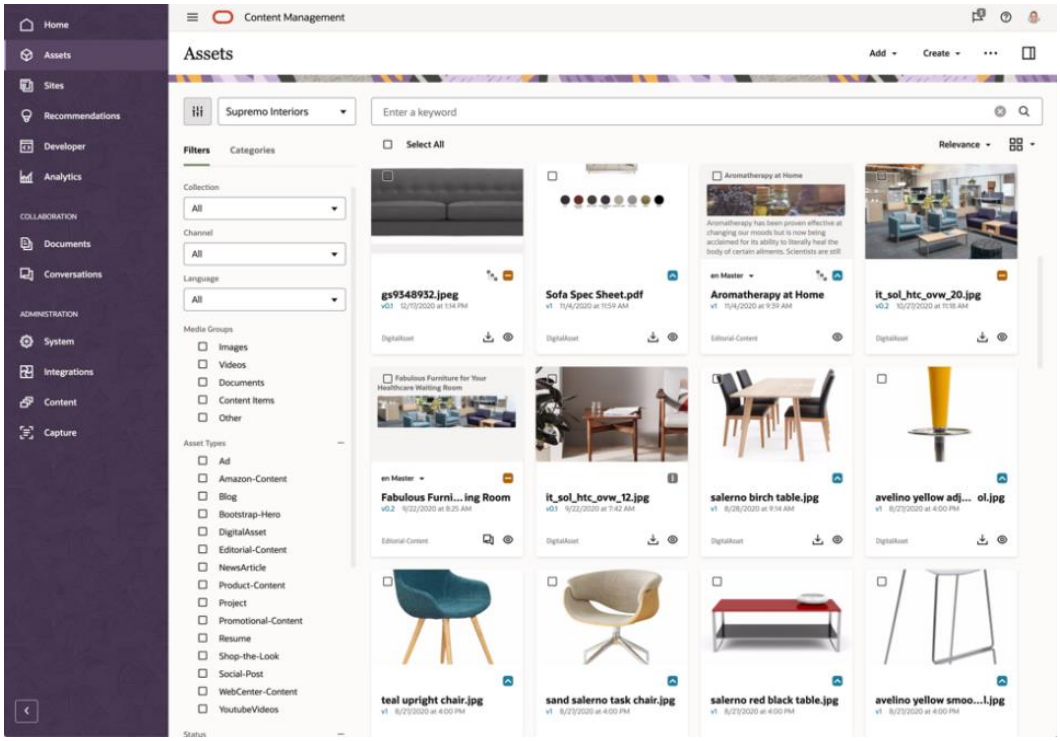
Oracle Content Management Overview

Content is the foundation of every digital interaction. Oracle Content Management gives content teams across marketing, commerce, sales, and service everything they need to create better content more efficiently while opening the doors of innovation for developers with complete headless capabilities for emerging channels and custom applications. With Oracle Content Management you can manage all file types, including streaming video, and quickly create content for any channel with our flexible drag and drop content modelling tools. It's everything you need to support the broad content management needs of your enterprise while providing enhanced support for video creation & streaming, digital asset management, site building, and collaborative document management.



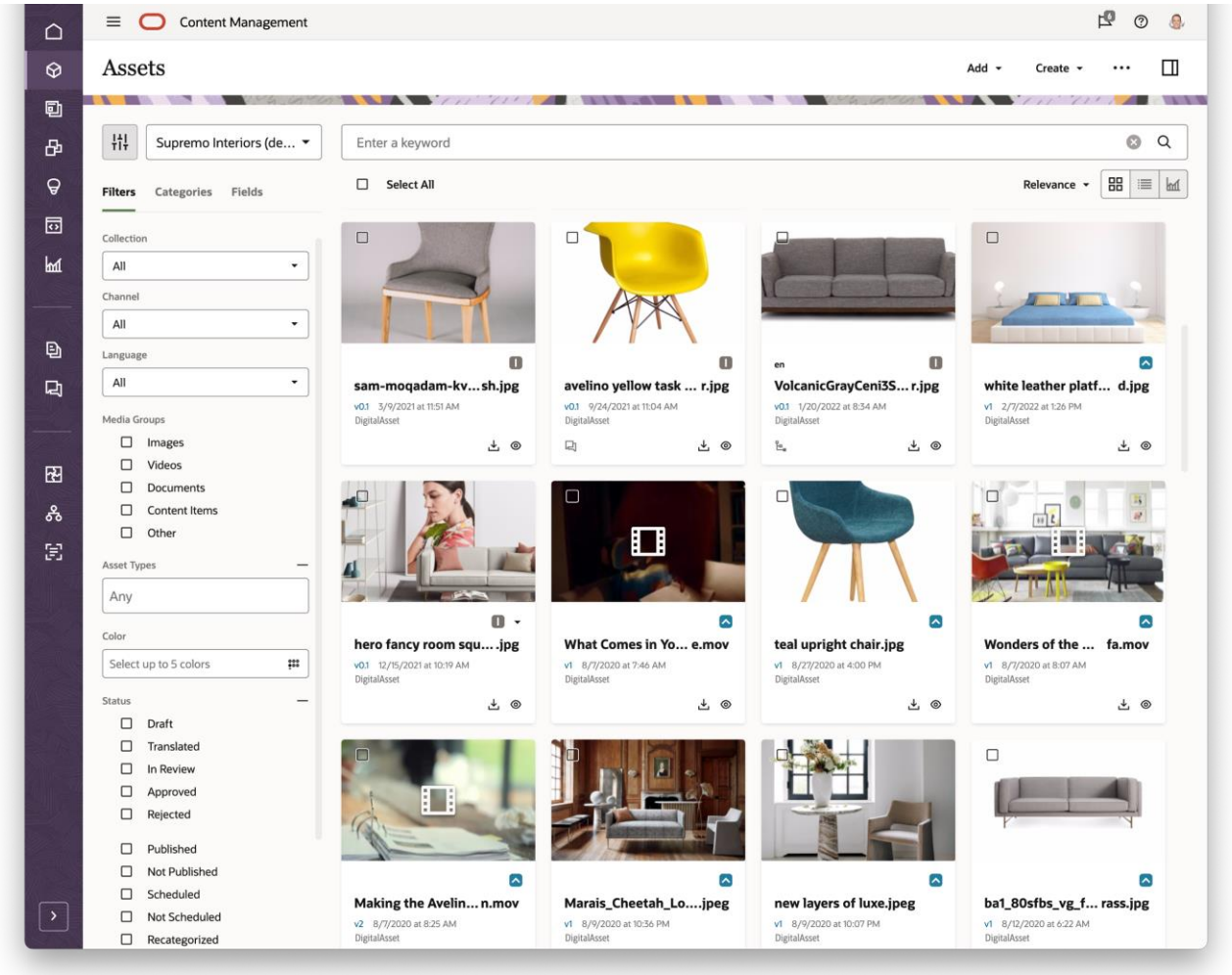
Key benefits of Oracle Content Management

- Consolidate content management by removing duplication and creating a unified content layer across all your application and silos
- Reduce video creation costs by producing professional looking, crowdsourced videos without the expensive production crew
- Enhance your experiences with streaming video without the need for third-party hosting
- Increase content reuse and improve content discovery with automatic, ML-based smart tagging, smart categorization, and smart search
- Streamline the content creation process with customizable content creation forms, configurable workflows, annotation, conversations, and version comparisons.
- Continue to use common applications while managing content centrally with extensions and apps for Adobe Creative Cloud, Microsoft Office, Microsoft Windows, and Mac OSX, and iOS.
- Eliminate content silos with connectors to other content management systems like Dropbox, Google Drive, Microsoft SharePoint, Microsoft OneDrive, Drupal, WordPress, Webcenter Content, and others.

