete – offering a comprehensive user experience for portals, websites, and composite applications with integrated social & collaboration services and content management capabilities. Oracle

WebCenter Portal is open – providing standards-based support to improve the reuse of your existing resources and extend the value of existing systems. Oracle WebCenter Portal is integrated – offering implicit integration with Oracle Applications, Oracle Fusion Applications & other enterprise applications.

### Oracle WebCenter Portal – Giving Users Intuitive Experiences

In order to achieve new levels of individual, team and enterprise productivity, you need to provide users the tools they need to do their jobs directly in the environment in which they work. Oracle WebCenter Portal engages users by providing intuitive user experiences to access content in context and improves business productivity. By providing a comprehensive and flexible user experience, IT is able to quickly build portals, websites and composite applications. And with a complete, open and integrated user experience, Oracle WebCenter Portal allows you to leverage your existing investments, ensuring you extend the value of your existing systems.

### Contact Us

For more information about Oracle WebCenter Portal visit [oracle.com/webcenter](http://oracle.com/webcenter) or call +1.800.ORACLE1 to speak to an Oracle representative.



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