

# INFORMATION CONNECTS

## Establishing an Effective Strategy for Managing Multiple Web Sites

### Oracle's Multisite Web Content Management Solution

Web sites are an effective means of communication, but keeping Web sites relevant and up-to-date can be difficult and overwhelming. Many organizations are faced with the challenge of managing both internal and external Web sites, such as intranets, extranets, blogs, wikis, localized Web sites, public microsites, and portals. With limited resources and time constraints, IT is challenged to strike a balance between centralizing control of infrastructure, security, and branding and giving business units the freedom to manage and customize Web sites to meet their specific needs.

Oracle's multisite Web content management solution is a robust single solution for creating, deploying, and maintaining all types of Web sites. With Oracle's multisite Web content management solution, you retain centralized control of the branding, security, and infrastructure, while giving your audience constituents and content creators the ability to build and tailor Web sites to meet unique business requirements.

## Challenges of Managing Multiple Sites

“A key component of a successful knowledge management program is giving people the technology tools they require to easily incorporate content management into their daily work activities. We put the management and publishing of Web site content into the hands of content authors and contributors. In addition, we have brought approximately 350 Web sites under a common architecture, making our site development, maintenance, and management activities much more efficient.”

**Major J.D. Whitlock**  
Chief of Knowledge and  
Content Management  
Air Force Medical Service

Organizations face a proliferation of company Web sites, including multiple intranets, extranets, public sites, and portals. Businesses often have these multiple internal and external Web sites to enable targeted communication; provide training and support; increase employee, partner, and customer satisfaction; and improve sales. Although providing multiple company touchpoints can be a useful business strategy, this site explosion brings numerous challenges, including the need to create and maintain localized or multilingual Web sites; build customer, supplier, and distribution extranets; develop infrastructures for intranets and portals; and keep content consistent and up-to-date across multiple Web sites.

Some examples of multisite applications include

- **Microsites:** Smaller Web sites for targeted communications and product launches, such as new pharmaceutical drugs or new movie releases
- **Multiple-Language Internet Sites:** Localized or multilingual Web sites, such as for geographic offices, franchisees, or retail locations
- **Multiple Intranet Sites:** Intranet views for interdepartmental communication and collaboration, such as views for human resources, branding and trademarks, manager tools, and product information
- **Multiple Extranet Sites:** Audience-specific Web sites with content tailored for different partners, suppliers, distributors, customers, and so on
- **Portals:** Web-accessible and personalized views of content, Web sites, and applications used for internal or external audiences
- **Corporate Blogs and Wikis:** Collaborative Web sites and communication, such as knowledgebase wikis or blogs from the CEO, product management, or marketing

With so many different groups of users, formats, applications, and file types, it can be difficult to assimilate information into a consistent knowledge system. Without a supporting enterprise content management infrastructure to manage multiple Web sites and portals, the process of creating and maintaining new sites can be inefficient, inconsistent, and expensive.

Additionally, managing all those efforts while keeping Web site launch costs low, meeting time-to-market demands for Web site implementations, complying with Web site content requirements, and maintaining consistent branding across Web sites can be a tremendous undertaking for most organizations.

To address these challenges, organizations need a balanced and comprehensive multisite Web content management solution that centralizes architecture management with consistent security, messaging, and branding to meet both enterprise and line-of-business (LOB) requirements. The solution should support all internal and external Web site requirements, facilitate distributed Web site development, and leverage functionality—such as Web

content management, document management, digital asset management, and records and retention management—critical for managing multiple sites. The solution should also balance the needs of corporate headquarters and central IT groups (such as standardized architecture and branding requirements) with the needs of local business units, departments, satellite offices, and different geographic locations in order to realize the full potential of the Web sites.

## Balancing Corporate and Line-of-Business Needs

To address the issues associated with managing a variety of internal and external Web sites, organizations need to retain some centralized control while also giving the business units the freedom to create, manage, and customize their own Web sites. Applying a distributed, balanced approach to managing multiple Web sites satisfies the needs of both corporate IT and the business units. Corporate IT can ensure that corporate standards are met by centralizing the Web sites' architecture, security, messaging, and branding. Business units are allowed the freedom to create, manage, and customize their own Web sites to meet their specific needs. In other words, centralized control, distributed work.

Distributing the work is critical to successfully managing multiple Web sites. With so many different Web sites meeting a variety of business objectives, a central IT group can no longer handle managing everything from infrastructure to layout to navigation to content updates. Requiring one central IT group to manage an organization's multiple Web sites leads to the dreaded Webmaster bottleneck.

An important part of this balance is to take a three-tiered approach to separating out different user roles. This approach aims to satisfy corporate IT, the business units, and business users. In addition, it successfully addresses the unique needs of the three key roles, or categories of users, within an organization: corporate Web development/IT (Web team), local business units (site managers), and individual business users (content contributors).