Digital Asset Management

Whether you need to manage digital assets, publishing to multiple channels in various languages, or oversee business documents gathered from a variety of sources, Oracle Content Management helps you throughout the entire content lifecycle. Create, capture, organize, review, and protect all your content as it flows through your organization with integrated processes and data. Oracle Content Management is a cloud-based content hub, offering scalability, security, and governance, so you can eliminate the typical inefficiencies in content management—including organizing and tagging new content and locating existing documents—and do more with fewer resources.

Using **Oracle Content Management for digital asset management**, you can rapidly collaborate internally and externally on any device to approve content and create contextualized experiences. Built-in business-friendly tools make building new web experiences with stunning content a breeze. You can drive digital engagement with all your stakeholders using the same content platform and the same processes. Technical and organizational bottlenecks are gone, so you no longer have barriers to create engaging experiences, improving customer and employee engagement.



Oracle Content Management offers enterprise users powerful capabilities to manage all your assets whether you need to manage digital assets, publishing to multiple channels in various languages, or oversee business documents gathered from a variety of sources. It provides a central content hub for all your assets, where you can organize them into repositories and collections, and create rules to define how they can be used and where.

There are also extensive management and workflow features to guide assets through their creation and approval process and to ensure that only authorized versions are available for use.

It's easy to tag and filter assets so you can quickly find the assets you need. And smart content features will tag and suggest assets automatically as you use them!

Create asset types to define what information you need to collect when users create assets. Digital asset types define the custom attributes required for your digital assets (files, images, and videos) and business documents. Content types group different pieces of content into reusable units. Users can then create digital assets, business documents, and content items based on these asset types for consistent use.

Digital Asset Repositories

If you manage assets that need to be published for use within digital experiences (websites and other channels) or translated into multiple languages, you'll use a digital asset repository. Digital asset repositories can store digital assets (such as images, videos, and files) and content items (structured content such as blogs or press releases). Assets in digital asset repositories can be cached by the embedded CDN for scalable delivery worldwide. You can use built-in review or multi-step workflow processes to approve assets.

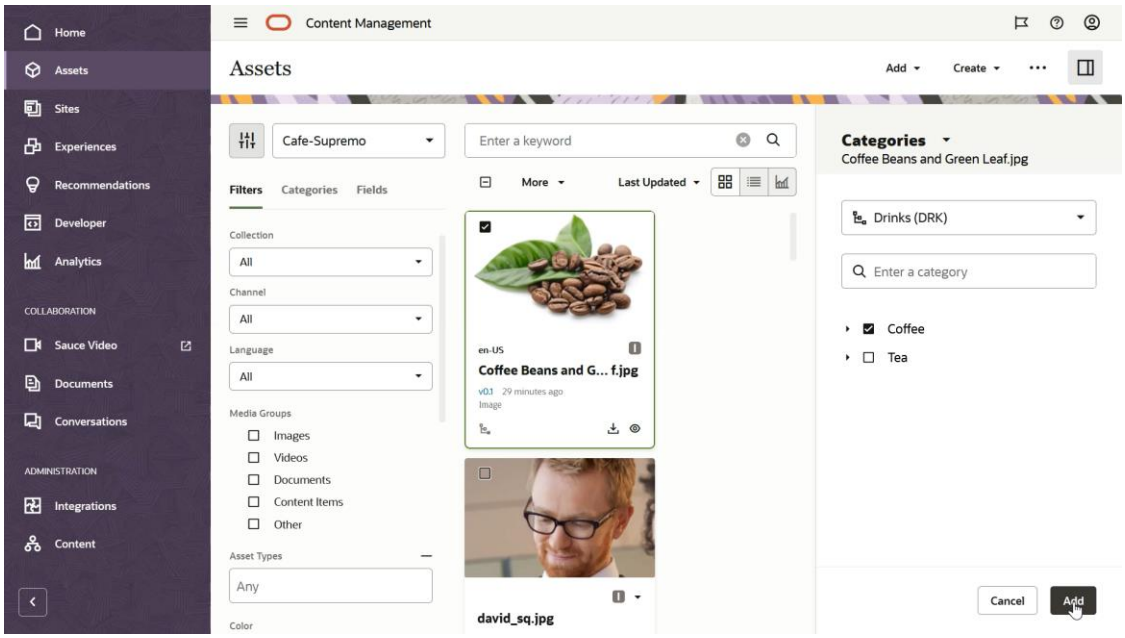
Assets and asset repositories are available only to enterprise users.

Understand Digital Asset Repositories

Every organization generates large amounts of assets daily, often duplicating efforts. Managing assets effectively means being able to efficiently store, collaborate on, find, and publish your assets, whether they are text, images, videos, or content items structured with all of those things. Let's look at some of the Oracle Content Management features available to manage and publish your assets.

Oracle Content Management's content management structure starts with repositories. A repository is a storage location for assets that you need for building web, mobile, or other user experiences in your organization. An asset can be a content item that represents an individual piece of content, such as a blog post, case study, or product information; or a digital asset that represents an image, video, or other type of media that you need in your experiences.

As a repository administrator, you choose asset types for a repository to define what types of assets can be stored in the repository. You assign taxonomies to a repository to allow asset categorization. For digital asset repositories, you also target publishing channels to the repository to define rules for publishing assets, for example, whether they'll be consumed by an internal site or an external app. You'll configure other repository settings as required to support the use cases that you have.



You can create multiple repositories to handle your different business needs. For example:

You could set up one repository to support content publishing to your corporate website. Associate a localization policy with one of the repository's assigned publishing channels to define which languages are required to allow global delivery of the site. To enable content translation by external language service providers, assign translation connectors to the repository.

Before publishing assets to your corporate site they need to be reviewed and approved by business owners; facilitate that by assigning relevant workflows to the repository.

