

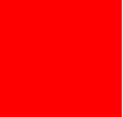


ORACLE®

IMPROVE PRODUCTIVITY WITH INTUITIVE AND SOCIAL WORK ENVIRONMENTS

Andy Kershaw

Sr. Director Oracle Social Network, WebCenter Product Management



The following 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.



TREND ONE

Consumer lives in the here & now

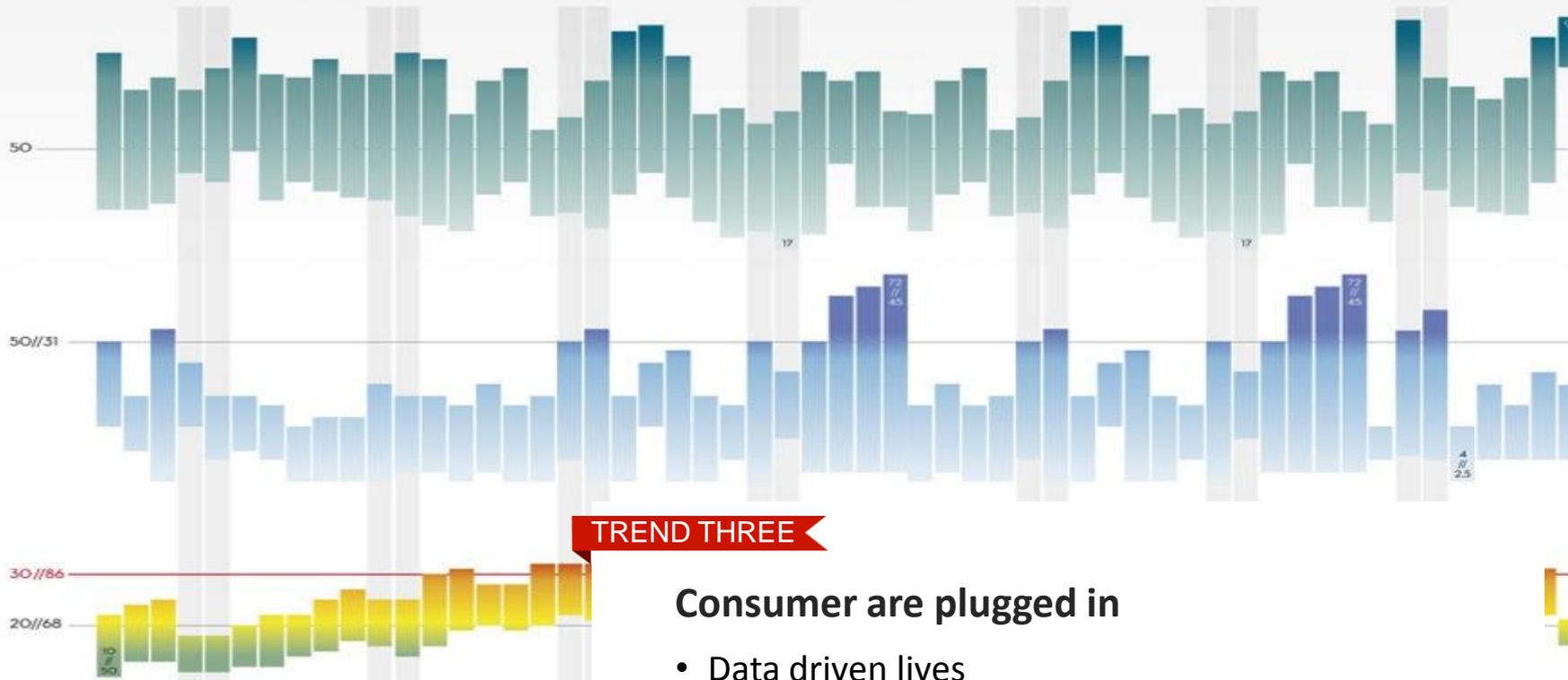
- Real Time
- More Demanding
- Little Patience
- Always-on



