

Welcome

Best Practices for Digital Experience Adoption

Agenda

- > 5 mins – Introductions
- > 35-40 mins – Presentation
- > 10-15 mins –Live Q&A (you!)

Submit your questions!

- > Use the Q&A module at the bottom left of the browser
- > The colorful widgets at the bottom of your browser have additional resources, including any technical ON24 support.

Speakers

Moderator



Candace Cui
Manager, Events & Strategic Content at CMSWire

Presenter



Lori Alcala
B2B Content Strategist and Writer

Presenter



Kellsey Ruppel
Sr. Product Marketing Manager at Oracle

CMSWire

- > Founded in 2003
- > 400+ editorial contributors
- > Key Services:
 - 200+ articles per month
 - Monthly editorial themes
 - Monthly tweet jams, hangouts, webinars
- > Three Primary Topic Areas:
 - Customer Experience, Digital Marketing
 - Social Business, Enterprise Collaboration
 - Enterprise Information Management

Digital Changes Everything



The Digital Workplace Requires **New Priorities**

Digital Collaboration – Beyond Simple File Sharing



COLLABORATE ANYWHERE

Easily collaborate and share information anywhere, anytime, with anyone - securely



SIMPLIFY BUSINESS AUTOMATION

Simplify & accelerate decisions; eliminate repetitive processes through automation



COMMUNICATE BETTER

Deliver compelling communications faster; enhance interactions that drive self-service engagement

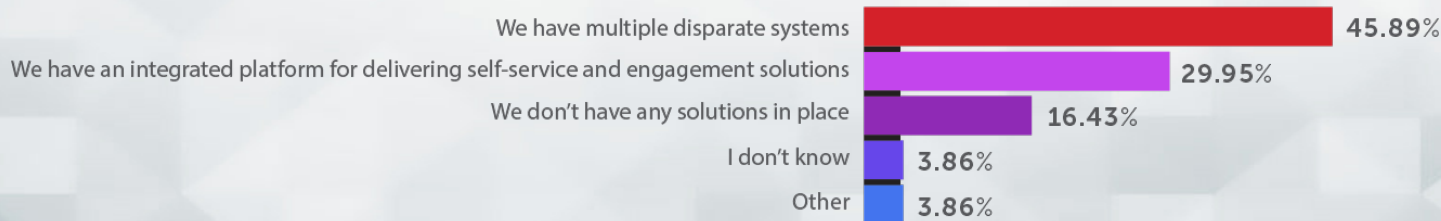


Who did we survey?

get

Your Content Management Needs

What is your organization's approach to self-service and engagement?



How are you currently sharing content and information INTERNALLY?



How are you currently sharing content and information EXTERNALLY?



Internal tools:

SharePoint, Oracle Social Network, Slack, Skype, Yammer, Confluence, Jira and Facebook

External tools:

Twitter, LinkedIn, integrated CMS platform, OneDrive, private social communities, websites, events, and paper

Websites

Which statement describes your organization's websites (internal and external) today?

38% have a many website and several campaign or microsites

33% have a single website shared by all business units

28% have several websites built on one web platform

22% have several websites that are separately hosted and run

47% have 2 to 5



23% have 10 +



Who currently builds and manages your organization's websites?



What are the top three challenges your organization faces in creating new sites or updating existing sites?



Education on brands and products

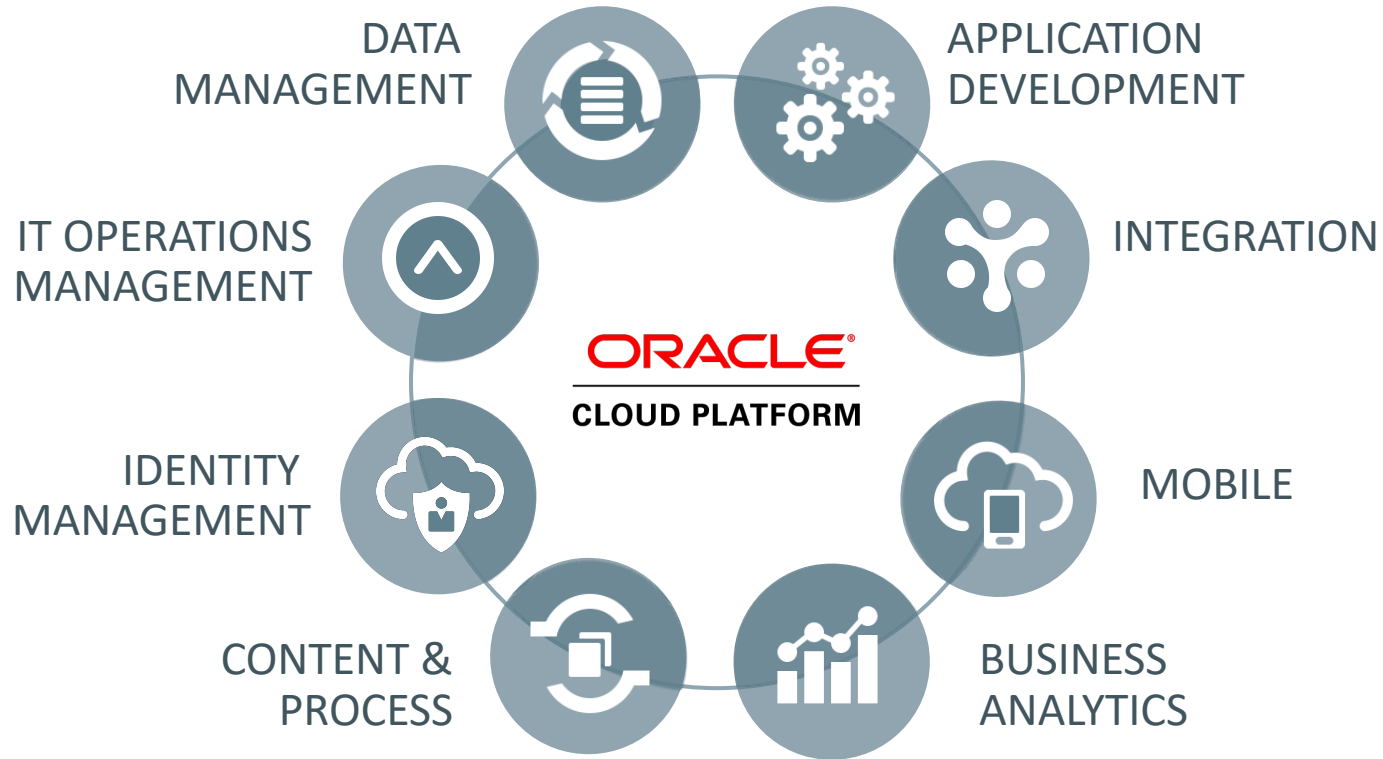


Marketing Campaigns



Communication and knowledge transfer within the company

Oracle Cloud Platform



Questions

We want to hear from you!

- > Use the Q&A module at the bottom left of the browser at any time to submit a question
- > @CMSWire
- > @oraclewebcenter

Plus, take advantage of complimentary downloads in the Resource Widget to the right

Thank You

This webinar has been recorded. The on-demand video will be emailed to you in a few business days. We'll also have a recap article on the CMSWire.com homepage.

Thanks to Lori Alcala and Kellsey Ruppel for the thought-provoking ideas and to Oracle for sponsoring today's event.

If your company is interested in sponsoring a webinar, please email us at webinars@cmswire.com