Set up another repository to support managing digital assets for you marketing automation system. Assign digital asset types with custom attributes required to support personalized campaigns. To allow asset categorization for individual products or customers, assign taxonomies that represent your product hierarchy or industries, as applicable for your business. To help contributors categorize assets or simply find relevant digital assets, enable the smart content feature on the repository.

Your organization may work with external design agencies who create content for marketing campaigns. You could set up a repository for collaboration with these agencies. Assign content connectors for Google Drive, OneDrive, or other third-party content providers, allowing designers to upload digital assets from these external repositories.

For more information:

Managing Assets with Oracle Content Management

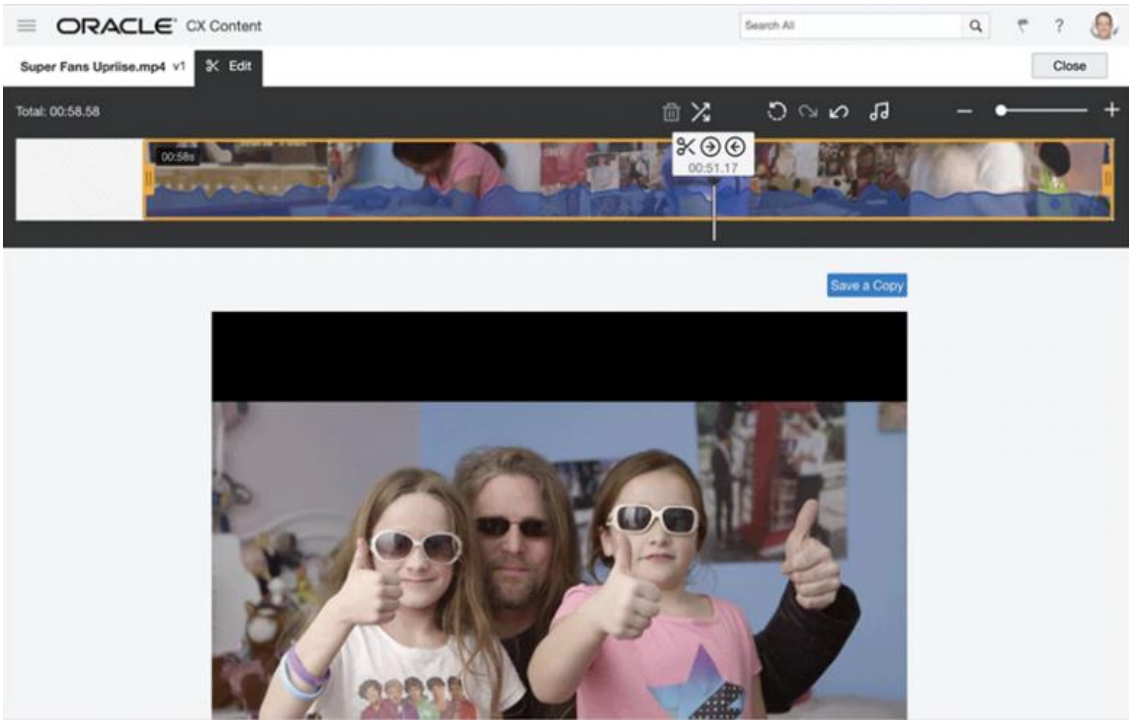
- Overview of Oracle Content Management
- Understand Your Content Management options

Advanced video support

Enhance your content strategy with video. Oracle Content Management makes it easy to create and manage videos that get customer's attention and keep them engage. Find the videos you need faster and easier. Smart video tagging makes it easier to discover and reuse videos. Tagging both the general video content as well as subjects within the video allow you to search for aspects within the video content itself. Collaborate with your team to create meaningful and effective videos. Add comments and flags, and trim, crop, or edit video within the tool. Streamlined workflows help you efficiently review or approve assets.

Once approved, Oracle Content Management provides embedded transcoding, renditions and optimized streaming to deliver videos efficiently to multiple channels or campaigns.

Analyse video playback to optimize and improve your video content. See who's watching your videos, how they're accessing them, and from where they're consuming your content. An API-first platform allows you to place content any place it needs to go while keeping marketers and developers happy – content channels can then consume the video either through the API or through the out-of-the-box video component.



For more information:

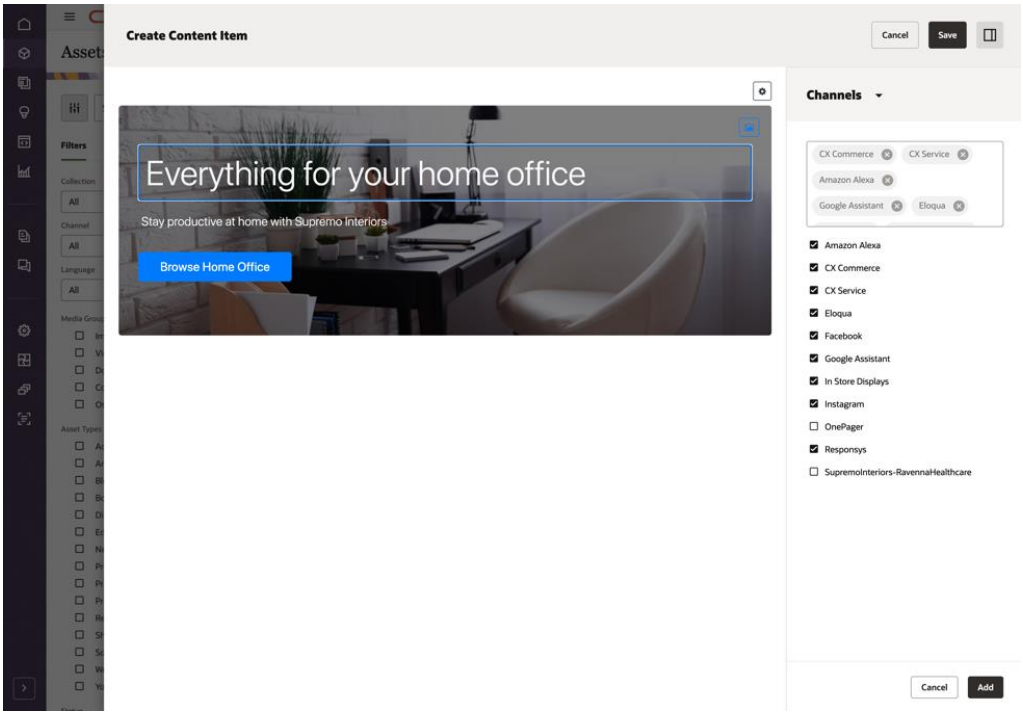
[Managing Assets with Oracle Content Management – Managing Digital Assets]

Content Contribution, collaboration and workflow

Work more efficiently within and across teams using popular creative and productivity tools connected to Oracle's Content creators want a more visual, guided experience tailored to the exact type of content they are creating or tailored to a specific channel. This is accomplished with Oracle Content Management custom forms.