TREND TWO

Consumer seek answers

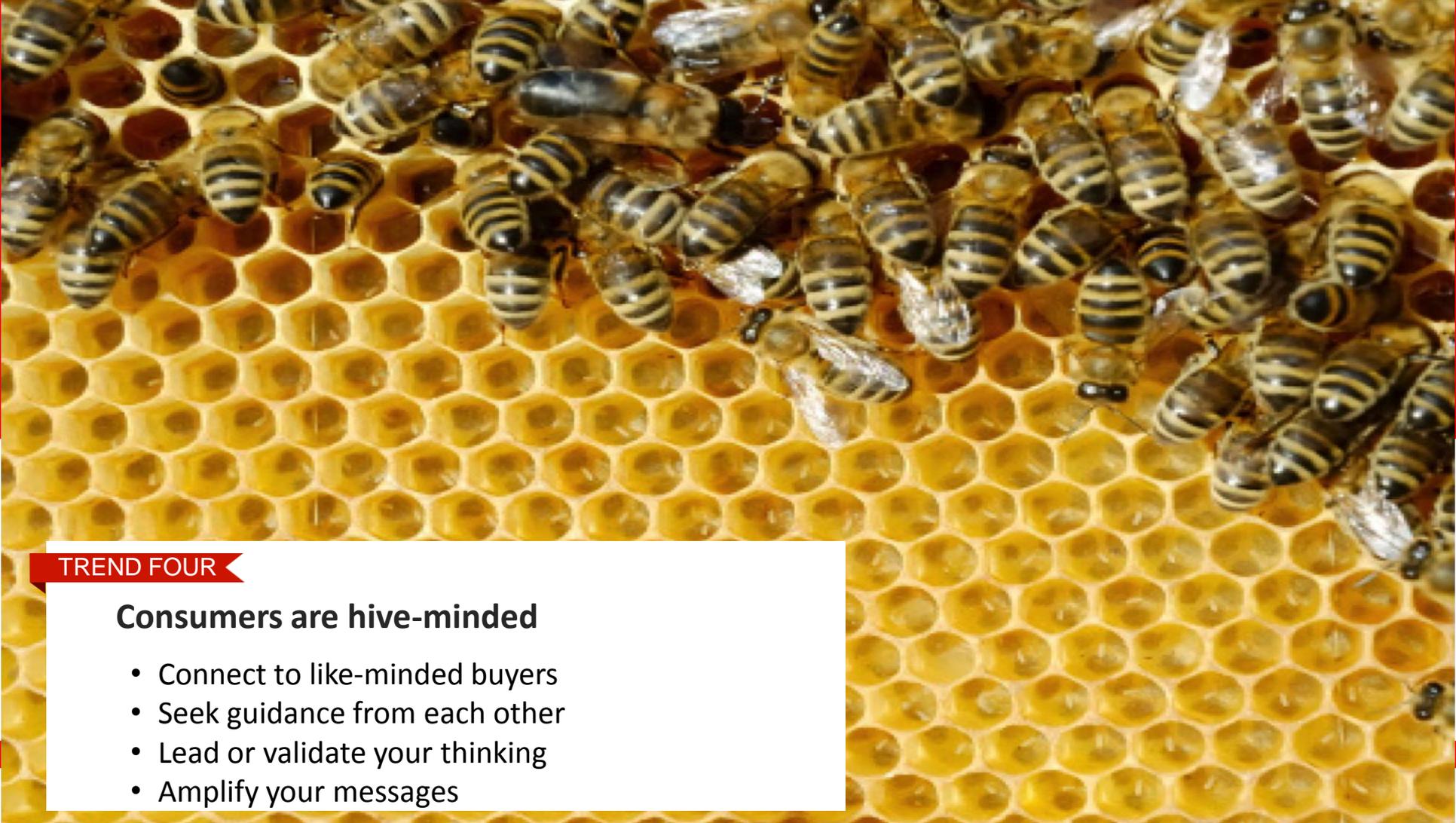
- Think Touch points, not channels
- Blend Information and inspiration
- Context becomes king



TREND THREE

Consumer are plugged in

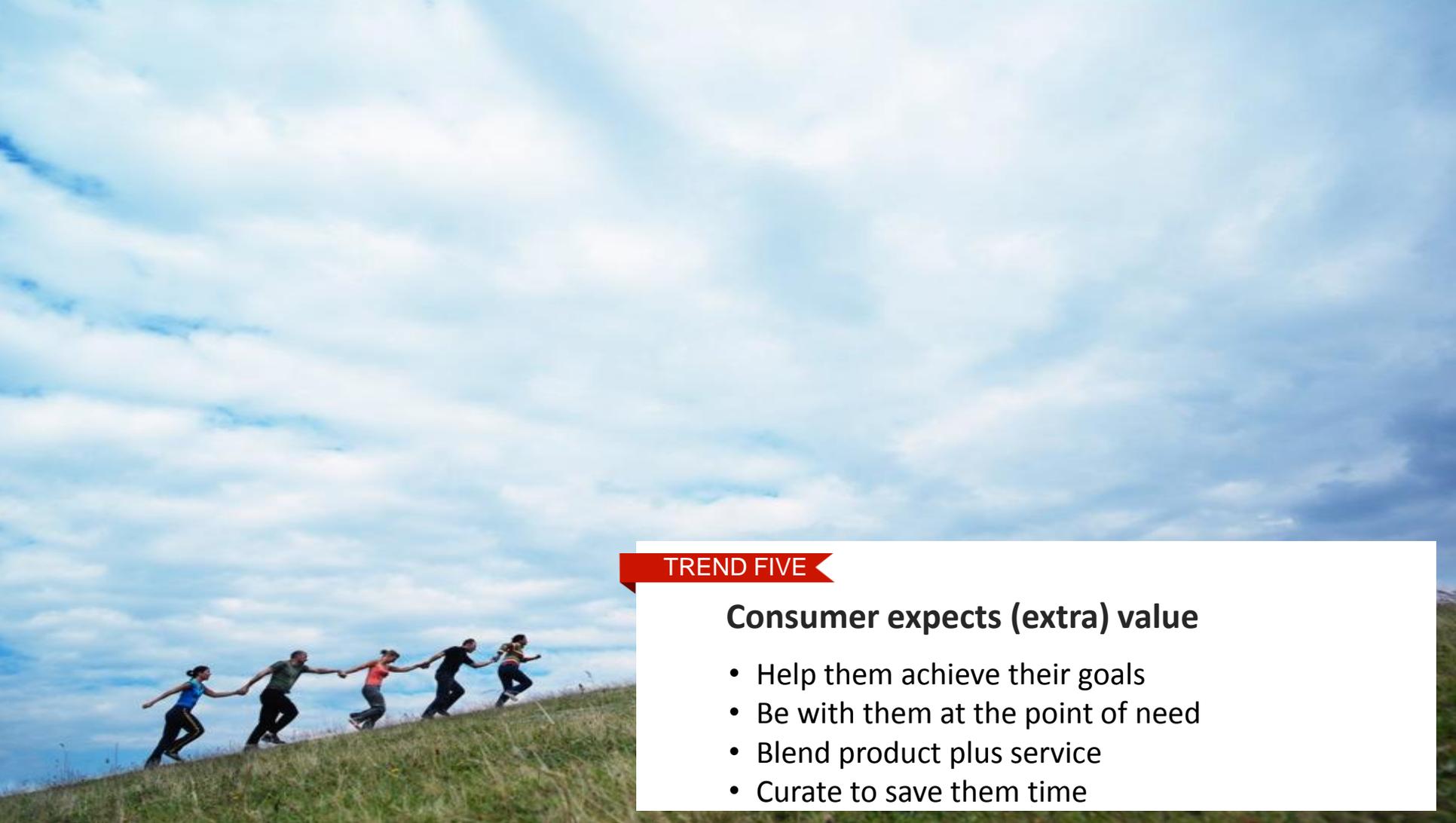
- Data driven lives
- Blend the collective with the personal
- Facts, figures, ratings, likes, offers, and more



