

Here Comes



E20

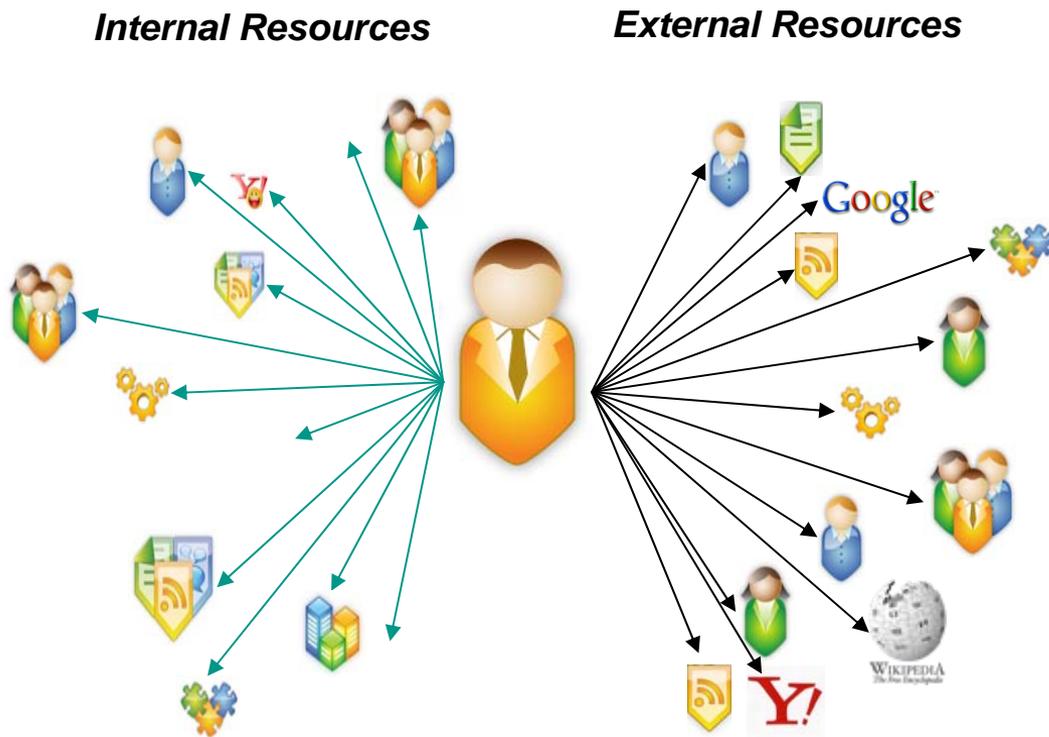
Web 2.0 Evolution ... what is it?

- Web 1.0 – Connected Information
 - Information delivered as linked Web Pages
 - Transformed how we accessed information
- Web 1.5 – Connected Applications
 - Service Oriented Architecture
 - Transforming how we design & use Applications
- Web 2.0 – Connected Users
 - Users share information with easy to use Web-based Social Software on Internet
 - Transforming how we share Information & Work Together



Business Challenges

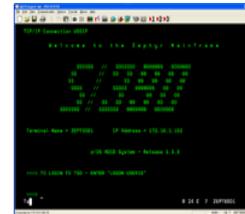
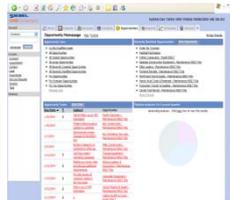
Provide Highly Relevant Information to Users



- **35%** growth in email and data annually
- **30%** of people's time is spent searching for information
- **80%** of an organization's content is unmanaged
- Over **50%** of enterprises deploying self-service access for employees/customers

Business Challenges

Bridge Information and Data Silos



Human
Resources
Management

Customer
Relationship
Management

Enterprise
Resource
Planning

Legacy
Systems

- 40% of IT budgets are spent on integration
- 30% of large enterprises run 5 or more packaged applications
- Significant user frustration with silos and manual processes
- Lack of re-use creates redundant infrastructure

FORRESTER

According to a Forrester survey of IT executives, "improving integration between applications" is likely to be the most critical software initiative over the next 12 months.

