Here Comes E₂O
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

- 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

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

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

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

Community/Social Collab
- Team & Individual Expertise
- Project Efficiencies
- Enterprise Mashups
- Team Collaboration
- Web 2.0 Services
- Desktop Tools Integration

Composite Applications
- 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

Managing Risk
- Loss of PII
- FRCP
- Exposure

Growing Revenue
- Better Customer Service
- Competitive Advantage
- Improved Response

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
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
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

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

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

External Users

Contractor

Customer

Designer

Architect

Engineer

Manager

AutoVue Integration Content Management
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.
Mapview
- points with content are highlighted..

Clicking on an icon will bring up content list on a map.
Mapview
- Hovering over a point can show meta data stored in UCM

Bridge 422

| Bridge Num: | 422 |
| Location:   | 25 MI. W. ST RT. 4 |
| Type:       | CONCRETE SLAB |
| Yr Built:   | 1970 |
| Yr Rehab:   | 

Route: SR-4 (0-10 mi) Milepoint Start: [ ] End: [ ] Go
Select bridges by rectangle (drag mouse): Go
Select bridges by polygon (click points, close by clicking 1st point): Go
Questions..