



ORACLE®

CONTENT AND
EXPERIENCE CLOUD

Deliver
Engaging Digital
Experiences
Across Multiple
Channels

ORACLE®

Content

Content is **key**.

To stay competitive in today's fast-paced world, you must reach your audience with up-to-the-minute information that matters. Your content is at the heart of what you do day in and day out. Make sure that you provide the right content at the right place, at the right time, and in the right context—to an audience that's constantly on the move.

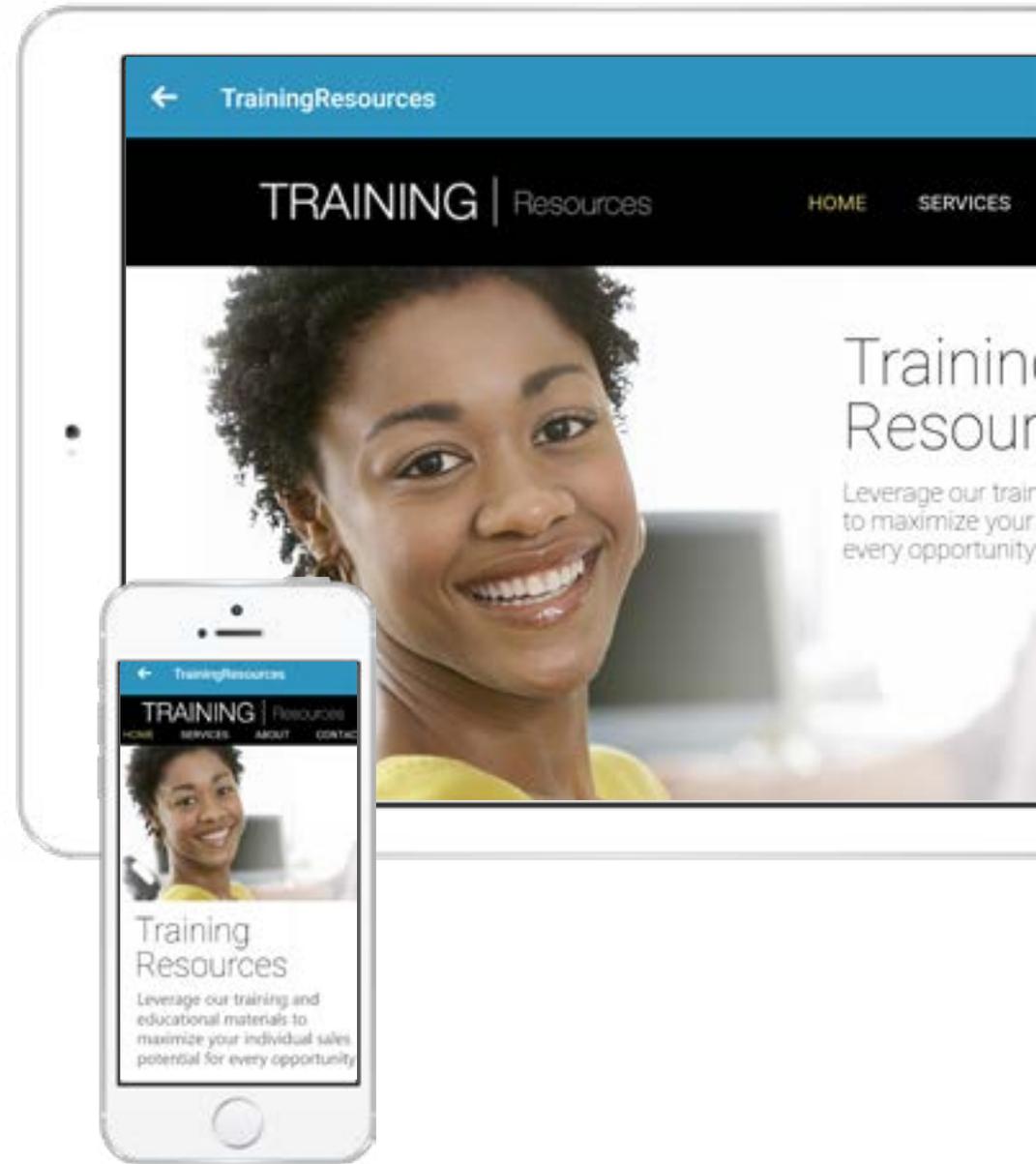
It can be a challenge, though, to engage employees, customers, and partners. Poorly integrated systems make it hard to deliver your message across multiple channels in a streamlined and consistent manner. And, there's often a high dependency on IT, which can slow down delivery of digital interactions and may limit engagement between your business and your stakeholders.