TREND FOUR

Consumers are hive-minded

- Connect to like-minded buyers
- Seek guidance from each other
- Lead or validate your thinking
- Amplify your messages



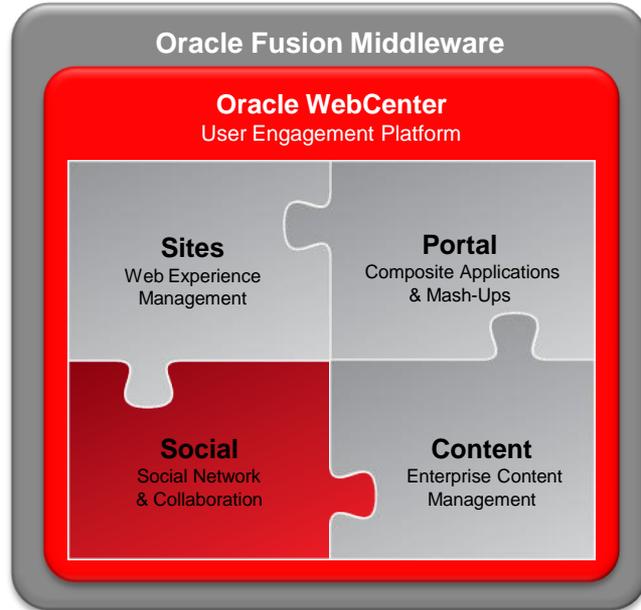
TREND FIVE

Consumer expects (extra) value

- Help them achieve their goals
- Be with them at the point of need
- Blend product plus service
- Curate to save them time

Oracle WebCenter

The User Engagement Platform for Social Business



Oracle WebCenter is the user engagement platform for social business, connecting people and information

- Increase customer loyalty with personalized online experiences
- Drive innovation with portals & composite applications
- Enhance productivity with contextual collaboration
- Optimize information access with content management

