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Prepared For:

**Newspaper Association of America**



**RFI Response**

August 11, 2009

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## Executive Summary

The response to this RFI is a very high level description of the capabilities of the Oracle Content Management offering. Once the specific deliverable requirements have been established, DTI will deliver a comprehensive solution offering detailing product functionality and future state descriptions.

There is a tremendous amount of information available on Oracle's website related to content management and digital asset management. There are two white papers submitted with this response for your convenience. The specific site for content management is listed below.

<http://www.oracle.com/products/middleware/content-management/index.html>

We look forward to partnering with you on this project.

## About DTI...

### A History of Success

Founded in 1984, DTI Integrated Business Solutions has built a reputation of providing enterprise content management solutions that solve real day-to-day problems for our customers. From Fortune 500 corporations to start-ups, we analyze your operation, meet with your people and recommend a solution.

DTI is a leading supplier of high-performance enterprise management solutions. By representing multiple solutions, DTI provides you with several alternatives that answer your content management needs based on the real challenges you face, not just the capabilities of a single product.

### Our Mission

DTI delivers integrated content management / workflow solutions that increase business efficiency, provide rapid access to mission-critical business information and maintain document security. Our integrity and commitment to technology leadership enables us to deliver solutions that rapidly achieve ROI through long term and sustained value.

### Our Values

At DTI, it is important that we:

- Build relationships based on trust, respect and mutual understanding.
- Help our customers achieve their business objectives.
- Provide unparalleled service and support.
- Act with the utmost integrity and be guided by what is ethical and right for our customers.

## RFI Response

**1) What are the available options for providing access to digital content based on the exchange of some currency, which could include cash, user information, print newspaper subscription status, usage frequency, rewards points, etc?**

Access to digital content will be available through various methods including through web pages. Content can be searched and presented in the Oracle content viewer.

**2) What are the key requirements for a platform that supports the goal stated above?**

Oracle supports various platforms and more detail can be found on the Oracle Content Management site and in the Oracle UCM overview delivered with this response

**3) What are the technological capabilities of current solution providers and, if applicable, what additional development is required?**

DTI is fully capable of implementing Oracle UCM solutions including any custom development required. More detail can be provided once project deliverables are more closely defined.

**4) What is the business model for current solution providers?**

DTI uses a six step process called our Customer Business Focus to deliver solutions. The six steps in the process are:

- Assess – conduct detailed assessment of business requirements and technical infrastructure
- Define – Define the solution design and scope of work based on the detailed assessment
- Develop – Development and engineering teams build the solution in our labs in collaboration with client
- Deploy – install and deliver all components of solution on client site
- Knowledge transfer – DTI delivers custom training specific to user and project requirements
- Partnership – DTI is your partner through the life of the solution. We continue to help clients gain benefit from the solution as requirements and technology changes.

**5) What insights can providers offer on consumer behavior/preferences regarding payment for services or willingness to provide personal information?**

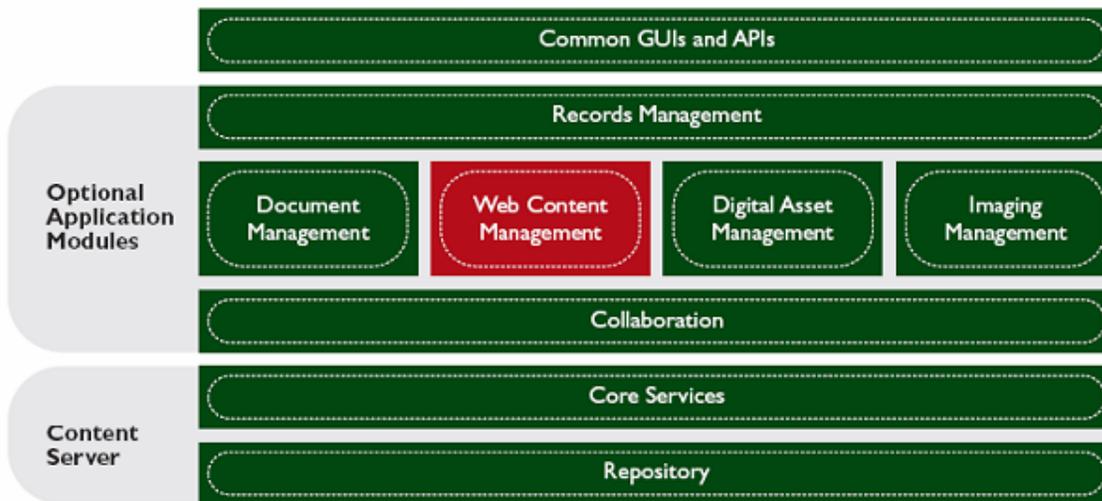
DTI is more than just a technology provider. We can provide consulting services to help guide organizations toward best practices and organizational improvement.