Drafting a blog article? Design a custom blogging form steps to guide you through targeting your post to an audience, selecting a topic, creating the actual article with tips for readability, and an easy way to see how your article will look in a Google search snippet or Twitter post.

Creating a hero banner or call to action? Use a custom form to create everything in line with real time preview.



For more information:

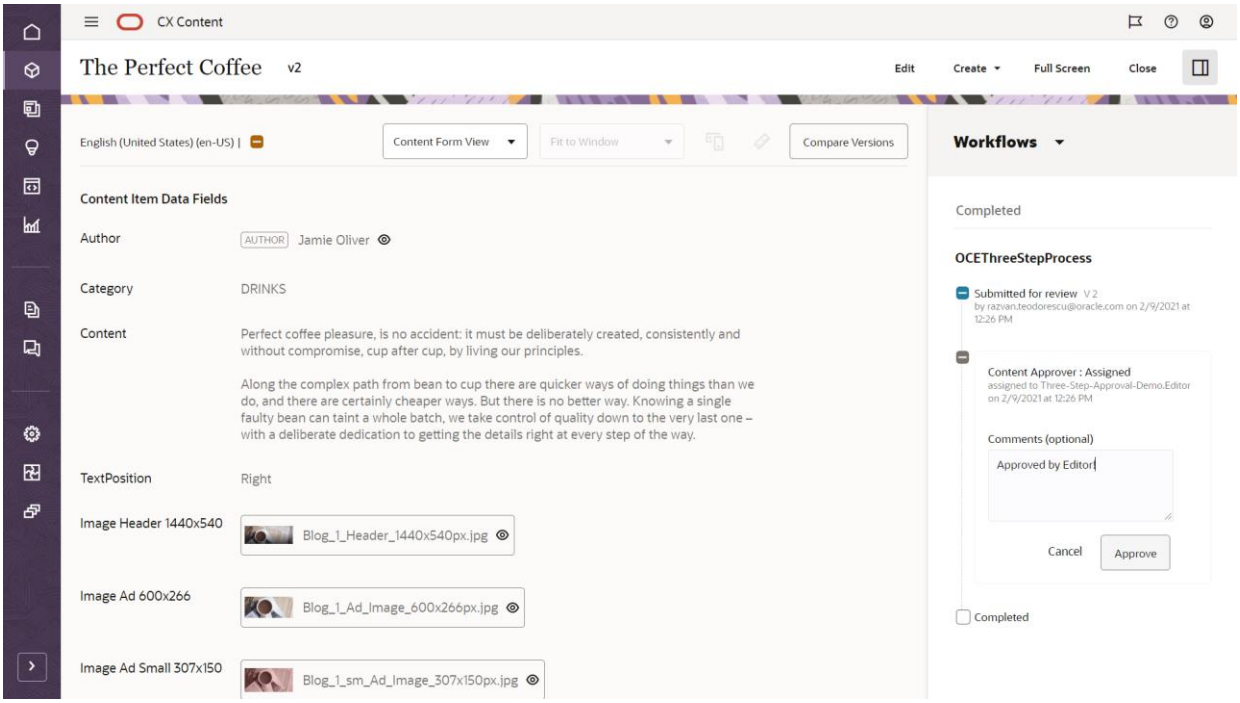
Managing Assets with Oracle Content Management

- Understand the Content Management Structure
- Understand Content Items

Content Connectors

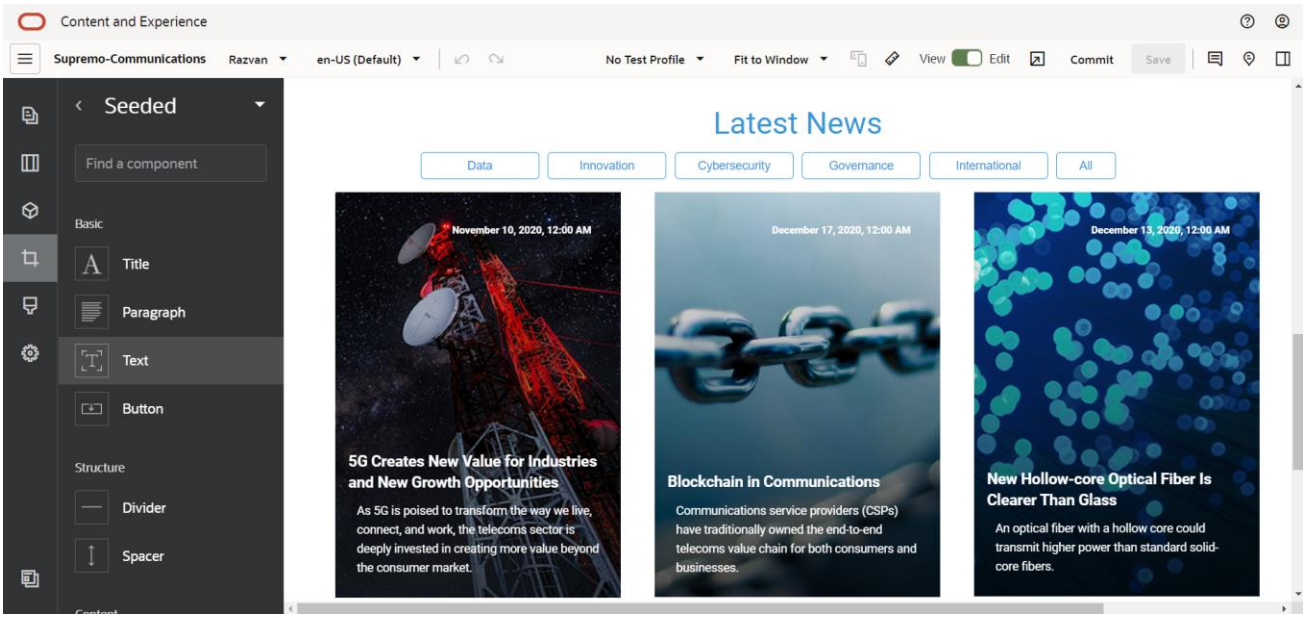
Oracle Content Management also provides a suite of out-of-the-box connectors to popular file sync & share platforms such as Dropbox, Microsoft OneDrive, Google Drive or even Wordpress and Drupal. By configuring these connectors to work with Oracle Content Management, contributors can ingest content from these platforms and work collaborative on content in a centralized content hub without forcing users to give up their existing tools, but merely integrate them into a consolidated layer. Contributors can develop creative work in the application they're familiar with, such as Adobe Creative Cloud or Microsoft Office 365, while managing your content in a centralized hub. Oracle offers a dedicated desktop sync client that integrates both with desktop MS Office and Adobe Creative Cloud tools.

Embedded workflow can accelerate speed to market and streamline content creation through flagging and approval and publishing workflows. Content creators can collaborate with teams and agencies across mobile, web, or desktops to keep projects moving forward no matter how your teams prefer to work.