Need for Enterprise Social Tools

The Collaboration Gap

Collaboration Tools are Siloed

Document and social
collaboration across
multiple teams & channels
is difficult



Collaboration Evolves

Historical context is
important to participate
effectively

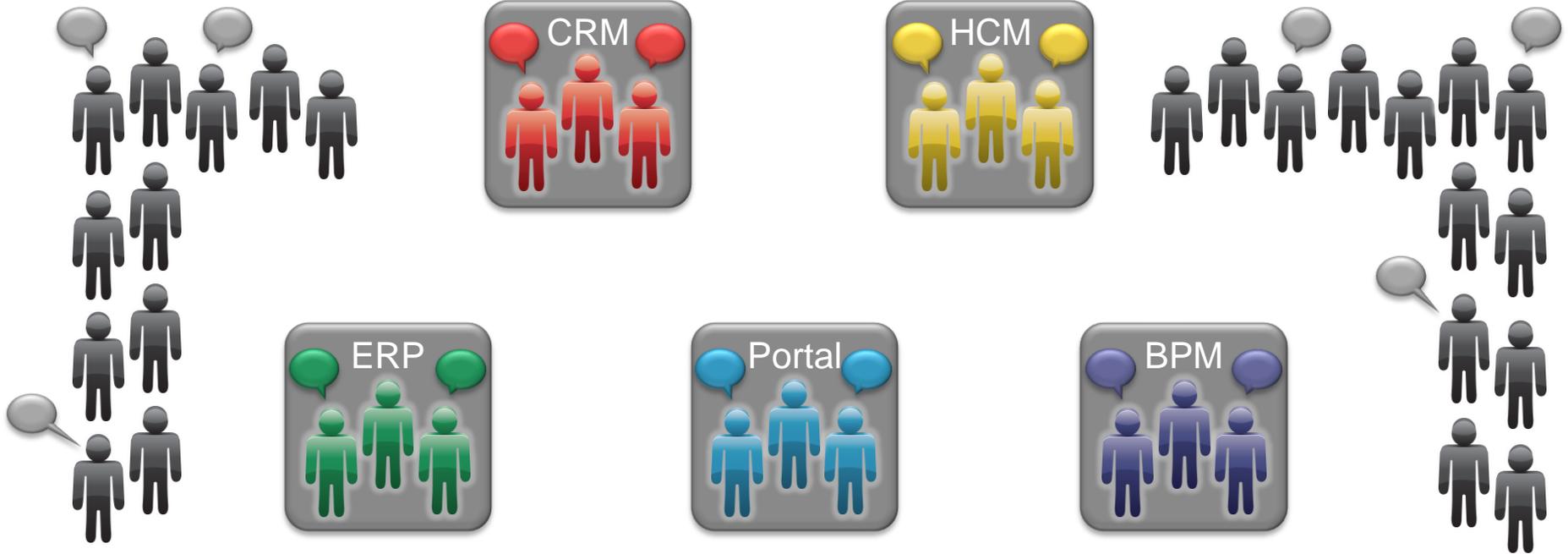


Activity Streams are Not Enough

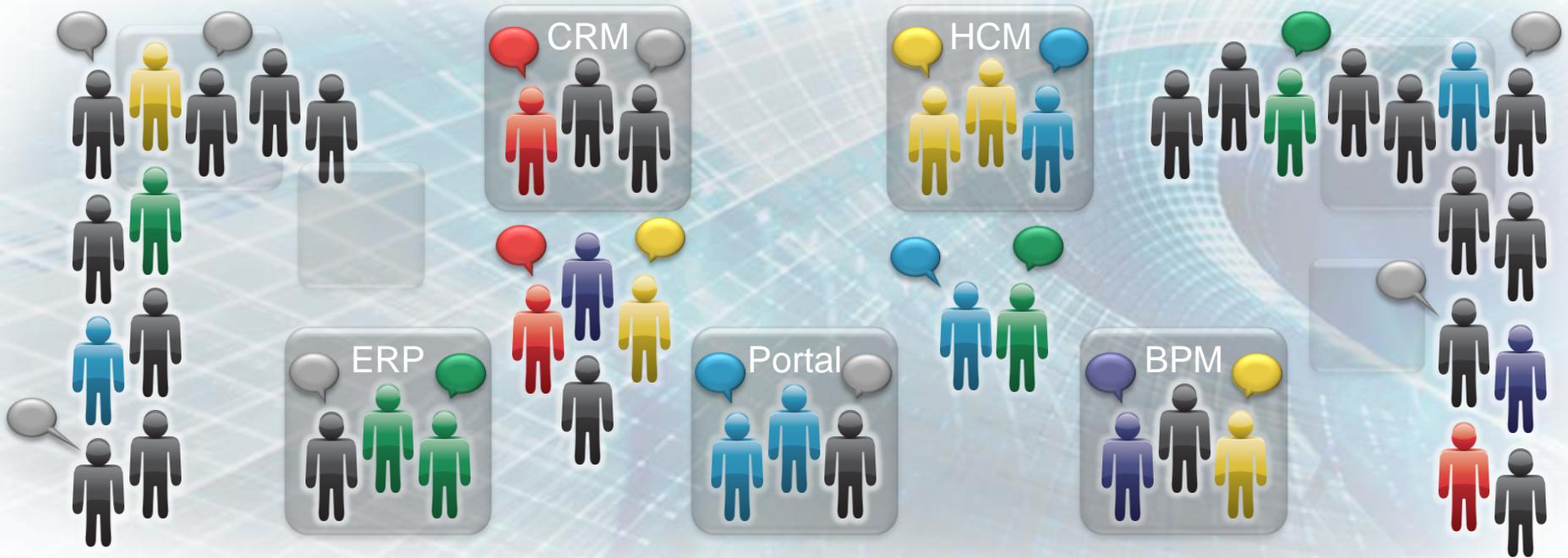
Single-threaded streams
are ineffective for multi-
threaded conversations

There is an artificial separation among business, collaboration & social applications today