Enterprise 2.0

- Integrating Web 2.0 Technology & Capabilities
- With Enterprise Information Systems & Applications
- To transform how we work within Enterprise & across Enterprises



Enterprise 2.0

Convergence of Content, Web Presence, Composites, & Social Computing



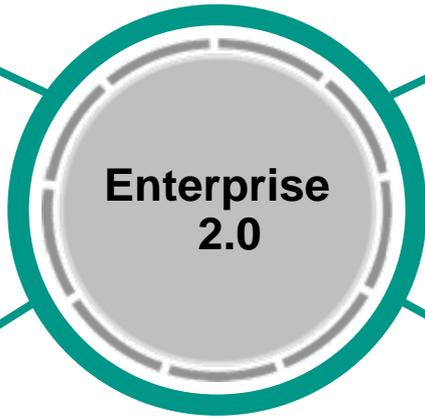
Document Management Content Publishing Collaborative Content Creation Content Approvals Security, Auditing, and Compliance Information Lifecycle Management



Website Creation Portlet Creation & Orchestration Single Sign-On to all Corporate Resources Multi-Channel Delivery In-Context Content Editing Secure, Integrated Search

Content Management

Internet / Intranet Web Presence

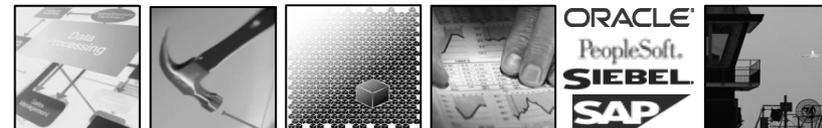


Community/Social Collab

Composite Applications



Team & Individual Expertise Project Efficiencies Enterprise Mashups Team Collaboration Web 2.0 Services Desktop Tools Integration



SOA Processes Integrated Development Component Assembly & Orchestration Process Portals Custom & Enterprise Applications Alerts & Worklist

Portal Customer Examples



Oracle helps AFLAC deliver policy information and improved process support to 64,000 distributed agents



Oracle powers Sony Pictures production scheduling and budgeting application, helping streamline \$1 billion in annual production expenditures.



Oracle helps the Massachusetts Housing Authority deliver a composite application for fast loan approvals

Enterprise Content Management



Oracle Content Management

Operational Issues

- 80% of information is unstructured
- 42% of transactions are still paper-based
- 25% of companies have 15 or more repositories
- 40% of IT budgets are spent on integration
- 30% of people's time is spent searching for information
- 54% of information is not legally required to be retained, it is obsolete or is maintained out of habit

For every \$100 an organization spends maintaining their structured content it only spends \$5 dealing with the unstructured content

- Meta Group



Content Management Value Proposition

Managing Costs

- Operational
- Sales
- Service



Growing Revenue

- Better Customer Service
- Competitive Advantage
- Improved Response



Managing Risk

- Loss of PII
- FRCP
- Exposure



Improving Collaboration

- Time to market
- Decision making
- Processes



Active Content

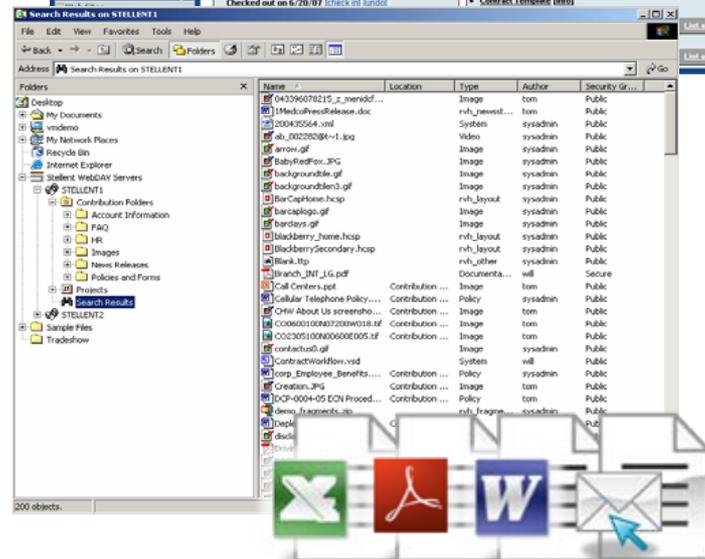
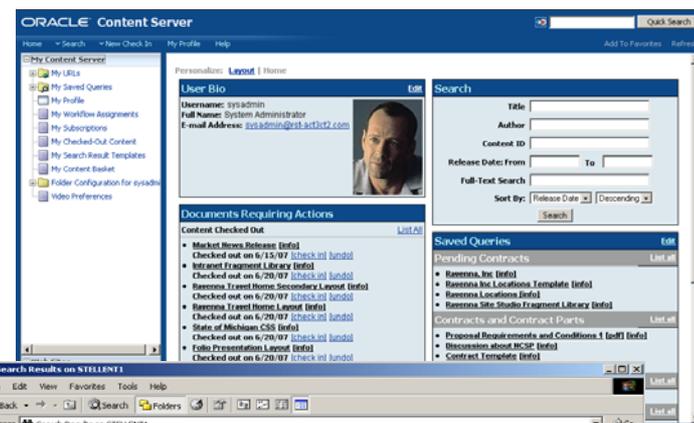
Universal Content Management