Enter Oracle Content and Experience Cloud.



WATCH

Learn about Oracle Content and Experience Cloud



Content

Experience

Access

Manage

Collaborate

Build

Publish

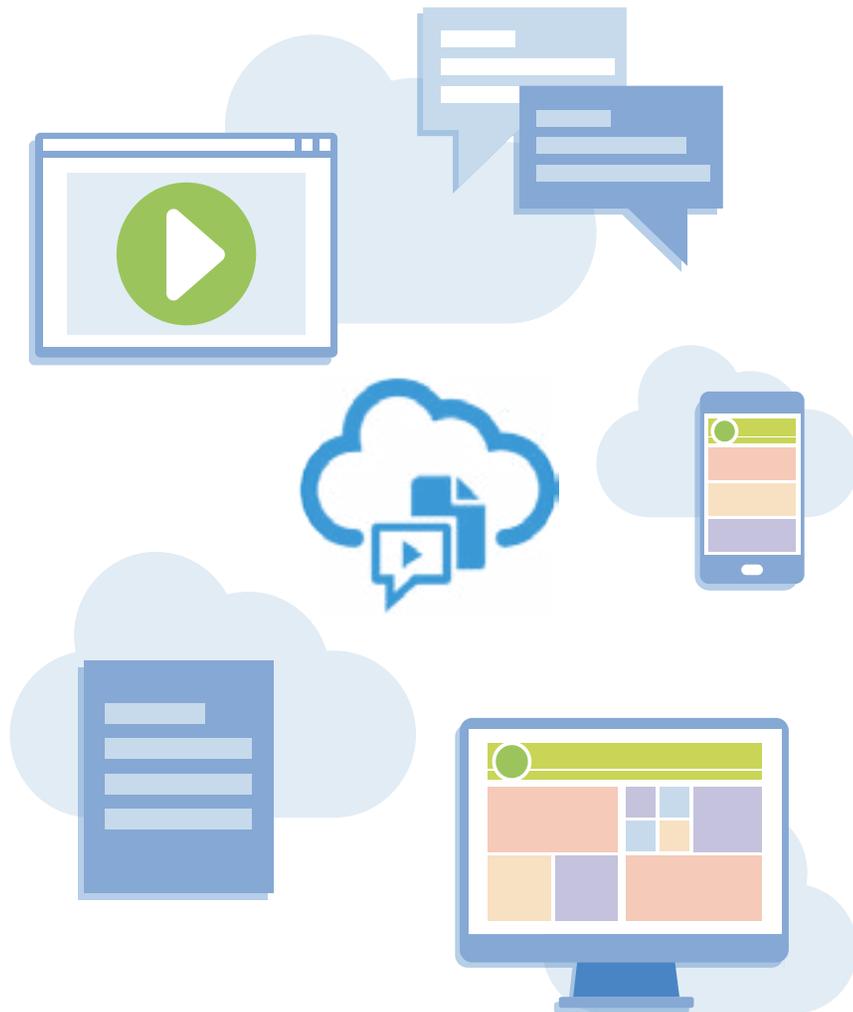
Mobilize

Integrate

Control

Get Started

Experience



Engage and capture your audience.

Providing content is one thing, but your customers, partners, and employees demand dynamic, relevant interactions that grab their attention and provide the contextualized experiences they've come to expect in today's digital world.