The Broken Graph



The Enterprise Social Graph



Oracle Social Network

A Secure Collaboration Tool for Everyone You Work With



Engage

Enterprise collaboration through real-time Conversations



Inform

Updates streamed from across your business



Drive

Purposeful social networking without the noise



Extend

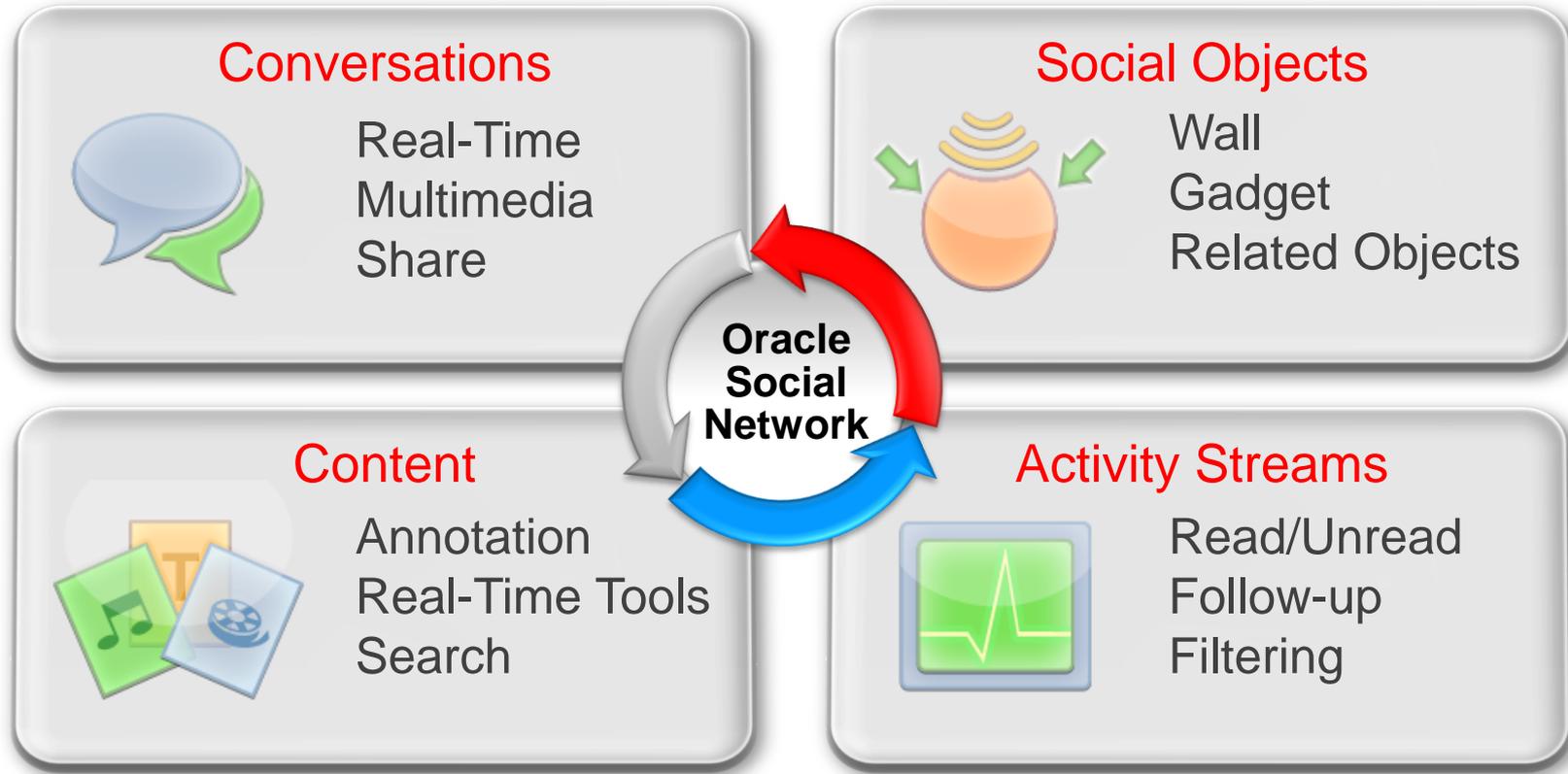
Integrates into your business applications

ORACLE

Socialize with Oracle Social Network

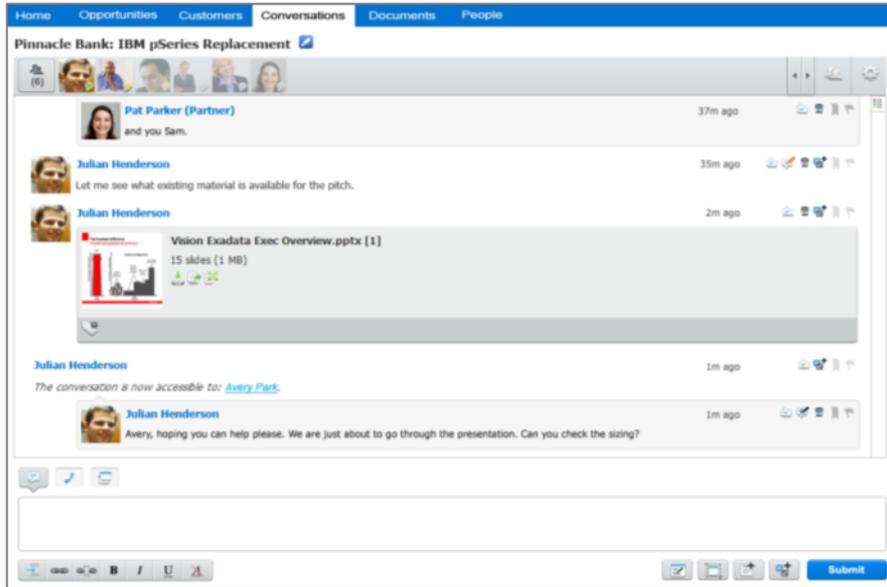


Oracle Social Network Foundations



Conversations

Enterprise Ready Dialogues



- Discover & discuss any topic with any group of people, enabling targeted and private communications
- Associate Conversations to one or more Social Objects
- Start as easily as IM and email to gracefully escalate in the scope of the Conversation
- Features documents, annotations, video and voice

Social Objects

Connecting People to their Social Objects



The screenshot displays a social CRM interface for a specific opportunity. At the top, there are navigation tabs: Home, Opportunities, Customers, Conversations, Documents, and People. The main header shows the opportunity name: "Pinnacle Bank: IBM pSeries Replacement Opportunity". Below this, there are several fields for customer information: Customer (Pinnacle Bank), Revenue (\$1,250,000), Sales Stage (Negotiation), Owner (Sam Jones), and Win Probability (80%). An "Update" button is located to the right of these fields. Below the fields is a "Write a message" input box with a "Share" button. The main content area is a feed of updates from "Fusion CRM" and "Julian Henderson". The updates include: "Opportunity Sales Stage updated to Negotiation", "The opportunity is now accessible to: Steve Harris", "Win probability updated to 80% by Sam Jones", "The opportunity is now accessible to: Jivery Park", and "The opportunity revenue forecast has been updated to \$1,250,000 by Sam Jones".