- **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



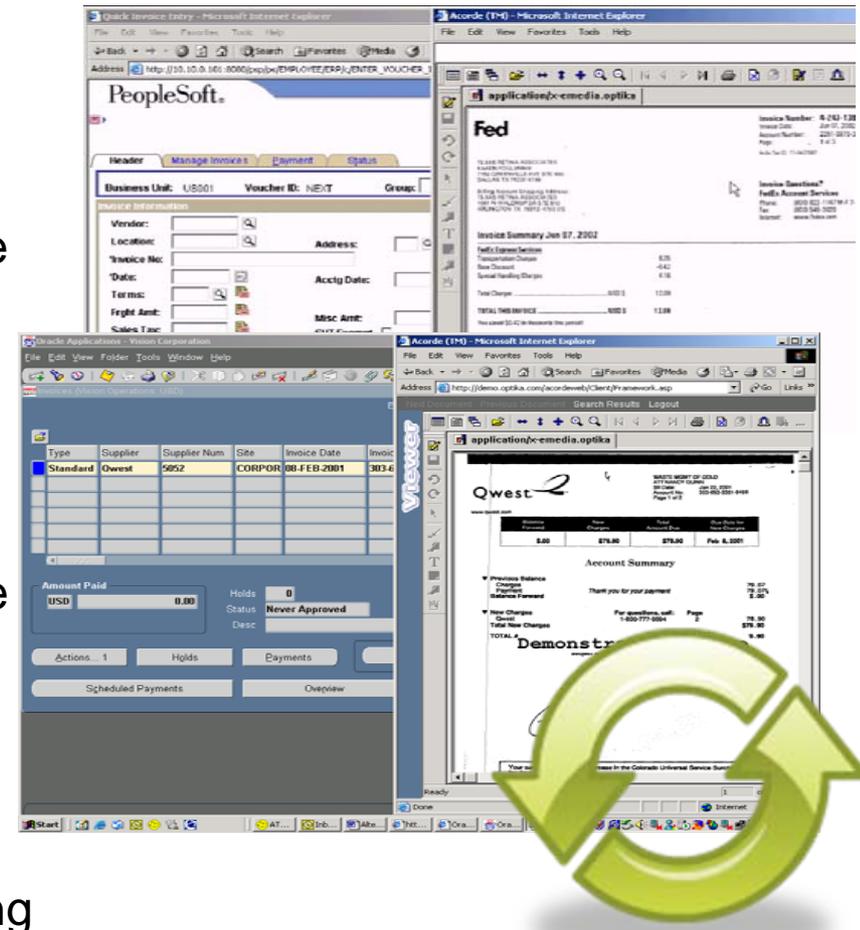
Transactional Content Imaging and Process Management

- **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



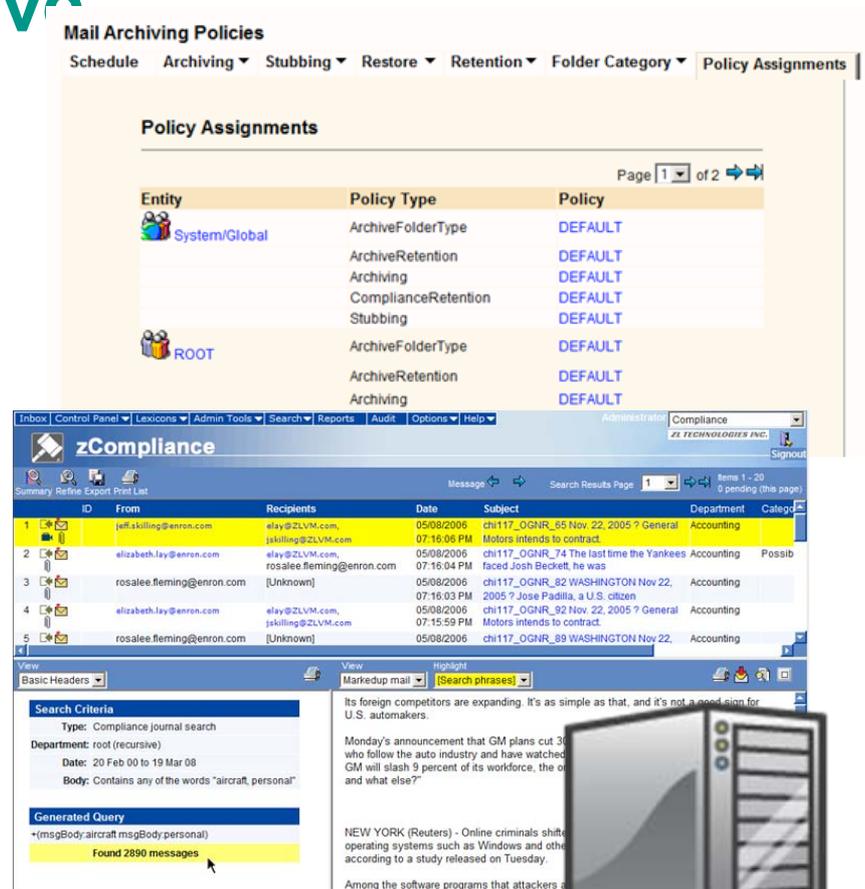
Historical Content Universal Online Archive

