

# Oracle WebCenter Content: Content Publishing

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Oracle WebCenter Content's multisite content publishing solution provides the critical framework and necessary tools to effectively manage internal and external Web sites. It dramatically improves productivity and allows organizations to maintain accurate, timely, and current web content with consistent branding and presentation across all corporate sites. With Oracle WebCenter Content, you can centralize control of site architecture and presentation while distributing development and ongoing maintenance to the business units.

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## MINIMIZE WEB DEVELOPMENT COSTS

Oracle WebCenter Content can help your organization successfully address the issue of managing one or many Web sites while keeping development costs under control. Your central team of Web developers has the necessary tools to easily create and customize libraries of usable components, including templates, layouts, fragments, and navigation as well as integrations with databases, integrated development environments or other applications. The Java-based architecture is presented as a series of web services, providing flexibility and resulting in a solution that is quick to deploy, easy to customize, and scalable to the entire enterprise. Freed from content updates, your Web development team can drag and drop content services into web applications, enabling them to focus on adding more features and functionality to your Web sites without having to increase head count. By reusing components across different Web sites, you benefit from more-efficient processes and ultimately lower operating costs.

## REDUCE RISK WHILE ENSURING WEB CONTENT ACCURACY AND QUALITY

Keeping content on web sites up-to-date and accurate presents many challenges. But with Oracle WebCenter Content, business users can truly own their content. Its publishing capabilities empower your content authors to easily add, modify, and approve content within the context of their Web sites, critical when managing hundreds or thousands of sites. Content authors can create Web site information using intuitive Web-based forms or standard business applications they already know, such as Microsoft Office.

Users can modify content easily by browsing to a page, log in, edit and preview their content changes directly from the Web site, eliminating the need for redundant copy-and-paste procedures. Because content publishing functionality is built into the platform, authors can reuse content across multiple pages and sites, eradicating errors and oversights when dealing with similar content in multiple locations. With a servicesbased architecture, Oracle WebCenter Content provides “oneclick publishing”, enabling web developers to integrate WCM into new or existing web applications, so that provisioned end users to access and update content with a single click, driving a huge jump in productivity.

## EASILY MANAGE MULTIPLE SITES WITH A CONSISTENT CORPORATE BRAND

When managing tens to hundreds of corporate Web sites, keeping a consistent corporate brand is a challenge. Oracle’s multisite WCM solution makes it easy to maintain your corporate brand across multiple sites with a unique, three-tiered approach to multisite content publishing. This approach gives your Web developers

### Multi-site web publishing integrated within an enterprise content management platform

#### Key Features

- In-context Web site contribution, preview, updates, and approvals
- E-mail notifications during workflow
- Library services, including full-text search, check-in or check-out, and version control
- Flexible metadata and security
- Template-based pages
- Libraries of reusable components and XML-based fragments
- Native content conversion to Web-viewable formats, including HTML, XML, and PDF
- Dynamic delivery and scheduled publishing models
- Content release and expiration
- Digital asset and records management features included.

#### Key Benefits

- Minimizes web development costs
- Reduces risk while ensuring Web content accuracy and quality
- Lowers help desk and customer service center costs
- Easily manages multiple sites with a consistent corporate brand
- Reallocates head count

the ability to consolidate control while distributing the appropriate amount of ownership where needed. By centralizing control of site architecture and presentation; distributing the actual site development and ongoing maintenance to the business units; and giving content authors the ability to easily add, modify, and approve content within the context of their Web sites, Oracle WebCenter Content allows you to enforce consistent branding while empowering business units to own site design and maintain content.

## **MAKE BETTER USE OF YOUR RESOURCES**

Oracle WebCenter Content helps site visitors to access only the most accurate and up-to-date information. By providing the most up-to-date information to your site visitors, your staff members field fewer phone calls, saving you time and money. Your valuable technical resources are now able to focus on creating personalized visitor experiences, building workflows, or connecting Web sites to other business processes. Empowering your business units and content authors increases sales and improves customer satisfaction.

## **Expand your ECM capabilities**

Oracle's multisite content publishing solution is included in Oracle WebCenter Content, an ECM platform which offers search, security, workflow, revision control, and powerful content conversion for all types of content. In addition, Oracle WebCenter Content provides key enterprise content management functionality, including:

- Document management
- Digital asset management
- Records & retention management
- Transactional content management (document capture & imaging)

## **Better engage with your customers' online with oracle WebCenter sites**

The Oracle WebCenter portfolio includes Oracle WebCenter Sites, a dynamic Web Experience Management platform. Oracle WebCenter Sites expands upon the publishing capabilities offered in Oracle WebCenter Content with a suite of Web marketing tools that improve your customer's online experience, including:

- Targeted and persuasive Web content
- Mobile web content delivery
- Social and community-driven content
- End-user personalization
- Web analytics


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