- Connect with Social Objects
- Receive a data-stream of important events
- Enables Collaboration with others connected to the Social Objects
 - Start a Conversation with the Connections related to a Social Object

Content

Connecting People Together



The screenshot shows a document viewer window titled "Pinnacle Bank: IBM pSeries Replacement > Exadata Hardware Contract.doc". The document content includes:

11. Governing Law: This Agreement shall be governed by the laws of the State of California, as applied to agreements entered into and to be performed entirely within California between California residents. Vision Corp. shall have the right to seek relief in any court of competent jurisdiction in order to protect its proprietary

12. Indemnity: If a t Software furnished by with the terms of this Corp., infringes its int and expense, will defe Company from the da

Annotations and comments are visible:

- A green box highlights the "Governing Law" section.
- A red dashed box highlights the "Indemnity" section.
- A comment from Sam Jones (2m ago) says: "Since Pinnacle is a European customer, our governing law clause may be an issue."
- A comment from Steve Harris (1m ago) says: "Yes we have an alternative. Let me edit it now and I will make the change."
- A blue box highlights the text: "notifies Vision Corp. promptly in writing, not later than 30 days after Company receives notice of the claim (or sooner if required by applicable law)".

The interface includes a toolbar with "Publish (0)", "Close", and "Comment" buttons, and a zoom level of 116%.

- Real-time annotation, versioning, application sharing and in-place editing
- Enable content flow of content, documents, images and other rich media between people and groups
- Start Conversations
- Discover, browse, and follow people
- Post messages to people and their followers

Activity Streams

Insight into Activities



Conversation: **Pinnacle Bank: IBM pSeries Replacement** 13 Unread 15 Total Posts

Julian Henderson
Bob, we won the deal.
< 1m ago

Conversation: **Forecast and Close Tracking** 3 Unread 21 Total Posts

Fusion CRM
Forecast increased from \$163M to \$209M 10/05/2011. \$137,546,783 Closed 10/05/2011.
< 1m ago

Opportunity: **Apex Systems: Database Upgrade** 3 Total Posts

Fusion CRM
Amy Walters won Database Upgrade Opportunity at Apex Systems for \$500,000. Close date 10/05/2011.
< 1m ago

Opportunity: **EyeVision renewal** 5 Unread 10 Total Posts

Davide Furini

 Architecture Review.ppt [1]
Size: 274 KB
Download
Copy to...

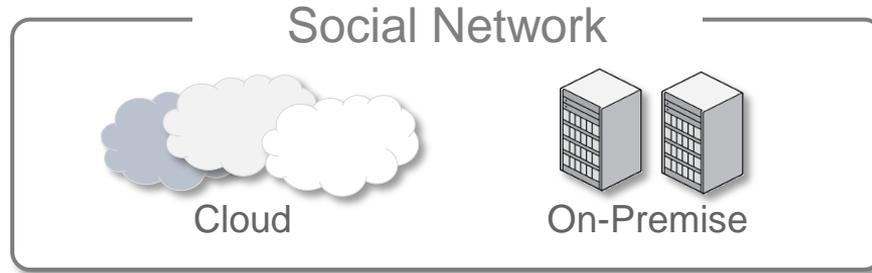
Document Architecture Review.ppt created
5m ago

Conversation: **Channel Opportunities** 3 Unread 7 Total Posts

- Receive a summary of activity
 - Updates to People, Social Objects, and Conversations
- Filter and facet information based on social and business context
- Leverage Social Network to review only activity you have not previously reviewed

Demonstrations

Multiple Deployment Models



Cloud Applications



ORACLE
FUSION APPLICATIONS
CUSTOMER RELATIONSHIP
MANAGEMENT

ORACLE
CRM ON DEMAND

ORACLE
FUSION APPLICATIONS
HUMAN CAPITAL MANAGEMENT

Custom Applications

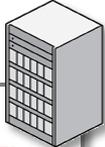
3rd Party Applications

On-Premise Applications

ORACLE
PEOPLESOFT ENTERPRISE

ORACLE
FUSION APPLICATIONS
SUPPLY CHAIN MANAGEMENT

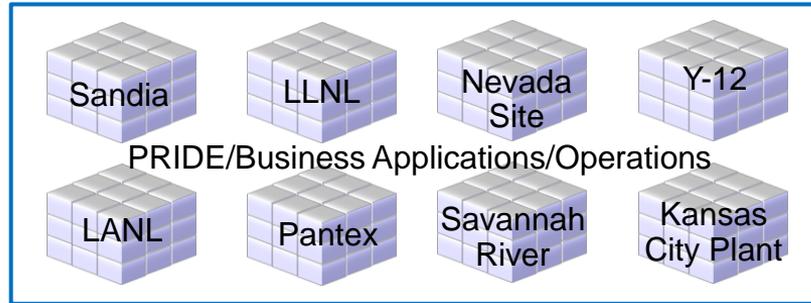
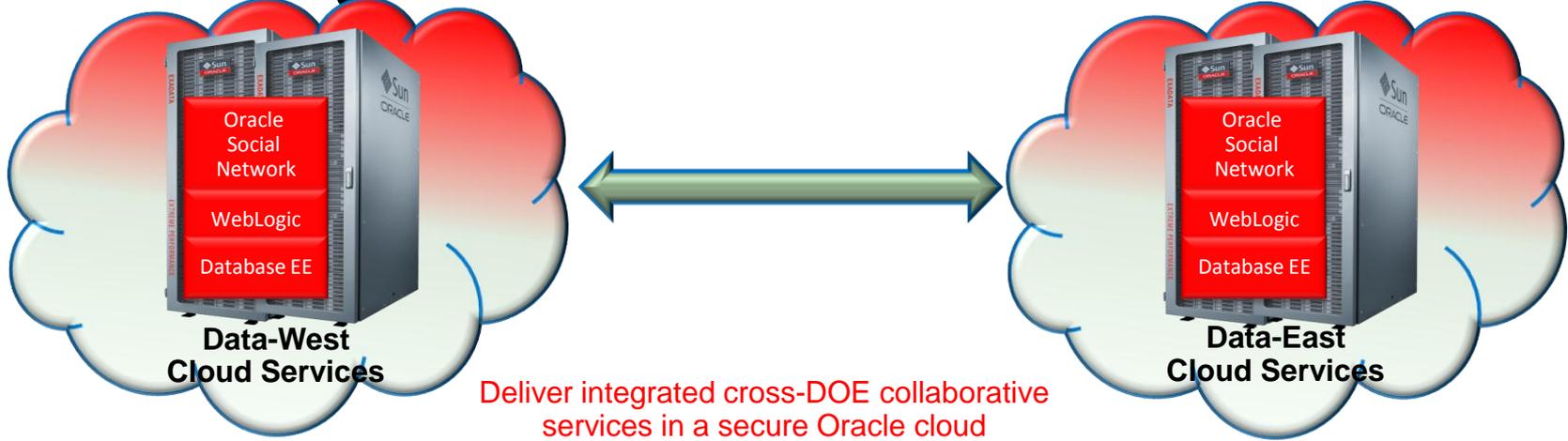
ORACLE
E-BUSINESS SUITE



