

# Oracle WebCenter is the user engagement platform for social business

Connecting people and information

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Key trends in the world today that impact you, the user, and how you conduct business or interact with businesses.

**PERSONALIZATION** - First is the idea that everything is more personalized. Organizations and more importantly user's expectations have moved beyond the former days of "broadcasting" and one size fits all. People have become accustomed to tailoring entertainment, information they receive, applications, etc. according to personal preferences. When they interact with companies, they want the company to know who they are and they want companies to provide a more personalized and relevant experience.

**MOBILE** - Mobile devices have made a significant impact in the business world as well. This includes everything from traditional PCs and now tablets to cell phones and smart phones. People are used to always being connected, having the right information or application right at their fingertips, and they are frustrated when it doesn't work or if they can't access the things they need from their device.

**SOCIAL** - While some companies believe the word "social" isn't relevant to their business - social networking and social tools have had a huge impact on individuals and how they interact with each other and with organizations. Consumer driven applications like Facebook and Foursquare have changed the dynamics of networking and keeping up to date on others activities - this in turn is shifting users expectations in general and how they want to interact with others and receive information in other aspects of their lives - even within the business world. Other tools like twitter, blogs, wikis, end user ratings and reviews, etc. - have given the individual a greater voice and ultimately more control. This impacts organizations in multiple aspects from marketing and PR to customer service and product innovation.

**MULTI-CHANNEL** - The World has also become much more “multi-channel”. We just talked about web, mobile and social channels – that’s in addition to call centers, in-stores, online stores, kiosks.

This makes it harder to have a single marketing voice, a consistent customer experience, or even keep up from an IT perspective to support all the different platforms and devices.

**CONSUMERIZATION** - Consumerization – what does that mean? Now, while ‘ease of use’ has always been a goal, some of the trends I’ve already mentioned have led to a concept called “Consumerization of IT.” Instead of IT being the trend-setting organization (like years ago)- offering new technologies to their customers - business users are now bringing in devices and software and insisting they be supported internally, as well as using hosted applications outside the firewall. And all these applications, sites and tools built for consumers are setting a new standard for user interaction and ease of use – customers, partners and employees are now wondering why their internal systems cannot work the same way.

**SELF-SERVICE** – And finally, Self-Service. The concept of self-service continues to be a strong trend for multiple reasons.

The recession has hit many organizations worldwide and continues to impact decisions, budgets and strategies. In order to do more with less, organizations are continuing to expose more and more services online for customers, partners, and employees to make changes on their own – without having to hire additional staff or add more paperwork.

Organizations are also increasing their focus on the customer experience, realizing that sacrificing customer experience to save costs has led to decreased revenues and higher cost of sales (for example it’s harder to acquire new customers vs. selling to existing ones). Customers want the option for self-help, to book their own travel, pick their airline seat, purchase products, track shipping

information, etc. Offering these services improves the overall customer experience.

Finally, some organizations are looking at some of the services they offer their customers, partners or employees as a way to innovate and differentiate from their competitors within the industry. Perhaps it's taking a customer 1st strategy and approach as we just talked about and putting a lot of effort into those services. Alternatively, instead of taking existing processes and exposing them online - others are better leveraging the web, social & mobile channels to offer brand new services - setting them apart from competitors or creating new business models for their company. (For example in banking, online banking applications used to set businesses apart, nowadays it's fairly common place and users expect this service to be available. In the US, Chase bank however, took that to the next level by offering a service on mobile devices for users to take photos of their checks to deposit them. That's a new service that's being used as a differentiator and some competitors are now trying to play catch up.

Oracle WebCenter is an integrated suite of market leading products. Oracle has consistently been chosen as a leader in key analyst reports such as the Gartner Magic Quadrants for Enterprise Content Management, Web Content Management, and Horizontal Portals.

Oracle WebCenter is the user engagement platform for social business. It combines social, portal, and web experience management on a solid content management platform to enable you to engage your audiences and users - customers, partners, and employees - in a way that will dazzle them, increasing their productivity and their engagement.