## Capabilities

Respondents to this RFI should be prepared to describe their ability to create, modify and support technology to enable any/all of the following capabilities:

- Accept or retrieve content from participating newspapers/media companies.

Oracle UCM (Universal Content Management) provides a flexible, secure, centralized, web-based repository that manages all phases of the content life cycle from creation/accepting from various sources (newspapers/media companies) and approval to publishing, searching, retrieval, expiration, and archival or disposition.



- Manage single sign-on that allows consumers to navigate across participating media company Web sites

Oracle Content Server's web server plug-in includes an out-of-the-box capability to use the value of standard HTTP header, REMOTE\_USER, as an authenticated user. This allows Content Server to support many web single sign-on environments without any need for customizations.

[Read more on Single Sign-On Capabilities with Oracle UCM 10gR3](#)

- Process content in industry standard formats for news (NITF, NewsML2)

NITF and NewsML2 are both standards based formats and XML based, which are traditionally supported by Oracle platforms. In addition, Oracle UCM can inherently render hundreds of native content formats for viewing. However, further discovery would be needed to determine internal conversion, processing, and storage needs to fully understand capabilities as they relate to your projects.

- Track proper source of original content

As Oracle UCM is a metadata driven system, Metadata is applied to each item checked into the repository, such as Title, Content ID, Author, and Content Type, which helps to track the proper source.

- Manage and protect intellectual property rights of content

Oracle Information Rights Management takes care of securing and tracking sensitive digital information everywhere it is stored and used. It extends security, control and tracking beyond an organization's own network to remote user desktops, laptops, mobile wireless devices and more. Oracle Information Rights Management uses encryption to "seal" documents and emails, associating each with a policy and providing a digital signature to defend against tampering.

- Provide effective and efficient browser based user interface

Users are able to access the Documents/ Content items using their web browser and optionally desktop interface too. No client side applications need to be installed for business users. The business users will be prompted for an automatic browser plug-in the first time they enter contribution mode.

- Provide appropriate database technology for content management  
Oracle, Microsoft SQL Server, Sybase, DB2 and Informix. Please refer to the

[UCM Certification Matrix.pdf](#) for details. **(Content DB)**

- Manage a variety of transactional capabilities (e.g. micropayments, subscriptions, etc.) based on a range of criteria (e.g. existing subscriber or member, number of pages viewed or stories accessed previously, etc.)

UCM does support usage tracking and features standards based integrations with many business applications. This approach could afford the flexibility and architecture needed to manage and integrate with your financial pay for content solutions, all conveniently unified within the same user interface. Further discovery would be needed to determine ultimate feasibility of the UCM solutions and transactional tracking as it relates to your requirements.

- Communicate with banks using standard formats (please include capabilities to accept credit card information, process transactions, reconcile payments, etc.)

Oracle Service Bus for Financial Services provides a service-oriented architecture (SOA) for integrating existing applications with financial messaging networks for payments, settlements, and electronic trading. By helping companies deploy Financial Services messaging standards (SWIFT, FIX, SEPA, FpML, EDI, BAI2, etc.) through a service-oriented integration approach, Oracle Service Bus for Financial Services enables companies to consolidate payment infrastructures, reduce the time to compliance, translate internal formats to industry standards, and implement straight-through-processing (STP) with confidence. Oracle Service Bus for Financial Services brings flexibility to financial messaging through its market-leading, highly scalable, message-based service integration platform.