Oracle Content and Experience Cloud is a cloud-based content hub that drives omni-channel content management and accelerates experience delivery. Powerful collaboration and workflow management capabilities streamline the creation and delivery of (multilingual) content and improve customer and employee engagement.

With Oracle Content and Experience Cloud, 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. For developers, content REST APIs and SDKs are available to enable consistent experiences across any channel.

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. The power is yours!

Access

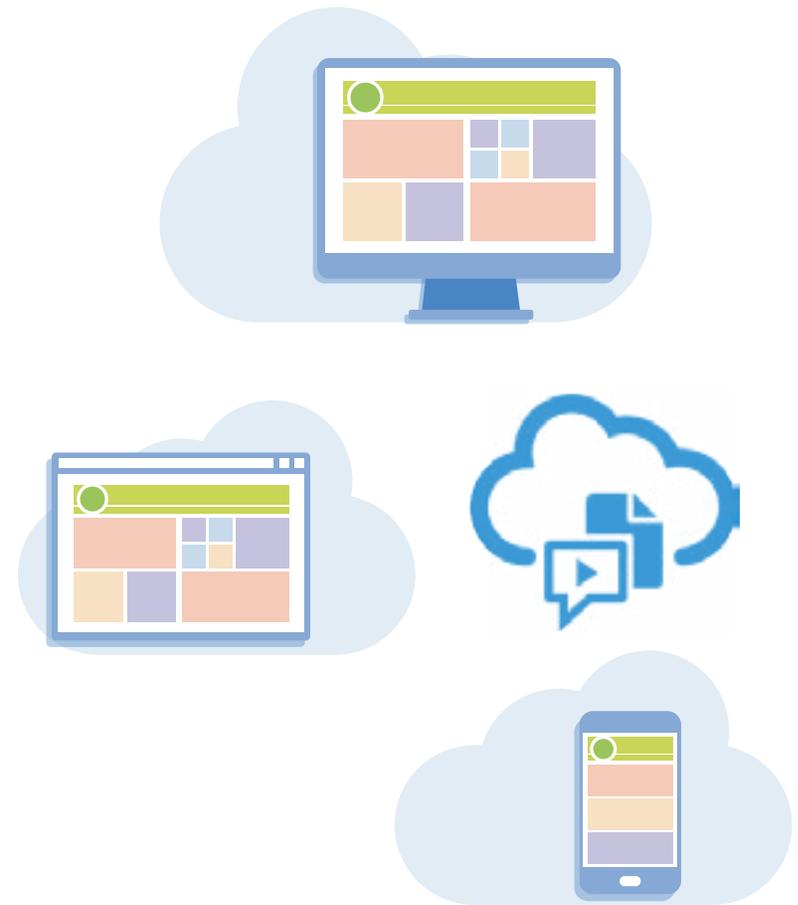
Access what you need, **when you need it.**

The explosion of digital content has transformed the way you engage with customers, employees, and partners. Conversations, documents, graphics, blog posts, videos—all the disjointed bits of content are available, but they're hard to find and difficult to manage. Where's the most recent copy? Who made that comment? Is this the final, approved version for our marketing campaign?

The content you need might be handled by multiple people, with different versions used in various contexts or locales. That makes it tough to create streamlined and consistent marketing messages. It's hard to know what's current and what's old news.

Oracle Content and Experience Cloud helps you corral your content into a central hub with workflow management to keep things current and accurate. Upload all your digital assets, your files, and your business documents to the cloud, and work with them the same way you do on your local system—but with collaboration at your fingertips. Leverage content and data from existing sources to use it effortlessly where it's needed, right now.

You'll be able to find, update, and reuse your content and assets, helping you optimize what's already there and drive consistent messaging. With customized metadata, you can easily tag and filter items so you can find them when you need them and use the latest and greatest (and approved) versions.



Manage

Manage all your digital assets in one central location.

You use a lot of digital assets in your organization—images, videos, but also text-based content—that are used in different ways, in different contexts: websites, marketing materials, email campaigns, online stores, blogs.

