Cox Enterprises Reimagines Digital Workplace with Oracle WebCenter

Wednesday, September 21
3:00 – 3:45
Marriott Marquis – Golden Gate C3
Agenda

+ Cox Enterprises Company Overview
+ Digital Workplace Program
  – Objectives
  – Design and Technical Implementation
  – Results and Lessons Learned
+ Digital Workplace – What’s Next?
+ Questions and Contact Info
About Cox Enterprises

+ A leading communications, media and automotive services company.
+ Based in Atlanta Georgia with locations in US, Asia, Australia, Europe and Latin America.
+ Revenues > $18 billion; 60,000+ employees.
+ Cox Companies & Subsidiaries:
  – Cox Communications - The third-largest cable TV provider and one of the largest broadband communications companies in the U.S., with services including residential and commercial video, data and voice offerings
  – Cox Automotive - A leading provider of vehicle remarketing services and digital marketing and software solutions for automotive dealers and consumers. Cox Automotive includes Manheim, AutoTrader, Kelley Blue Book, vAuto, NextGear Capital, and DealerTrack
  – Cox Media Group – Includes 14 broadcast TV stations, 60 radio stations, six daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. CMG currently operates in more than 20 media markets and reaches approximately 52 million Americans weekly.
Digital Workplace Overview

“To create a connected, consumer-like digital experience that promotes collaboration, sparks innovation, and helps employees get their jobs done, any place, any time, on any device”

+ Sponsored by Corporate Communications, Human Resources, and IT

+ Objectives
  – Connect and engage employees by providing them with easy access to company, department news, resources and tools
  – Improve UX design & content restructuring of employee info systems
  – Enhance and increase employee collaboration

+ Business Driver - Support Future Focus 2035
  – Increase innovation, achieve business efficiencies, and become more profitable by improving employee engagement and collaboration.

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Portal Vision

The new Company Portal = destination where all employees go for company-wide information as well as shared tools and resources

+ Create a **consumer-grade experience** that presents overall Cox Company-wide news, HR/benefits, and shared tools and resources

+ New Company Portal will become a more **content-rich news hub** and location for **HR/benefits** and **employee services**

+ Positions New Company Portal as a **platform to engage employees as ambassadors and customers** by surfacing news about products, key initiatives, etc. and providing employees broader knowledge of the entire company beyond their division
Technology Landscape
Enterprise Digital Workplace Platform

**WEBCENTER CONTENT**
- Enterprise repository for web content and other assets – driven by profiles

**WEBCENTER PORTAL**
- Company wide & personalized information with in-context access to other applications

**ORACLE®**
- PEOPLESOFT
- E-BUSINESS SUITE
- FUSION APPLICATIONS

**ORACLE®**
- TALEO CLOUD SERVICE

**COX ENTERPRISES**

**COX MEDIA GROUP**

**COX AUTOMOTIVE**

**jive**
- Collaboration platform for peer-to-peer, team and department communication

**Google**
- Enterprise search system for content with “people finder” capabilities

**Internal Applications**

**Other 3rd-Party Apps**

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A Platform for the Vision

+ Why Oracle WebCenter?
  – Need for strong targeting and personalization capabilities
  – Flexibility to provide integration with JIVE and other systems and applications
  – Integration with other Oracle Applications
    • PeopleSoft
    • Oracle EBS
    • Identity Management
    • Oracle Business Intelligence
    • SOA and BEPL
Challenges Identified

+ **Design**
  - Diverse group of stakeholders
  - Need to incorporate industry best UI/UX practices based on technology capabilities and a finite budget
  - Separate design and integration phases/vendors

+ **Technology implementation and integration**
  - Ensure portal = gateway/access to information and other applications
  - Limited platform expertise in-house
Digital Workplace – Design Process

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Building the New Experience - Overview

**DISCOVER**
Review use cases, conduct stakeholder interviews, define goals and success metrics, collect assets, capture knowledge to create an actionable plan to drive development.

**CONCEIVE**
Develop visualization and design comps for the future intranet based on organizational objectives, user needs, content strategy, and technology landscape.