Oracle Service Bus for Financial Services received the SWIFTReady Financial EAI label for 2008.

For more information please click:

[Oracle Service Bus for Financial Services](#)

- Provide PCI compliant customer information protection

Several options exist for achieving and maintaining PCI compliance with Oracle solutions. These can be either both hosted and non-hosted options, depending on your specific needs and further discovery of your infrastructure.

For Payment Card Industry Data Security Standards specific to Oracle Database:

[Oracle Database Security](#)

Oracle also offers, as part of its hosted application management -On Demand Service, Level 1 PCI Compliance. For more information:

[Oracle On Demand Services](#)

- Provide an information barter environment with appropriate privacy and other protections (i.e. access to content in exchange for more detailed user info)

Oracle UCM provides security based on users, groups and accounts. Users, groups can be assigned different permissions like read, write, delete and admin. Oracle UCM also supports out of the box integration with external security system like LDAP, Active Directory etc.

Content items can be encapsulated with more detailed authentication details like User information, credential details etc. This might require slight customization.

- Provide simple customer registration/logon process

Oracle UCM allows self-registration of the users. In this case, the users accounts can be reviewed by a reviewer and approved.

Also, customers can be treated as external users who are automatically registered in the system but are not manually set up by an administrator and might use a Microsoft login or some other type of provider (such as LDAP) login. Their credentials can also be verified from a trusted domain or LDAP directory.

- Tie a customer and their information to a particular newspaper (their home paper)

Yes, Oracle UCM allows subscription of the users to a content item like newspaper, project information etc. Once subscribed, the user will get notification of the newspaper on the home page itself. Users can also post their own newspaper item with the required access control.

- Provide references to relevant content from participating newspapers

Yes, Oracle UCM can search the relevant newspapers based on user preferences. A user can define the preferences based on metadata like category, region etc. Once this is done, it can be stored as a link and run anytime a user wants to search for new newspapers.

- Provide design with advertising positions

Yes, Oracle UCM can provide sections on the website for advertising space. Authorized users can post their advertisement on the region assigned. Once the advertisement will be posted it can be reviewed by the reviewer and automatically posted on the website.

- Include AdsML based e-commerce

AdsML standards can be supported during implementation.

# Oracle Content Management

## Overview

Oracle Content Management provides leading-edge solutions for all types of content management needs. From file server consolidation to sophisticated multisite web content management, Oracle Content Management provides a robust, scalable solution, along with a powerful infrastructure that allows you to create content-enabled applications. Below is a snippet from the Oracle website giving basic information on the Oracle Content Management offering. More information is available in the Oracle website and also sent as a PDF along with this response.

### Oracle Universal Online Archive

Oracle Universal Online Archive delivers highly scalable content archiving infrastructure and services for ingesting millions of content items such as emails, documents, and images from different content sources. UOA serves as a smart repository to classify, enforce, and manage lifecycle for historical content, to meet compliance and eDiscovery requirements, and to dramatically reduce storage costs. [Click here for more information.](#)

### Oracle Universal Content Management

Oracle Universal Content Management provides industry-leading technology for Multisite Web Content Management, Document Management, Digital Asset Management and Records Management. Built on top of the powerful Oracle Content Server, these solutions allow you to quickly roll out a broad array of content solutions on a single, unified platform. [Click here for more information.](#)

### Oracle Universal Records Management

Oracle Universal Records Management (URM) enables you to apply your records management policies and practices on content in remote repositories such as file systems, content management systems, and email archives. URM also enables you to apply records management practices to non-records content. [Click here for more information.](#)

### Oracle Document Capture

Oracle offers two products, Oracle Document Capture and Oracle Distributed Document Capture, that streamline the capture process of paper and electronic documents. Oracle Document Capture supports high volume production scanning from a central location while Oracle Distributed Document Capture provides a user-friendly web interface that allows distributed enterprises to easily capture images from remote locations. Both products are fully integrated with Oracle Imaging and Process Management and Oracle Universal Content Management, to provide organizations with one system to capture, manage, store and electronically retrieve their mission critical business content. [Click here for more information.](#)