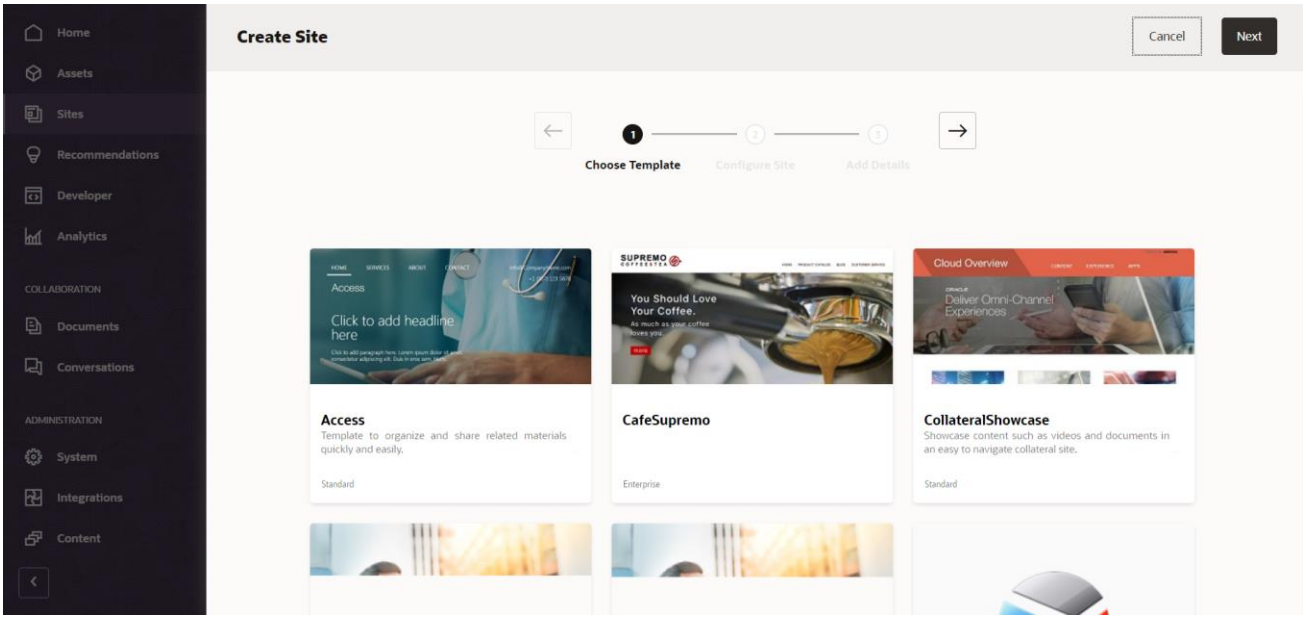
Site Building

Oracle Content Management provides capabilities to enable business users to rapidly prototype sites and pages from pre-built or customized templates. Multi-page personalized sites can be built by non-technical users using drag-and-drop and WYSIWYG (what you see is what you get) tooling as well as built-in components for text, images, galleries, dynamic lists and more. Content created in Oracle Content Management can also be reused and surfaced inside of Site Builder sites.



Developers can easily adapt existing HTML to Site Builder, easily ingest layouts and templates that include your own HTML, CSS, and JS and customize these according to any required styling and behaviour. Additionally, to automate builds, static site deployment and scripting of UI functions, an integrated CLI is provided through GitHub. To get developers started on building custom front-ends, a library of headless samples (e.g. React, JS Native) are provided through official documentation as well as a set of 10+ Site Builder templates.

Governance is also built into the core of Oracle Content Management to control and track experiences from one centralized location for IT while empowering business users to push sites out with minimal IT assistance, while ensuring only the authorized parties are able to create and contribute on sites.



With Oracle Content Management, you can rapidly build and publish marketing and community websites—from concept to launch—to provide engaging online experiences. The process is completely integrated: content, collaboration, and creativity are combined in a single authoring and publishing environment.

To get started quickly, use an out-of-the-box template, drag-and-drop components, sample page layouts, and site themes to assemble a site from predefined building blocks. Or developers can create custom templates, custom themes, or custom components to create unique online experiences.

Add YouTube videos, streaming videos, images, headlines, paragraphs, social media links, and other site objects simply by dragging and dropping components into designated slots on a page. Switch themes and rebrand a site at the touch of a button to provide an optimized, consistent look and feel across your organization.

You can work on one or more updates, preview an update in the site, and then, when you're ready, publish the update with a single click.

In addition to creating and publishing sites in Site Builder, Oracle Content Management also supports 'headless' site development using REST APIs, React JS, Node JS, and other web technologies.

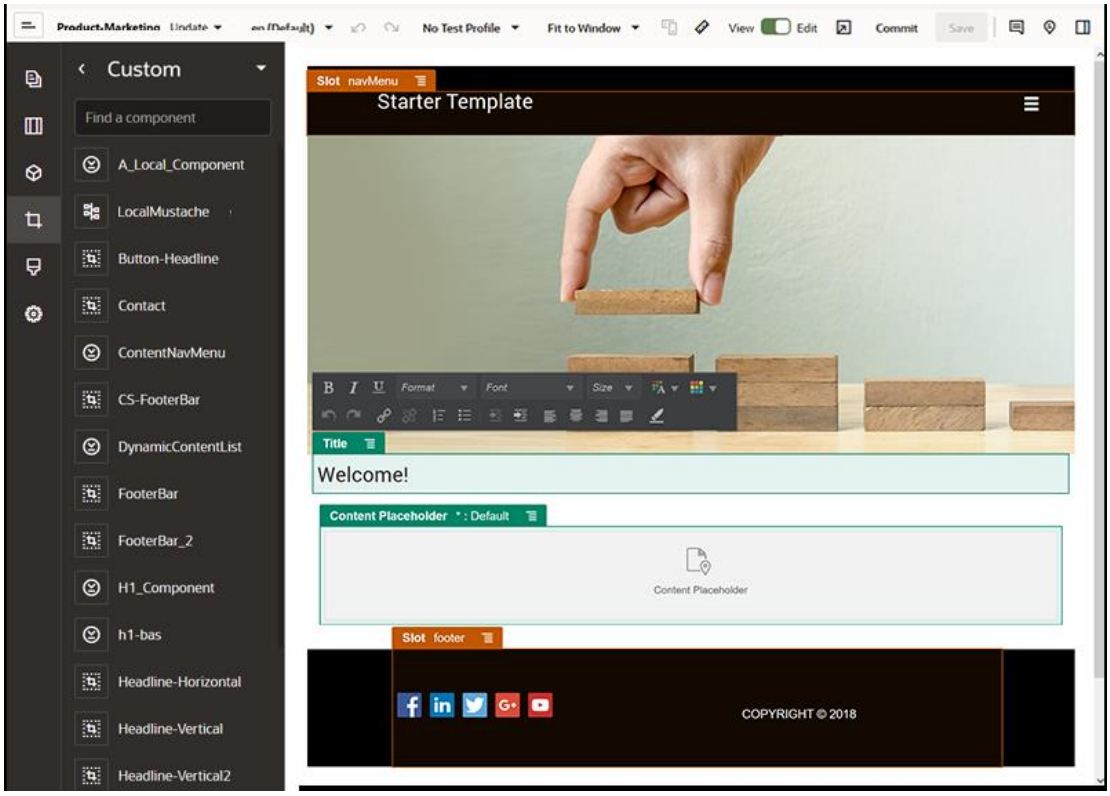
Learn About Site Development

As a site developer, you define the framework that site creators use to build sites, such as:

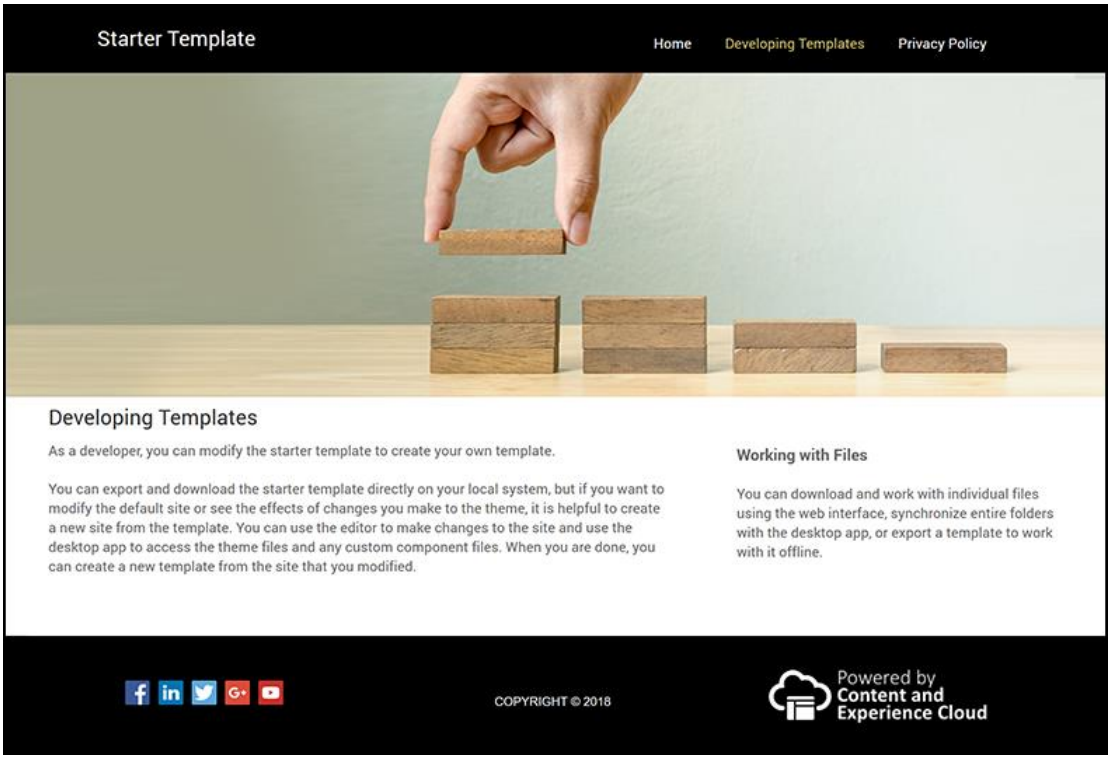
- standard templates, used as a framework for a site, based on a theme, with sample pages and content, custom components, and other resources you need to start building a site
- themes, used to define the overall look and feel of a site, consisting of logos, style sheets, configuration files and background code that defines site navigation
- custom components, used to add specific types of content to site pages, enabling you to develop compound elements that can be embedded within a site page, using any page technology of your choice

By separating site presentation from site content, you ensure that any site created maintains the standards and branding of your organization, and you free content creators to focus on content, making development and site creation more efficient and effective.

Here is an example of a simple template a content creator can use when adding content to a site. Note the generic placeholders laid out on the page:



Here is an example of what a site built using a simple template could look like when previewed after content is added. Note how the placeholders have been customized with specific content and navigation elements:



In addition, site developers create and maintain style sheets, build sites through the web interface or using the Content Toolkit, and configure integrations between Oracle Content Management and other services. And, like any other employee, they also collaborate with others by sharing content, starting or participating in conversations, or using the desktop or mobile apps.

Developers must be assigned the standard user or enterprise user role to be able to use Oracle Content Management. Developers with the standard user role can create components, themes, and standard templates. Developers with the enterprise user role can also create layouts and save a site as a standard or enterprise template.

Beyond site development, Oracle Content Management can also be used in a headless environment as a powerful and flexible back-end content management system (CMS) in the cloud.

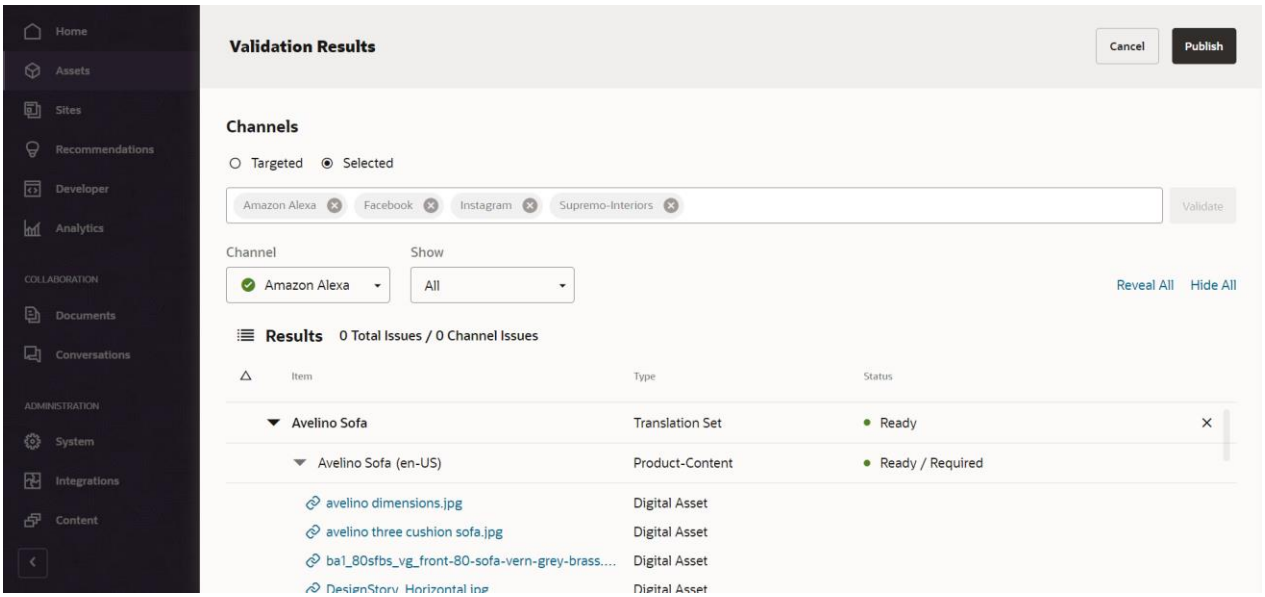
For more information:

Building Sites with Oracle Content Management

- Get Started with Building Sites

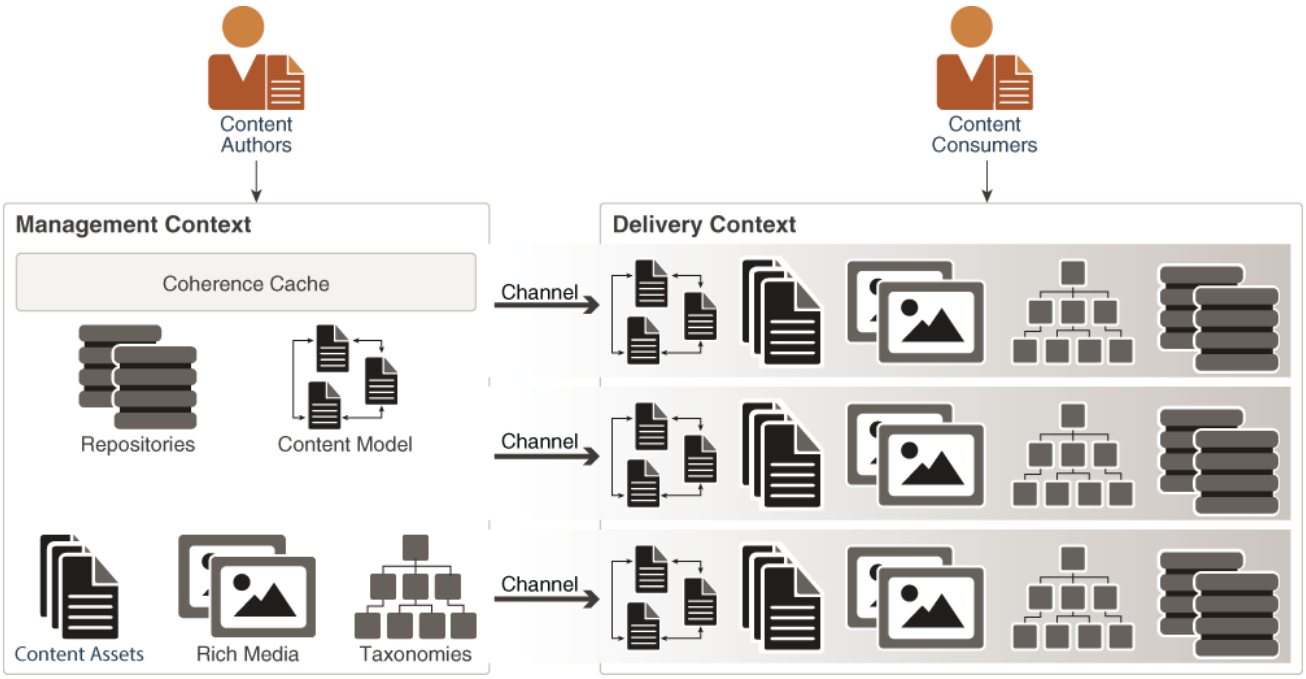
Omnichannel headless delivery

Oracle Content Management provides an API-first platform allows you to place content any place it needs to go while keeping marketers and developers happy. Improve your management and deployment workflows by using your favorite front-end technologies while creating and reusing your best content easily. Contributors can publish content centrally with a single click across any number of channels. Content can then be consumed in CX applications (e.g. Maxymiser) or custom frontends built in their technology of choice (e.g. Angular, React, Vue, etc..).



Oracle Content Management As a Headless CMS

Oracle Content Management can be used as a powerful and flexible back-end content management system (CMS) in the cloud. It's built from the ground up as a central content hub that makes content accessible through REST APIs for publication in any context or display on any device.



There are two fundamental perspectives to look at Oracle Content Management: content management and content delivery. The following diagram shows a logical view of the overall architecture.

Content Management

Oracle Content Management offers many tools for effective content management, which involves content definition, creation, collaboration, approval, and administration. All this can be done from a variety of user interfaces (web browser, mobile apps, Microsoft Office, desktop app), and this is how content authors mostly experience the product.

When you sign in to Oracle Content Management as a content author, you'll typically manage your content and collaborate with other people from any of the clients. You can add assets, manage assets, share assets with other people, or have context-specific conversations on individual assets. You can also get insight into what content is being authored, how it's being published, and what workflows it's in through content analytics dashboards.

Oracle Content Management also provides management interfaces that allow content and system administrators to perform system administrative and monitoring tasks.

Different roles can be assigned to users to control what they can do in the content management environment, and workflows may be in place to guide the content creation and management processes.

Oracle Content Management can handle all kinds of content, including digital assets, structured content, rich media, and content assets. Assets can be stored in repositories, where they can be categorized using taxonomies and accessed for further processing. The structure and interdependencies of all content are captured in the content model, which basically defines the content management environment.

Even though Oracle Content Management offers front-end user interfaces to manage content, all management operations can also be accomplished programmatically, through a set of management REST APIs. The content management user interfaces use these management APIs. These APIs are available to you as well for performing integrations, data massaging, or any other data manipulation needs.

Content Delivery

Content delivery is another important aspect of Oracle Content Management. This is all about getting content to end users, such as website visitors or app users. These are the content consumers.

Once content is authored and has gone through an approval process, it can be published, which makes it available for websites and apps to use. Published content is made available to clients in read-only format through a set of RESTful application program interfaces (APIs).

Publishing content involves a certain set of policies (checks and balances) and a logical notion of a destination or channel. Content can be published to many channels at the same time. It's also possible to withdraw content from a channel by unpublishing it. The acts of publishing and unpublishing alter the visibility of content in a particular context.

Content delivery as such doesn't have a user interface in Oracle Content Management. However, published content is visible in the management interfaces. It’s useful to think of published content as read-only copies of assets in the management perspective.

All content delivery can be done programmatically, through a set of delivery REST APIs. This allows you to develop websites and applications using Oracle Content Management as a "headless" back-end content management system (CMS). Several tutorials are available to get you started with various technologies.