**VALIDATE**
Conduct design walkthroughs with target users to validate design decisions and collect feedback.

**DESIGN**
Expand prototypes and designs from previous phases to create production ready assets.
Building the New Experience - Discover

**DISCOVER**
Review use cases, conduct stakeholder interviews, define goals and success metrics, collect assets, capture knowledge to create an actionable plan to drive development

- **Interviewed key stakeholders** across all 4 divisions to level-set pain-points, perceptions, best practices, and desired state for new company portal
- Conducted **content audit and inventory** to determine gaps, opportunities, and where content exists
- Explored different **content/integration models** for new portal
Persona Summary - Discover

**Adam**
Employee accessing information from own division

- Key business scenarios
  - Log into portal
  - Navigate for content
  - Download content (for example, best practice document)

- Persona requirements - Ability to:
  - Have a single sign-on
  - Navigate to desired content in 3 clicks or less
  - View content based on role/access rights

**Joyce**
Employee accessing information from other division

- Key business scenarios
  - Log into portal
  - Navigate for content in other division
  - Download content (for example, payroll & benefits information)

- Persona requirements - Ability to:
  - Have a single sign-on
  - Personalize content through 'my favorite links'
  - Update payroll and benefits related information

**Sam**
Employee seeking specific content or people info

- Key business scenarios
  - Log into portal
  - Search for specific content or person
  - Download/use content (for example, person information)

- Persona requirements - Ability to:
  - Search content within the portal
  - Integrate search into underlying applications (e.g., KMS) and expose all its search capabilities
  - Perform faceted search

**Tarun**
Manager searching for holidays

- Key business scenarios
  - Log into portal
  - Search for content
  - Download content (holiday calendar)
  - Integrate/use content (embed in email, for example)

- Persona requirements - Ability to:
  - Search content within the portal
  - Save or favorite previous search string (& search results)
Persona Mapping - Discover

- **Employee accessing information from own division**
  - **Pre-conditions**
    - Ability to sign on to intranet
    - User role defined and access provisioned in IDM
    - Updated content/information available in portal
    - Intranet page displays content based on authentication and access granted

- **Workflows & Notifications**
- **Performance Management**
- **Communications & News**
- **Metrics & Dashboard**
- **Rewards & Recognition**
- **Portal Experience Personalization**

- **Post-conditions**
  - Page saved as a 'Favorite' link in 'My Links'
  - Personal tag assigned to page
  - Ability to integrate content from page in another section of the portal

- **Log into portal**
  - 24.03: Ability to automatically sign on to the Intranet when logging in within network
  - 24.05: Ability to sign-on to the Intranet from outside the network
  - 1.7: Ability to have notifications of pending tasks

- **Navigate for content**
  - 6.2: Ability to access performance management policy & procedure document
  - 7.1: Ability to access rewards & recognition section
  - 2.1: Ability to access business metrics and dashboards

- **Search for best practice document**
  - 16.2: Ability to access best practices and success stories
  - 15.2: Ability to access knowledge/content repository (content search)
  - 15.3: Ability to perform faceted search

- **Download (or use) document**
  - 22.05: Ability to create custom content feeds
  - 22.14: Ability to create personal tags
  - 22.15: Ability to save a search result in 'My Favorites'

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Building the New Experience - Design

**Design**

Worked with 3rd-party design firm to incorporate Cox branding and style create production ready assets

- Site Map
- Wireframes
- Hi Fidelity Visualization & Design Comps
- Style Guide
- Our WebCenter partner (Fishbowl) participated in design sprints to provide feasibility analysis
New Company Portal Content

Company & Division News
Key product information, industry news, other high-level division announcements

Culture & History
Bring together company information related to values history, giving, diversity, sustainability, conservation, etc.

Communities
Enable all employees to collaborate around a common topic or interest area regardless of division (C-Suite, Campus Life, Employee Resource Groups)

News & Info

HR/Benefits
Create a single go-to destination for virtually all benefits information, Compass, learning and development

People Finder
All employee people search/finder

Tools
Shared tools and resources (invoice approval, expense reports, manager toolkit, travel, etc)

Companywide Policies
Company-wide policies (i.e. Code of Conduct, security info, etc.)
Portal Governance

“Policies and procedures to manage the portal based on business rules and controls”

- Content Management
  - Profiles and workflows
- Portal User Interface
  - Menu edits/changes
- Portal Operation
  - New features/functions
Digital Workplace – Development Process

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Incorporate Design into Portal

Site Structure & Navigation

Wireframes

Visual Design

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Technical Architecture Design