### Oracle Information Rights Management

Oracle Information Rights Management is a new form of information security technology that secures and tracks sensitive digital information everywhere it is stored and used. Conventional information management products only manage documents, emails and web pages while they remain stored within server-side repositories. Oracle Information Rights Management uses encryption to extend the management of information beyond the repository. [Click here for more information.](#)

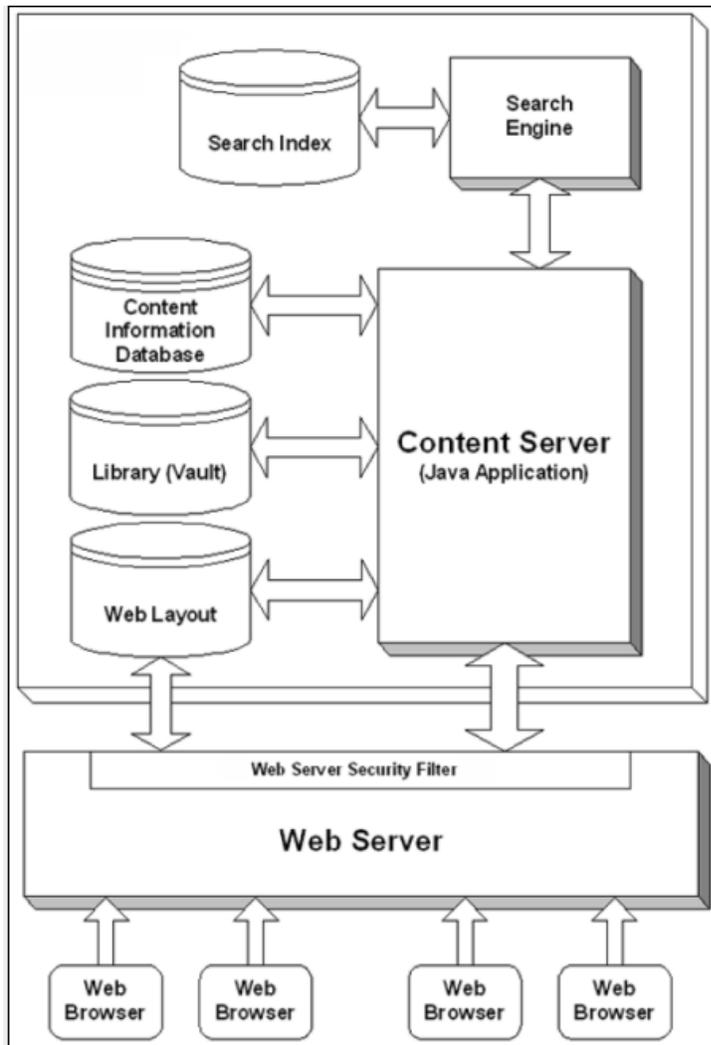
### Oracle Imaging and Process Management

Oracle Imaging and Process Management (IPM) provides organizations with a scalable solution focused on process-oriented imaging applications and "image-enabling" business applications, including Oracle E-Business Suite and PeopleSoft Enterprise. It enables annotation and markup of images, automates routing and approvals, and supports high-volume applications for billions of items. [Click here for more information.](#)

### Outside In Content Transformation Technology

Outside In Technology provides software developers with a comprehensive solution to access, transform and control the contents of over 400 unstructured file formats. From the latest office suites, such as Microsoft Office 2007, to specialty formats and legacy files, Outside In Technology provides software developers with the tools to transform unstructured files into controllable information. [Click here for more information.](#)

## UCM Architecture Diagram



## Solution Investment

Oracle Content Management offerings has many configuration options and modules to fit the exact needs of any organization. To determine the required components and deployment will require more information than is provided in this RFI. Pricing for all Oracle components are available on their website at <http://www.oracle.com/corporate/pricing/technology-price-list.pdf> . These are standard list prices and final solution configuration and pricing will be delivered once solution specifications are identified.

Typical services engagement required for implementation can also vary widely depending on the number if components, integration points, and functionality to be deployed. In most cases, service costs are in a 1:1 ratio with software costs for these solutions. For example if the solution requires software costs totaling \$100,000, services estimates are usually \$100,000 as well.