

ORACLE SOCIAL NETWORK

ENHANCE PRODUCTIVITY WITH CONTEXTUAL COLLABORATION

KEY FEATURES

- Integrated with Oracle Fusion Applications
- Stream-based real-time Conversations
- Social capabilities for business activities
- Building blocks for creating collaborative communities
- Web-based document viewing and real-time annotation
- Tablet, Mobile, Outlook, and Web clients
- Integrates with and extends existing infrastructure and applications

KEY BENEFITS

- Richer, interactive discussion participation and idea generation
- Improved effectiveness and timeliness of decision making
- Advanced visibility and insight into business processes, projects, and teams
- Enhanced collaboration with partners and customers
- Faster and more accurate content reviews
- Retrieve historical and compliant records
- Extend social into critical business applications

Oracle Social Network is a secure private network that provides a broad range of social tools designed to capture and preserve information flowing between people, enterprise applications, and business processes. By connecting you with your most critical applications, Oracle Social Network provides contextual, real-time communication within and across enterprises. With Oracle Social Network, you and your teams have the tools you need to collaborate quickly and efficiently, while leveraging the organization's collective expertise to make informed decisions and drive business forward.

Building a Smarter Enterprise

Oracle Social Network enables smarter collaboration by securely and effectively connecting people and business information systems within and across enterprises. For example, you can use it to connect to and collaborate with suppliers, partners, and customers. Oracle Social Network builds smarter teams by connecting individuals and groups in real-time to enable quick and spontaneous collaboration, build extensive corporate knowledge, and foster the reproduction of successful actions. Smarter collaboration leads to smarter teams, smarter decisions, and consistently better results.

Real-Time Communication Using Conversations

Oracle Social Network Conversations enable rich, interactive, and persistent communication between participants. A Conversation can drive discovery and discussion on any topic and among any group of people in both open and private communications. Conversations are modeled after how people interact in real life, making collaboration engaging by providing an efficient method of sharing information across the enterprise.

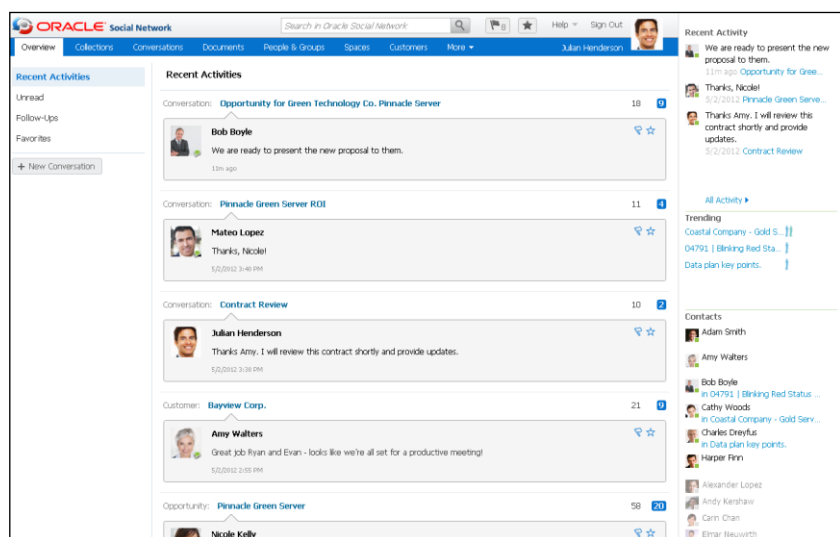


Figure 1: Oracle Social Network Conversation

RELATED PRODUCTS

Oracle Social Network is a component of the Oracle WebCenter family and works with the following Oracle products:

- Oracle Fusion CRM
- Oracle Fusion HCM
- Oracle WebCenter
- Oracle WebCenter Sites
- Oracle WebCenter Portal
- Oracle WebCenter Content
- Oracle Fusion Middleware
- Oracle Business Process Management
- Oracle Database 11g
- Oracle WebLogic Server 11g

Integration with Fusion CRM and Fusion HCM

Oracle Social Network has developed business-specific pre-made integrations with Fusion CRM and Fusion HCM. The integration utilizes Social Objects—pertinent data from enterprise applications or business processes—to enable Conversations in the context of a given Social Object among individuals and teams. For example, the details of a Social Object, such as a Sales Opportunity, can be shared and collaborated on by a sales team through a Conversation. For Fusion CRM customers, this enables sales teams to be more effective in garnering higher win rates and generates more efficient sales processes. For Fusion HCM customers, employees and their managers can play a more active role in talent management and performance management processes.

Rich Collaborative Tools for Content

Oracle Social Network enhances content-producing processes by providing tools to support individuals and groups in the production, review, and publication of content. Multiple participants can view and annotate content together in real-time, allowing faster and more effective content reviews. Participants can use live presence and chat to actively engage others within the system.

Stay Informed with Activity Streams

Activity Streams provide live streaming updates from across the enterprise, including recent activity, trending hot topics, and participants' status. Activities of interest can be filtered in a variety of ways to enable people to access their activities of interest. For example, filter views can show just unread, favorite content or content marked for follow-up.

Collaborate Anywhere, Anytime

Oracle Social Network can be accessed anywhere and anytime from a variety of interaction points including a Web browser, Outlook application, or Mobile and Tablet devices. Each client provides a rich experience through form factors specific to the devices they run on. Outlook integration bridges the social experience between Oracle Social Network participants and their email. Meanwhile, the native client on the Mobile devices provides a seamless interaction while on the road or as an alternative to the Web client.



Figure 2: Oracle Social Network Mobile Application

Extending Social into Enterprise Applications and Business Processes

Oracle Social Network is an open, extensible social platform that enables enterprises to build additional integrations with enterprise applications and business processes. All data from

enterprise applications and business processes can be socialized as Social Objects. In Oracle Social Network, Social Objects contain records from a business application or business process—generically referred to as system-of-record—that are mapped into Oracle Social Network. As a result, Social Objects are explicitly coupled with Conversations, where the object can be discussed in context, and a record of that discussion retained.

For example, a customer service manager can usually access only an ERP system. However, by sharing select Social Objects from a CRM system within the context of an Oracle Social Network Conversation, the customer service manager who is a member of that Conversation can quickly address customer concerns raised during the sales process. This enables individuals and teams to make smarter decisions by providing contextual data from across the various systems in one place. By integrating multiple applications and processes, individuals and teams can solve complex cross-organizational business problems more effectively through the social enterprise.

Deployment within Oracle Cloud

Oracle Social Network is available as part of a portfolio of application and platform services within the Oracle Cloud. Oracle Cloud offers self-service business applications delivered on an integrated development and deployment platform with tools to rapidly extend and create new services. Oracle Social Network is pre-integrated with the Sales and Marketing and Human Capital Management Services within the Oracle Cloud.

Summary

Oracle Social Network revolutionizes how businesses create, understand, and achieve true value through enterprise social networking. Through integration with enterprise applications and business processes, Oracle Social Network drives adoption of and participation in increased collaboration and business productivity. Available within the Oracle Cloud, Oracle Social Network is the social platform that enables smarter collaboration, smarter teams, and, ultimately, smart decisions.

Contact Us

For more information about Oracle Social Network visit cloud.oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together