- **Key Capabilities**

- Repository scalability to billions
- High ingestion rate support (millions per day)
- Archive any content types
- Fast, easy content access
- Transparent to users

- **Solutions**

- Enterprise content archiving
- Email archiving
- eDiscovery and regulatory compliance
- Storage management



The screenshot displays the 'Mail Archiving Policies' interface. At the top, there are navigation tabs: 'Schedule', 'Archiving', 'Stubbing', 'Restore', 'Retention', 'Folder Category', and 'Policy Assignments'. The 'Policy Assignments' section shows a table with columns for 'Entity', 'Policy Type', and 'Policy'. The table lists policies for 'System/Global' and 'ROOT' entities, with various policy types like 'ArchiveFolderType', 'ArchiveRetention', 'Archiving', 'ComplianceRetention', and 'Stubbing', all set to 'DEFAULT'. Below this, the 'zCompliance' interface shows a search results page with a table of email messages. The table has columns for 'ID', 'From', 'Recipients', 'Date', 'Subject', and 'Department'. The search criteria are displayed as: 'Type: Compliance journal search', 'Department: root (recursive)', 'Date: 20 Feb 00 to 19 Mar 08', and 'Body: Contains any of the words "aircraft, personal"'. The search results show 2890 messages found. A server rack icon is visible in the bottom right corner of the screenshot.

Enterprise Records Management

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
- Litigation eDiscovery

Retention Schedules --> General Accounting --> Ledgers --> General Ledgers

Freeze Name	Freeze Reason	Inherited From	Actions
2006 Audit	must hold due to 2006 audit	Revision Label: 1	
2007 Audit	must hold due to 2007 audit	Revision Label: 1	

Successfully updated dispositions

Retention Schedules --> Ottawa Import --> DEVELOPMENT AND PLANNING --> Development and Planning - General --> General

Actions:

Triggering Event: Environmental Impact Study completed

Disposition Action: Cutoff

Notification Reviewer: vjohnson

Triggering Event: Preceding Action

Retention Period: 1 Fiscal Years

Disposition Action: Archive

Destination Location: DVD

Notification Reviewer:

Triggering Event: Preceding Action

Retention Period: 5 Fiscal Years

Disposition Action: Destroy

Notification Reviewer:



Content Protection

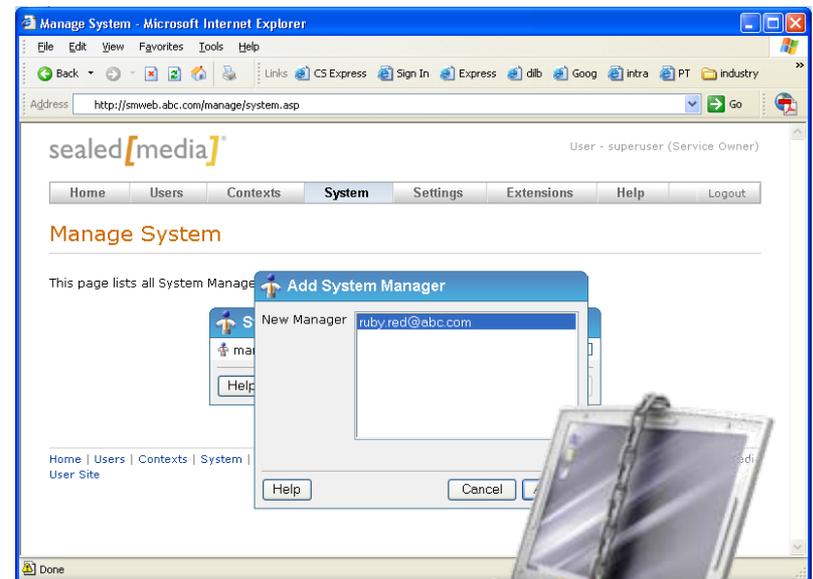
Information Rights Management

- **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.)