Custom Applications

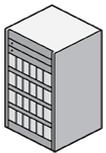
3rd Party Applications

2NV / RightPath Oracle Cloud Services



Leverage existing Oracle Technology Platform and Business Applications license investment

Oracle Social Network Differentiators

Deployment	Conversations	Social Objects	Content	Activity Streams
 Cloud  On Premise	 Real-Time  Multimedia  Share	 Multiple Application Integration  Feeds  Gadgets	 Annotation  Real-Time Tools  Search	 Read/Unread  Follow-up  Filtering
Oracle Social Network Extension Framework & API				

Social Network Benefits

- Anytime Access
- Quickly Update CRM Data
- Facilitate Sharing
- Better Prepared

Smarter
Collaboration

- Connect Faster
- Work Together
- Easily Engage Expertise
- Create Your Personal Brand

Smarter
Teams

- Faster Results
- Solve Problems
- Build Knowledge
- Increase Visibility

Smarter
Decisions

Q&A



Oracle Social Network Homepage:
cloud.oracle.com



Oracle WebCenter blog:
<http://blogs.oracle.com/webcenter>



Oracle WebCenter Homepage:
<http://oracle.com/webcenter>



Oracle WebCenter Newsletter:
<http://oracle.com/newsletters>



Twitter:
<http://twitter.com/oraclewebcenter>



Facebook:
<http://facebook.com/webcenter>



LinkedIn:
http://linkd.in/ORCL_Social

Oracle Social Network for Fusion Applications

The screenshot displays the Oracle Social Network interface for a customer named Marriott. The main content area is titled "Edit Customer : Marriott : Oracle Social Network" and is divided into two sections: "Basic Information" and "Conversations".

Basic Information:

Name	Mariott US)	Primary Contact	
Primary URL		Phone	
Address	25 Park Drive, COLORADO	E-Mail	

Conversations:

Sort By: Last Updated

Conversation Title	Updated	By	Count	Star
Mariott The customer has requested some ROI estimates. Does someone have the latest information?	Updated <1m ago	Gabrielle Lee	10	☆
Mariott - Info from Customer This conversation contains material about the Customer - Marriott Hotels	Updated <1m ago	Gabrielle Lee	1	☆
Mariott- Prep for Demo The demo to the customer is scheduled for Monday next week. We should meet prior to that to review the material	Updated <1m ago	Gabrielle Lee	2	☆

Oracle Social Network for Applications

Vendor Information for SHARE (Vendor ID: USAG000010). The page displays contact details for MIDTOWN-001, including the address: 867 Main Street, Martinez, CA 94518.

Oracle Earth Day Campaign page. It features a calendar for April 2011 with events on the 10th, 17th, and 24th. The page includes sections for 'Learn how to make every day Earth Day' and 'Save money and energy at home'.

Oracle Financials Demo (Cash) Report Center. The main table shows a P&L structure trending from Jan 01 to Dec 04. A line chart below the table tracks 'Net Revenue' against 'Actual % of Net Rev' and 'Forecasted % of Net Rev'.

	Q1	Q2	Q3	Q4	Q1 Total	Q2 Total	Q3 Total	Q4 Total	Q1 YTD	Q2 YTD	Q3 YTD	Q4 YTD
Gross Profit	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Operating Expenses	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%
Total Compensation	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%
Operating Income	82.5%	82.5%	82.5%	82.5%	82.5%	82.5%	82.5%	82.5%	82.5%	82.5%	82.5%	82.5%

Oracle E-Business Suite Applications Home Page. The page shows a list of conversations, including 'Forecast Scenario Trending' and 'Contract review for matter (Bills)'. A navigation menu on the left lists various application areas like 'Advanced Personal Administration' and 'Financials'.