Each user role has unique requirements about how they want to efficiently deploy, manage, and maintain multiple Web sites. A robust multisite Web content management solution should provide functionality that allows businesses to easily create and manage one, tens, hundreds, or even thousands of Web sites by giving Web teams the ability to centralize control of the Web site architecture, navigation, and presentation; distribute the actual Web site development, deployment, and ongoing maintenance to the business units; and give the content contributors the ability to easily add, modify, and approve content within the context of their Web sites—a framework that's critical when managing hundreds or thousands of Web sites.

## Effectively Manage Multiple Web Sites

Oracle's multisite Web content management solution effectively manages multiple Web sites while promoting rapid content creation; element reuse; collaboration; in-context editing; and decentralization within a controlled, managed environment.

## **Eliminating Bottlenecks at Premera Blue Cross**

Premera Blue Cross found managing its public Web sites, portals, and intranet content to be an increasing challenge as the company quickly expanded. Manual publishing techniques created IT bottlenecks leading to outdated information, as well as inconsistent branding and messaging across the company's Web properties.

Premera chose Oracle Universal Content Management to power its multiple Web properties. Because the product distributes content ownership and Web publishing responsibilities to business users through workflow automation, Premera's Web presence is kept up-to-date and on-brand. With native-format contribution and automatic Web content conversion capabilities, each of Premera's departments is responsible for ensuring the timeliness and accuracy of its respective portions of the company's intranet. As a result of distributing Web content ownership to business users, the IT department can focus on more complex and critical projects.

## **Meeting the Needs of the Web Team**

The Web team, a small group when compared to the other roles, is typically in corporate IT and serves as an organization's Web development and architecture experts. In addition to focusing on development and architecture, they create reusable templates and Web site "parts," or components.

The Web team requires access to tools to create the standard look and feel, navigation, and layout templates, as well as control branding across all corporate Web sites—all on a consistent architecture. In addition, they want to focus on integrating with a corporate security model, developing cross-site search, and building integrations with other applications.

The Web team does not want to own, write, or rekey content; worry about Web site navigation; or recreate work to build a new instance of a Web site. Because of their limited resources, they do not want to be involved in the day-to-day maintenance of Web sites. Rather, by providing site managers with access to tools that allow them to make simple layout and navigation changes, another Webmaster bottleneck can be eliminated.

## **Meeting the Needs of Site Managers**

The site managers are the experts in understanding the Web site audience and LOB requirements, and typically reside in the business units. They are responsible for the Web site's layout and navigation, as well as assigning permissions to content contributors (authors) to access different areas of the Web site. They do not develop the actual layouts and security, but they do determine which layouts and security are appropriate for different sections of the Web site.

Even though a Web site is launched only once, site managers are focused on making continual improvements to the Web site. They want to refine it based on analytics, usability, market trends, and Web audience behaviors.

Site managers do not want to be developers. They do not want to learn HTML or scripting languages, worry about how to provide searching across multiple Web sites, or learn how to integrate with other applications. Also, because they're focused on refining the Web site, they do not want to wait for IT to make simple changes to navigation. Finally, even though they are ultimately responsible for the Web site, they do not want to author or own the entire Web site's content.

## **Meeting the Needs of Content Contributors**

Content contributors are an organization's knowledge experts. They are responsible for creating valuable content that is published to multiple internal and external sites. Content contributors spend a majority of their day creating business content using standard office applications, so having the ability to easily reuse this existing business content within and across different sites is important—it saves them time and energy by eliminating the need to rekey or copy the same content repeatedly.

Being able to create site-specific content using intuitive, simple, form-based contribution or standard desktop applications is critical for the content contributor to effortlessly maintain timely and accurate content. Capabilities such as updating and adding content directly to

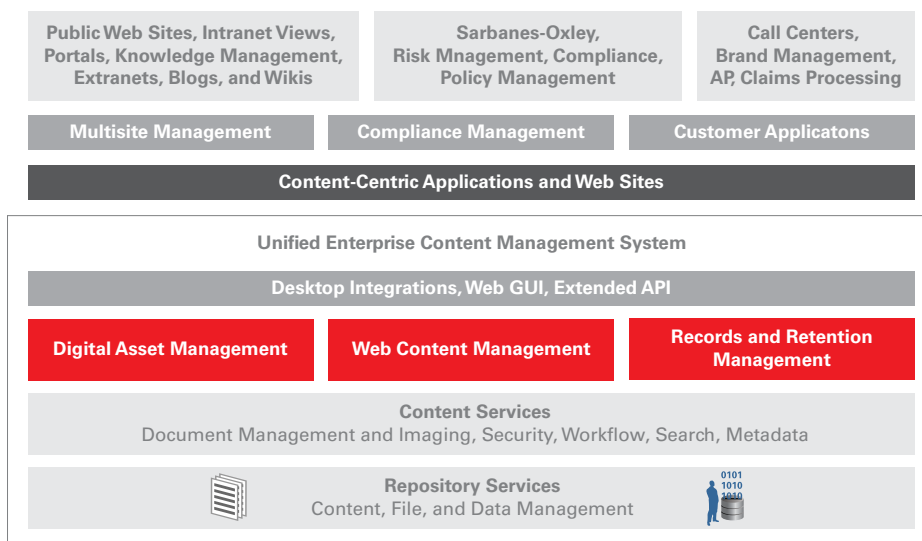
the Web site, using simple drag-and-drop operations from their desktop, and previewing and approving changes directly on the Web site are features that make it even easier for content contributors to maintain multiple sites.