Oracle Content and Experience Cloud provides a central location for all your digital assets, where you can organize them into repositories and collections, and create rules to define how they can be used and where. It also offers 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 users can quickly find the assets they need, and use them where they are allowed.

You can define content types to group different pieces of information into reusable units. Users can then create content items based on these content types for consistent use and presentation among channels.

If you need assets in multiple languages, Oracle Content and Experience Cloud can help you manage that, too. You can ensure that everything is translated into all languages you need. The translated content can then be used to provide localized experiences to your target audience.



Collaborate



Share, discuss, edit ... **repeat.**

Oracle Content and Experience Cloud lets you easily collaborate with others on content and assets. You have access to your files, your people, and your conversations, anywhere and anytime.

Start conversations about projects and have iterative reviews about the assets for a campaign. Or annotate and comment on the text or the media that's being created to get the messaging right. Share files and folders with others, controlling who has access and what they can do with the content. Everything that's part of your content processes—files, conversations, annotations—is stored, so you have a full history for later use or review.

Use real-time messaging to stay in touch with others. You can also collaborate with partners and outside vendors using secure public links so everyone has the right level of access. If you want to get someone's attention, you can flag them so they can provide their critical or time-sensitive input. And you can be notified when your input is needed, so that all work gets done quickly and efficiently and nothing is left undone.

With anytime content review and approvals, you can move a project through channels quickly and efficiently, making sure that everyone has what's needed to produce exceptional results.

Build

Design a website without complicated coding.

With Oracle Content and Experience Cloud, 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.

Get started quickly using an out-of-the-box template, drag-and-drop components, sample page layouts, and site themes to assemble a site from predefined building blocks.

Add YouTube 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.

You can easily preview what your site looks like on devices with different screen sizes for a responsive mobile experience, with page content automatically rearranged on smaller screens. The mobile web is front and center—not an afterthought.

Support for multilingual content is also built in, so you can show the right content to the right audience, whatever their location.



Try out ideas with your team. It's quick and easy to tweak your ideas until you have exactly the look you want.

Or, create your own templates, themes, or components to make your site even more your own.

The possibilities are endless.

Publish

Unveil your site with **just one click.**

Customers, employees, and partners need experiences that are consistent and refreshed often, based on changes and feedback. With Oracle Content and Experience Cloud, you can easily publish and update your sites and make them available immediately. 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. It's that easy.



Share asset repositories between departments, so that you all have the material you need at your fingertips. Make sure that your enterprise-approved brand is current and available to everyone. Distribute sales materials to your sales force through public links or through microsites that you create as needed and publish in no time.



You can quickly deliver content-rich solutions to all users—employees, partners, and customers—that give you faster time to market, more efficient interaction, and more informed engagement (and happier users, too). You don't need to wait for someone in IT to create, edit, or deploy your site. You can do it all yourself with the click of a button.



There's also an SDK for custom UI development and API innovation for business integration when you need it. You decide who can make edits and changes to the material you present to the world. Streamline the website development cycle by using the workflow processes to get approvals or changes when you need them.

Mobilize

Design and collaborate on the go.

Do you have your phone with you? Then you can approve a graphic or contribute to a conversation. No network connectivity for your tablet? Edit a campaign proposal offline and sync when you get back online. With support for your iPhone, iPad, and Android mobile devices as well as the desktop app for both Mac and Windows computers, it doesn't matter how you connect to Oracle Content and Experience Cloud. It's always there—for you and everyone you work with.

Use your favorite web browser to work with all the files you need or to engage in conversations with others. There's nothing to install, and the intuitive user interface means that more people will use it and be productive, right from the start.

The desktop app for Windows or Mac synchronizes your files between the cloud and all your computers, even if you have multiple accounts. If you're using Microsoft Office, there's a quick access menu and Outlook add-in that let you work with features directly in those applications.

Access all your files on the go with mobile apps for iOS and Android. Keep up with your conversations and workflows. You'll have all your latest files and discussions at your fingertips wherever you are, whenever you need them.