**Strategy**
- Sizing and migration strategy for Dev, QA, Staging & Production
- Design integration for Oracle IDM, JIVE, ERP Systems, etc.
- Analytics Strategy
- Search Strategy
- Security Strategy
- Mobile Strategy (portal)

**Execution**
- Install Base WebCenter Portal – Sandbox
- Knowledge transfer
  - Documentation for install configuration on QA and Production
Solution Architecture Design

+ Integration design for the following systems:
  – Oracle WebCenter Portal and Content, Oracle IDM, Jive, E-Business Suite, SOA and others
+ Knowledge Transfer + documentation for design and training
Digital Workplace – Framework Approach

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Portal Solution Accelerator - Framework

Software and services for rapid portal setup and deployment driven by user experience and content integration

+ Consists of a WebCenter Portal and content “bundles”
  – Collection of code, pages, assets, content and templates
+ Content integration performed via Fishbowl single-page application task flows
+ Foundational benefits for any portal
  – Time-to-market
  – Speed/Performance
  – Web developer friendly

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WebCenter Portal Feature Mapping

- Out of the box (OOTB)
- Fishbowl
- Configuration
- Minimum Customizations
- Major Customizations
- Final Solution

1. OOTB
2. Configuration
3. Minimum → Major Customizations
4. Final Solution

- Skinning / Templates
- Responsive
- Portal (libraries, pages, task flows)
- Content (metadata, components, services, assets)
- Modifications to templates, USP, etc.

- Green = OOTB WebCenter
- Blue = Extension via Framework
- Yellow = Minimum custom development
- Red = Heavy custom development

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Content Integration

+ **Hybrid approach**
  - Simple updates and adds are done at the portal UI level
  - Most other contributions take place with the content server UI via profiles

+ **Features:**
  - Web inline edit – desktop or mobile
  - Drag and drop documents
  - Multi-lingual
  - Button to edit metadata
  - Responsive content
Personalization

- Driven by user attributes

- Tagging by these values:
  - Division
  - Department
  - Company
  - Location
  - Management
  - Employee Type
Security

Roles and Groups from Oracle Unified Directory drive security

Fishbowl's Advanced User Security Mapping (AUSM) enables user management to be controlled by WebCenter administrators

Portal
- Participant
  - Access to the site
- Contributor
  - Allows for editing web content
- Announcement
  - “Super” contributor
- Administrator

Content Server
- Contributors
  - Access to Profiles via check-in and search
  - Access to PSA Tools
  - Division contributors
  - Corp Comm contributors
- Administrator
  - Access to administrative tools
Collaboration - JIVE

Pull activity stream from the JIVE system & display

User interacts with the portal

Portal

Query recent items – via SOAP WSDL approach

Portal passes in the required info to get a return result for the user \ credentials

Pull information from source systems via SOA and serve them up to portal

Notification

(To dos = all other sources)

SOA

Activity Stream (Jive)

User interacts with the portal

Dashboard

Display

Portal

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PeopleSoft

+ Additional layer of personalization queried from database tables for attributes
+ Hide or show content
+ Manager details / confidential information
Google Search Integration

- **Portal Search Suite** is a collection of Portlets in the resource catalog
- Administrators apply portlets to the page(s) and configure
- Works with the GSA Connector on the Content Server
- Full content server security is available
- Can use portlets across many pages depending on the use cases

**Content Server**

- **GSA Connector** is a content server component
- Full content server security is available
- This has a set of configurable parameters
- UI features available in the content server experience as well

Google Search Appliance is configured to index the required sources, including one or more content servers. Access the index via the GSA Connector.
Optimized Portal Performance

+ 10x performance improvement vs. OOTB

+ About 12 components – 4 is recommended!

+ Additional caching layer – back end and front end
Results & Lessons Learned

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Accomplishments up to date

+ Jive Collaboration platform deployed
+ Portal design completed
+ Content re-authoring in process
+ Dev, QA(s), Staging environments built
+ Integration: Enterprise portal: 14 out of 16 sprints completed
+ QA testing and Defect Resolution In progress
Tips & Tricks – Lessons Learned

+ Know thine methodology – think it all the way through
+ Align build and design phases in parallel
+ Timely design decisions – Critical Success Factor
+ Impact of functional designs on timeline & budget
+ Aggressively work Knowledge Transfer for dev and support teams
+ Plan for excess development capacity
+ UX/UI review as you go