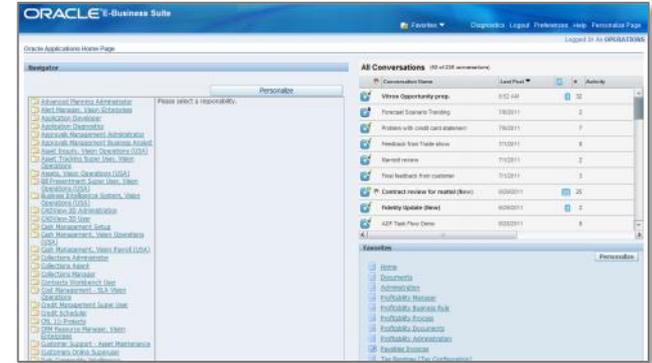
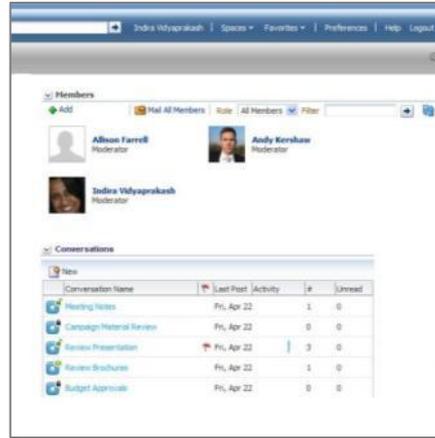
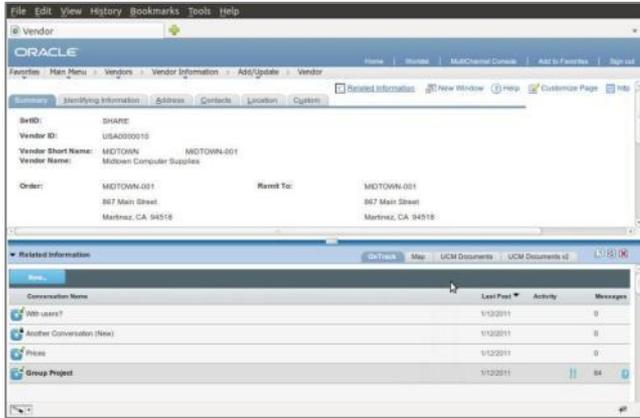
Oracle Social Network for Applications group page for 'Earth Day Campaign'. It lists members such as Allison Farrell, Andy Kershaw, and Indira Welyprakash. A conversation list shows recent discussions like 'Meeting Notes' and 'Campaign Material Review'.

Oracle Social Network for Applications conversation detail view for 'Errors (New)'. It displays the subject, last post activity, and a list of participants.

Oracle Service Request Management interface. It shows a list of service requests and a summary table with columns for Status, Ownership, and Summary.

Status	Ownership	Summary
Status: Open	Sub Status: Unassigned	
Priority: Medium	Owner: SADMIN	

Oracle Social Network Platform



Oracle Social Network Extension Framework & API

Oracle Social Network



Conversations



Social Objects



Content



Activity Streams

Connect Anywhere Anytime

ORACLE Social Network

Home Opportunities Customers Conversations Documents People Julian Henderson

Julian Henderson
Online
Senior Principal, Hardware Sales
I am a Senior Principal, Hardware Sales CC experience working on key accounts and their use of our technology.

Julian Henderson
Can anyone recommend an Exadata sizing specialist. In customers before?

Chris Smith
Julian, I would really recommend Avery Par you need.

Julian Henderson
Just started working with a new customer. Looks like th

Julian Henderson
Anyone interested in attending the seminar on effect won't be able to attend.

Amy Walters
That would be great. I will come over and

Julian Henderson
Great to be in the office today. There is a positive vib

Julian Henderson
Cool Green Technology: Smart Thermostats to get Sr

About Oracle

ORACLE SOCIAL NETWORK

Activities 8

Favorites

Conversations

Opportunities

Customers

Documents

Follow-Ups

Recommendations 4

People

Search

Julian Henderson

Activities

Pinnacle Bank 2:55 PM
Bob Boyle
Julian: I have added you to the Pinnacle account. There should be big opportunities against IBM that I hope you can help close this quarter.

Floware upgrade cycle 2:54 PM
Kevin Nelson
We had a great meeting with the customer and are back on track. The apps deal is going to go through in the next few weeks.

Pinnacle Bank 2:52 PM
Fusion CRM
Account assigned: Pinnacle Bank

Gartner Miller account review 2:20 PM
Cathy Wood
Julian, I have been working on the account plan do you have time to review early Friday, please?

Devon Networks: Applications, DB and Tools 1:57 PM
Fusion CRM
Alert: Forecasted close in 10 days

Brady Tech: Tools Renewal 1:35 PM
Fusion CRM
Opportunity win probability update to 50%

Closing the deal with Darwin 1:12 PM
Amy Walters
Does anyone have a good update on the competitive position given our latest release?

Territory Planning 12:58 PM
Bob Boyle
Reviewing account assignments.

Oracle Social Network

Follow-Ups

Recent Activity

Conversations

People

Search Results

Your Conversations

Pinnacle Green Server Opportunity
Last Post: 21 min. ago by Nicole Kelly
Tracks: None

Pinnacle North America Presentation
Last Post: 5:49 PM by Julian Henderson
Tracks: None

North America Town Hall Meeting
New!
Tracks: None

Borg Corp Opportunity
Last Post: 4:09 PM by Nicole Kelly
Tracks: None

Messages

Nicole Kelly 27 min. ago
[1] DG450 Server Briefing.pptx
Document DG450 Server Briefing.pptx created.

Julian Henderson 22 min. ago
1 annotation on DG450 Server Briefing.pptx by Julian Henderson.

Julian Henderson 22 min. ago
This looks great! Do you have any competitive info to share with Pinnacle?

Nicole Kelly 21 min. ago
Let me share the latest news about Zion's N-series servers.

Active Settings