Integrate

Unleash the power of content in your applications.

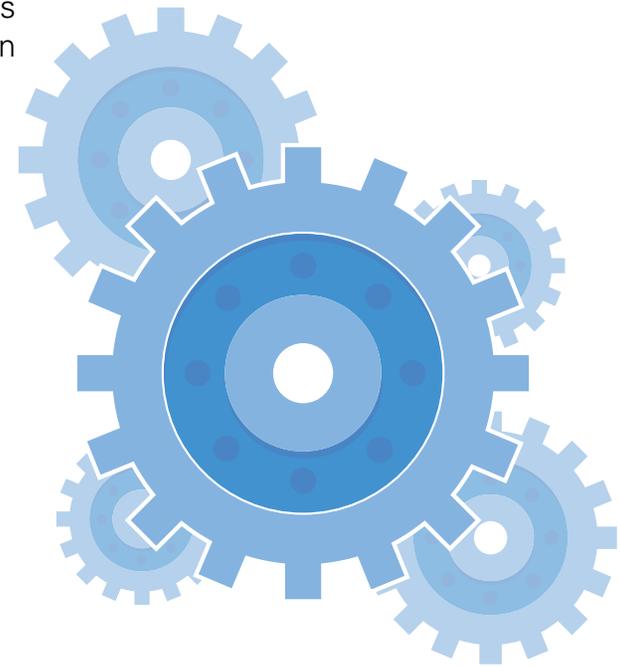
As an Oracle Platform-as-a-Service (PaaS) offering, Oracle Content and Experience Cloud works seamlessly with other Oracle Cloud services. Use the Oracle Process Cloud Service integration to automate business content workflows, or integrate with Oracle Marketing Cloud or Oracle Commerce Cloud to deliver content to different channels.

Integrate the web UI into your web applications so users can interact with content directly. Use webhooks to automatically post messages to conversations based on events in an external source. Or, use the Application Integration Framework (AIF) to define the actions that are exposed in the interface, respond to user selections, call third-party services, and specify how the results are presented to users.

If your data is spread out across multiple locations, you can use application integrations that bring all your content and assets together where you need them.

With a rich set of REST APIs for content management, delivery, and collaboration, you can incorporate Oracle Content and Experience Cloud functionality into your web applications. Create client applications that interact with your content and assets in the cloud. Develop custom integrations with collaboration objects or retrieve assets for use wherever you need them. You can access and deliver all your content and assets optimized for each channel, whether it's through a website, content delivery network (CDN), or mobile apps.

When used with Oracle WebCenter Content, Oracle Content and Experience Cloud offers a truly comprehensive hybrid enterprise content management solution, with a unified ECM infrastructure and security from a single vendor.



Control

Customize quickly, stay secure easily.

Working in the cloud shouldn't come at the expense of security. Built for the enterprise from the ground up, Oracle Content and Experience Cloud offers enterprise-class encryption, multitenant architecture, detailed analytics and auditing, permission controls, secure links, and automatic backups to keep your information safe.

Also, Oracle does the heavy lifting while you keep control of your information. We work with your IT department to determine who has access to the service for your organization. You decide how much storage and how many users you need, and Oracle sets up your service for you.

You control how much data people can store in the cloud, what they can upload, and what they can do with their files. We even provide usage reporting so that you know who accesses which files and when.

And if you need to add more space or additional users, it's easy. If demand on your system increases, Oracle works to ensure that performance remains at peak levels for you—all behind the scenes. Oracle Content and Experience Cloud works with you and grows with your organization's needs.



[Get Started](#)

Learn more, connect, and visit us online!

View data sheets, FAQs, pricing, and additional resources on the [product site](#). Sign up for a free trial at [Oracle Cloud](#), or purchase a subscription and get started by visiting the [Oracle Help Center](#).



Safe Harbor

The preceding is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.



v. Aug 15, 2018

Copyright © 2017. Oracle and/or its affiliates. All rights reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group.