Content Customer Examples



Oracle helps Flash Memory Makers – SanDisk to secure Highly sensitive patent information



Oracle helps Monster the world's leading Web site for recruiters and job seekers to manage multiple sites

Users loved the ease of use of the product and saw immediate efficiencies that could be gained



"We needed an integrated platform that allowed us to combine content, brochure-ware, and application functionality in one system."

Land O'Lakes, Inc.

Oracle helps Land O'Lakes to speed up the processing with vendors

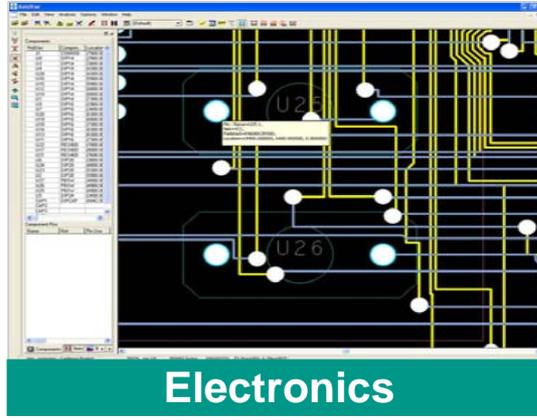
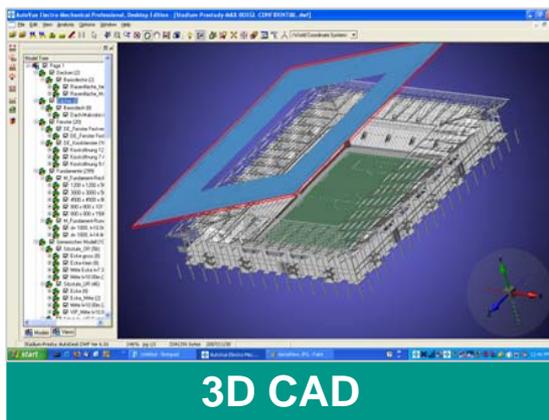
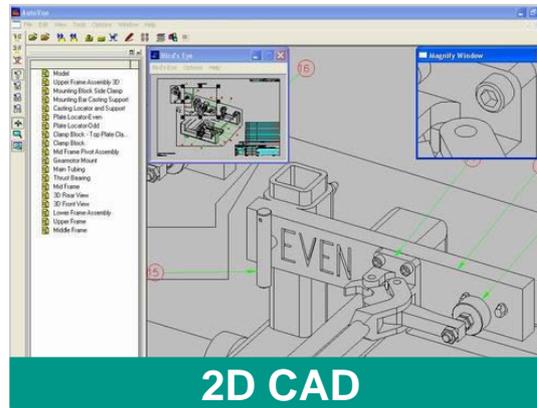
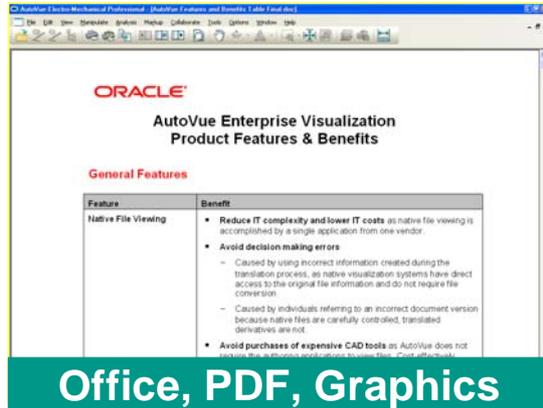
Content Management Value Proposition

- Low Cost of Ownership
 - Unified ECM
- High Return on Value
 - Leveraging Fastest Growing Middleware Stack
- Effective Standardization
 - Content Infrastructure
- Improved Business Responsiveness
 - Content Management for Enterprise Applications
- Risk Mitigation
 - Federated Records Management
 - Information Rights Management
 - e-Mail Management