Integrations & Extensibility

Oracle Content Management provides out-of-the-box integrations that allow enterprises to deliver more consistent customer experiences by extending content creation, management, and activation across marketing, commerce, sales, and service, specifically:

APIs & Webhooks

REST APIs and SDKs provide developers with powerful tools to programmatically incorporate Oracle Content Management functionality into web applications and mobile apps. Some of the available APIs and SDKs are:

Content Delivery REST API – a read-only cached REST API for fast delivery of content. All assets published in Oracle Content Management are made available through the Delivery API. Published assets include content items and digital assets, as well as their renditions.

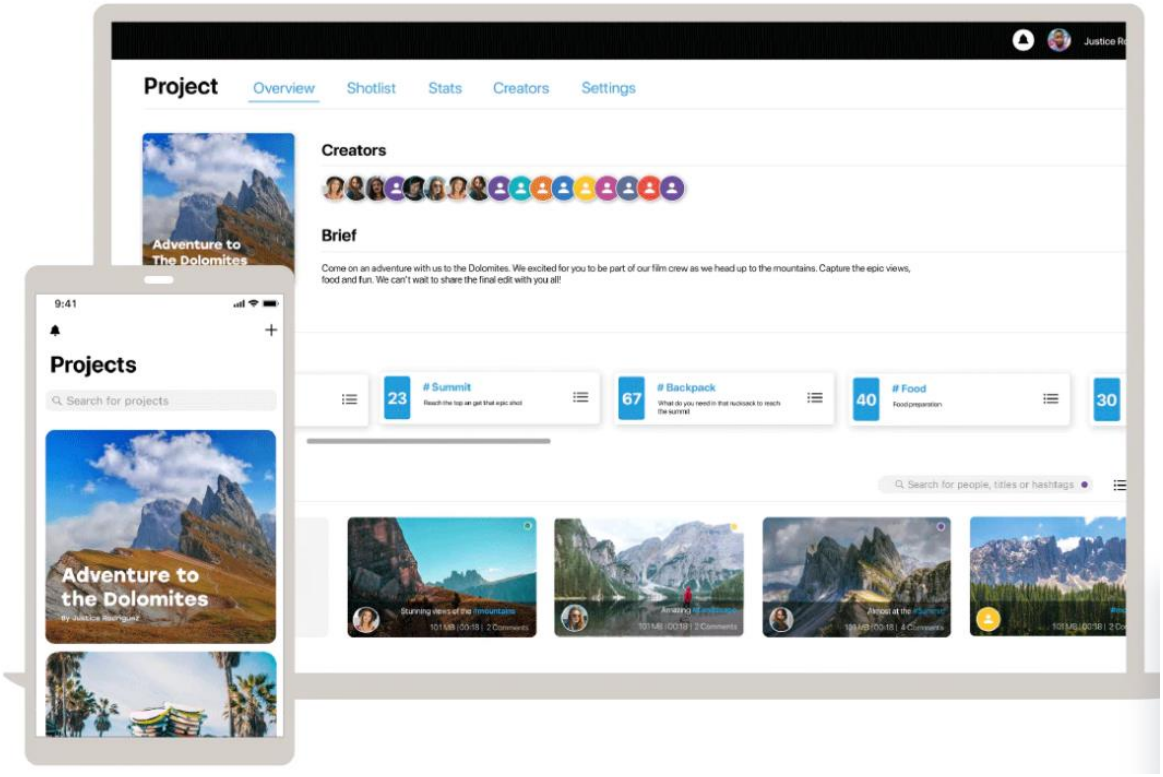
Content Management REST API - Provides access to manage assets in Oracle Content Management. Assets include content items and digital assets and their renditions. Additionally, also provides system administration endpoint for performing bulk admin operations or system admin tasks programmatically.

Content SDK - a lightweight JavaScript wrapper that interacts with the Content Delivery REST APIs. This is a read-only SDK for retrieving structured content, digital assets and content layouts that are managed in Oracle Content Management, allowing for consuming and rendering the content in any channel.

Webhooks – Oracle Content Management provides webhooks to asset lifecycle events (e.g. create / publish / update), sending notifications with asset payload for each of these events. Client applications can then consume these notifications and perform custom actions as needed.

Authentic, crowdsourced video for the enterprise

Included in Oracle Content Management is a platform that will allow users to create high quality, on brand videos is a collaborate & crowdsourced manner. Contributors can start video projects by choosing from our library of customizable templates or build your own. Each video project includes a brief and a shot list so you can guide your contributors to shoot exactly the right clips. Add hundreds of contributors and allow them to upload their videos directly from their mobile devices into the project where they can immediately start curating the clips. Easy-to-use browser-based editing tools allows contributors to add music, text overlays and more without the need to complicated video editing tools or specialized hardware. Automatic speech to text is available to add captioning. Once you are done, stream the video to any channel across marketing, commerce, sales, and service use cases by syncing the video to **Oracle Content Management**.



For more information:

Oracle Content Management – Sauce Video

Oracle Content Management: Platform Differentiators

Digital Experience Platform – Better Value

Site Builder

Pixel perfect Business friendly editable Sites delivered with Site Builder. It only need standards based open-source HTML,JS, CSS capability to build templates, components & sites (no proprietary technology and so skill sets are easy to find). Thus lower investments.

Enables Digital Transformation

From Marketing Sites, Self Service Portal, Enterprise File Sync and Share requirements to headless content access into apps or out of box consuming and complementing Marketing automation applications. Oracle Content Management accelerates the Digital journey for customer with host a of capabilities.

Content Hub – Higher ROI

Content hub for managing all kinds of content - marketing digital assets to transactional content like invoices. Collaborate, Review & publish to channels / applications.

Videos

Complete Video capabilities from collaborative creation of videos, editing videos, workflow to streaming videos in same platform.

Smart Content

Auto Tagging, Visual Search, Smart Authoring available with the repository with no additional cost.

Adapters & Webhooks

For leveraging existing content repositories and either import content or proxy content to unify repository and use it in newer channels. Webhooks for interfacing with external applications.

Content Managed Service – Lower TCO

Cloud Native Service

Oracle Content & Experience is built grounds up as a cloud service (we have not put our legacy onprem product on cloud). This ensures consistency & predictability on SLAs.

Single Vendor Service

From hosting to maintenance to upgrades all activities part of Oracle CX Content Service making it cost-effective for customers. Also customers can focus now on innovation and functional delivery.

Zero downtime Monthly auto-upgrades

Oracle managed monthly upgrades that customer can plan for dev instances to be upgraded first before production

SLA based management. Uptime, scalability, performance and other NFR are Oracle managed. Customer to focus on their functional requirements only.

Secure across layers. Content is secured in transit and at rest with appropriate encryption. Internally Security managed across technological layers from LBS to storage.

Setting Up. Few clicks to provision Dev/Test/Stage/Prod environment. Best Practices embedded by design.

High Performance

Experience Delivery needs consistently high performance, OCE enables this with out of box CDN.