Content contributors want easy-to-use ways to contribute content to multiple Web sites. They do not want to learn a new system, participate in lengthy training, or learn HTML, nor do they want to rekey or copy the same content. Lastly, they do not want to worry about how to keep similar content on many different Web sites accurate and up-to-date.

## Multisite Web Content Management Requires an Enterprise Content Management Infrastructure

Managing multiple Web sites is not simply a Web content management problem. Although Web content management is a necessary and critical component, the added complexities involved with creating and managing multiple Web sites require organizations to also incorporate other elements of content management into their multisite Web content management solution.

Being able to leverage a full array of enterprise content management functionality—including Web content management, records and retention management, document management, digital asset management—and collaboration management is vital to successfully managing multiple Web sites. Having a truly unified, scalable system that can manage and deliver the entire spectrum of unstructured content, including documents, graphics, Web pages, scanned images, e-mail, and records, provides the necessary foundation for an effective multisite Web content management strategy.



Oracle provides a single, unified architecture that allows organizations to deploy Web content management, document management and imaging, digital asset management, collaboration management, and records and retention management on one platform.

## **A Unified Architecture for Content Management**

Oracle provides a single, unified architecture that allows organizations to deploy one platform for

- Web content management
- Records and retention management
- Document management and imaging
- Digital asset management

## **Web Content Management**

Web content management functionality should allow organizations to leverage template technology for content reuse and consistent branding. Functionality such as Web site publishing, in-context Web site contribution, editing and review, as well as automatic native content conversion to Web pages, are all important for building and maintaining Web sites.

## **Records and Retention Management**

Records management is important for internal and external Web sites. For example, investor relations content published on a public Web site might need to be treated as records for compliance purposes. Additionally, policies can be established to help lower storage costs by automatically removing outdated and irrelevant content.

## **Document Management**

Document management enables features such as desktop integrations and content usage tracking for analytics. For example, integrating with desktop applications such as Windows Explorer, Microsoft Word, Visio, or Excel removes the Web administrator bottleneck by allowing contributors to find, add, and edit content on multiple Web sites using applications with which they are already familiar.

## **Digital Asset Management**

Digital asset management provides efficient management of Web images and graphics, which is essential to successful multisite management. Oracle's digital asset management functionality automatically generates renditions of graphics that can be used across multiple sites, in addition to other business uses.

With enterprise content management as the underlying infrastructure for multisite Web content management, organizations will be able to balance the needs of corporate headquarters and central IT groups (i.e. standardized architecture and branding requirements) with the needs of local business units, departments, satellite offices, and different geographical locations to fully maximize the potential of Web sites.

## A Single Solution for Managing All Types of Web Sites

The widespread proliferation of both internal and external Web sites places, great strain on organizations. Without a consistent approach to architecture, security, and presentation or intuitive, easy-to-use tools for keeping content up-to-date, managing multiple sites is inefficient, expensive, and frustrating.

Taking a balanced and comprehensive approach to managing multiple Web sites has distinct advantages. Centralizing the architecture with consistent security, messaging, and branding while giving business users the freedom to create, manage, and customize the Web site successfully meets the unique requirements of both the enterprise and business units.

Oracle's multisite Web content management solution provides the fine balance organizations need to create, deploy, and maintain all types of Web sites. Whether intranets, extranets, localized Web sites, blogs, wikis, public microsites, or portals, Oracle offers a robust single solution to address your Web content management needs. The strong underlying enterprise content management infrastructure coupled with an easy-to-use, in-context Web site authoring environment for business users provides a consistent approach for Web site creation and contribution that enforces IT standards, dramatically improves productivity, and encourages accurate, timely Web content.

### Managing Multiple Web Sites with Oracle Universal Content Management

Thousands of customers use Oracle Universal Content Management as their multisite Web content management solution. Oracle Universal Content Management provides a single, unified architecture that allows organizations to deploy Web content management, document management and imaging, digital asset management, collaboration management, and records and retention management on one platform. In addition to addressing your multisite management challenges, the Oracle Universal Content Management architecture is scalable and flexible enough to support your organization's long-term content management strategy. The single-architecture approach ensures all the components of the system are truly interchangeable, extensible, and complementary—which helps achieve a lower total cost of ownership.

### CONTACT US

For more information on Oracle's multisite Web content management solution, call **+1.800.ORACLE1** to speak to an Oracle representative or visit [oracle.com/products/middleware](http://oracle.com/products/middleware)

Outside North America, visit [oracle.com/corporate/contact](http://oracle.com/corporate/contact) to find the phone number for your local Oracle office.



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