AutoVue Enterprise Visualization

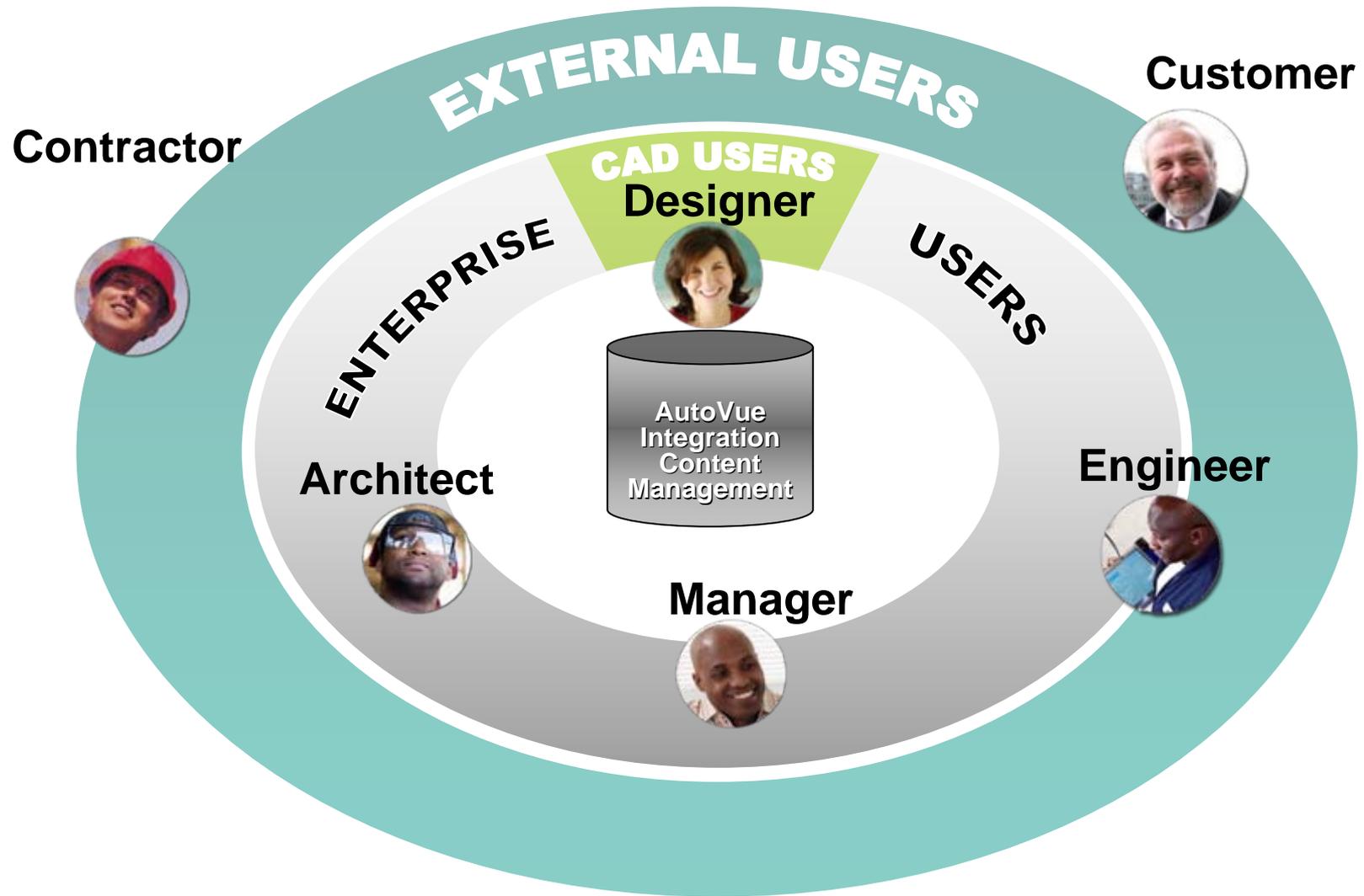
Digital record of annotations and change approvals



Capabilities

- 100's of document types
- Digital annotations
- Real-time collaboration
- System integration
- Web-based solution
- Capture audit trail of design changes
- Minimize use of paper

Enterprise Wide Collaboration



Customer Benefits



Improve Customer Satisfaction

- Provide self service access to current maps and drawings
- Enable online digital permit requests
- Deliver projects on time and within budget
- Reduce project costs



Accelerate Design

- Record change requests digitally
- Up-to date information on existing infrastructure and maps
- Easily communicate design intent
- Avoid time spent on data translation
- Detect potential conflicts earlier



Improve Team Productivity

- Eliminate reliance on paper-based information exchange
- Improve supply chain communication
- Expedite design review, RFI, permit and approval processes
- Capture aging workforce knowledge



Improve Operations

- Accelerate work process with digital reviews and approvals
- Reduce on-site verifications
- Provide all teams with instant access to reliable map and facilities data
- Reduce costly field re-work and facilities downtime

Bechtel

Engineering & Construction



COMPANY OVERVIEW

- One of the world's premier engineering, construction, and project management companies
- \$ 20.5 billion in revenue in 2006
- 41,000 employees worldwide

CHALLENGES/OPPORTUNITIES

- Collaborate with globally dispersed multi-disciplinary teams
- Enhance communication and document reviews to complete projects on time and within budget
- Reduce dependency on paper

SOLUTIONS

- Oracle's AutoVue Enterprise Visualization



CUSTOMER PERSPECTIVE

“AutoVue is used by our engineering, procurement, startup and construction groups across the corporation. Even our legal people use it to look at drawings when they are investigating cases. AutoVue has become a mission-critical piece of software that we rely upon on a daily basis.”

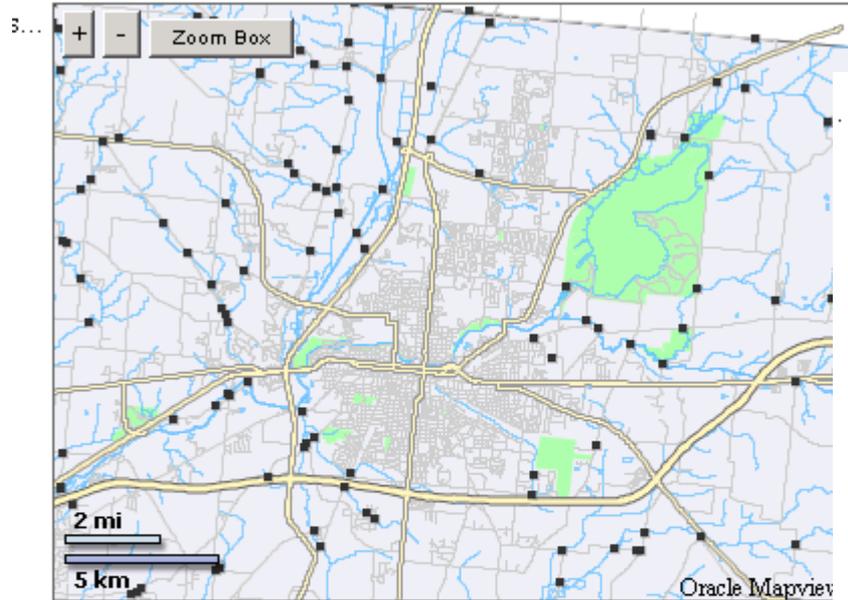
Joe Skebe, Manager of Computer Aided Engineering

RESULTS

- **Instant access to project information**
- **Improved collaboration with extended teams and partners**
- **Streamlined document reviews**
- **Reduced paper and shipping costs**
- **Automated printing process**

Mapview

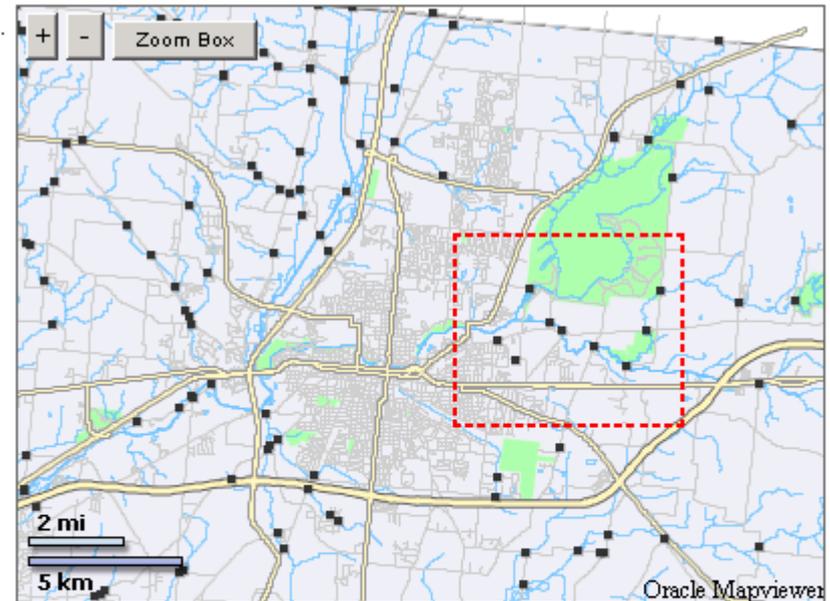
- selecting content by selecting an area on a map..



Route Milepoint Start: End:

Select bridges by rectangle (drag mouse):

Select bridges by polygon (click points, close by clicking 1st point)



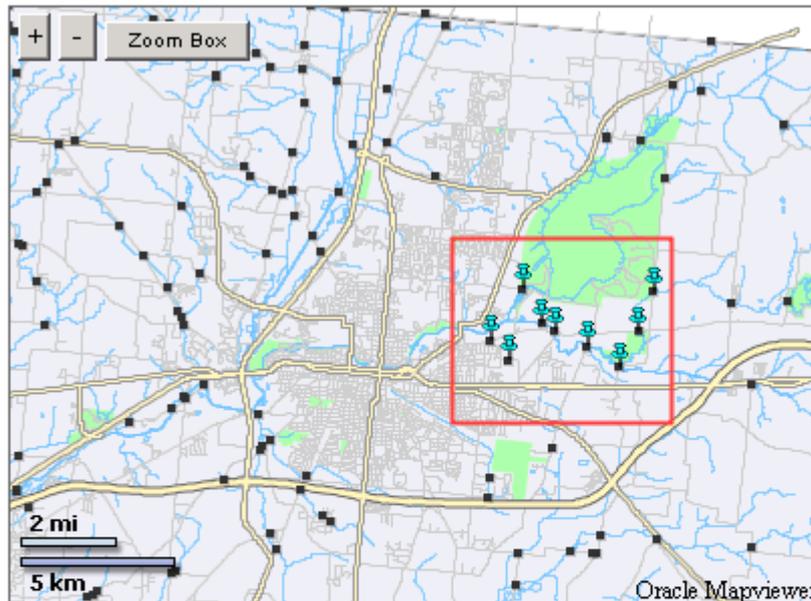
Route Milepoint Start: End:

Select bridges by rectangle (drag mouse):

Select bridges by polygon (click points, close by clicking 1st point):

Mapview

- points with content are highlighted ..



Route Milepoint Start: End:

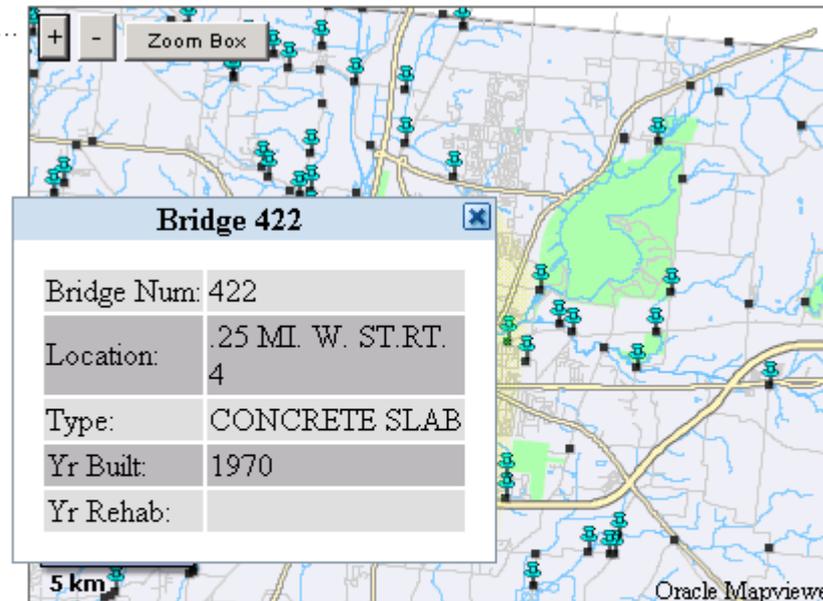
Select bridges by rectangle (drag mouse):

Select bridges by polygon (click points, close by clicking 1st point):

clicking on an icon will bring up content list on a map..

Mapview

- Hovering over a point can show meta data stored in UCM



Route Milepoint Start: End:

Select bridges by rectangle (drag mouse):

Select bridges by polygon (click points, close by clicking 1st point):

Questions..



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