



# Oracle WebCenter Sites Mobility Server

## **Simplicity. Out of the Box.**

Mobility Server offers state-of-the-art technology and a comprehensive solution to enable organizations to publish rich websites and deliver an exceptional user experience across thousands of mobile and tablet devices.

### *The burden of keeping up with mobile technology should not be yours.*

At first blush, it may seem like a small effort to develop a few additional, stripped-down templates for mobile devices since you're already doing so for the desktop; perhaps it seems Responsive Design techniques will let you create one design to address any visitor that may come along. You then quickly realize the mobile web is nowhere near as homogeneous as the desktop web. It's not enough to just design and test on 3 or 4 different browsers on a PC or Mac. You now have to account for different screen sizes, aspect ratios, pixel densities, keyboards, browsers, network speeds, network connectivity, behaviors – touch, joysticks, trackballs, soon voice control – as well as unpredictable support for image resizing, video formats and styling. You now have to worry about the proliferation of new devices that are being introduced seemingly every day and hope that your templates and your testing are able to keep up.

So where should your team's focus be -- on your organization's business priorities or becoming an interactive mobile agency? Should your money be spent building out a mobile testing lab and paying your IT support organizations and consultants to keep updating templates as new devices are introduced?

### *Mobility Server simplifies mobile.*

Creating and deploying mobile websites is simple and straightforward with Mobility Server. Out-of-the-box, mobile Display Objects (content modules) provide the key building blocks to enable easy creation of mobile websites. Display Objects are designed, built and rigorously tested to deliver intelligent formatting and optimal presentation of content across mobile and tablet devices of different capabilities, form factors and generations. Using Mobility Server Display Objects, you can be assured of pervasive reach of your company's web content as well as state-of-the-art functionality and user interaction.

The Mobility Server product team takes on the burden of building and maintaining sophisticated Display Objects that not only work well across myriad existing and new devices but also take advantage of the latest technology advances introduced on those new devices. Therefore, with minimal upfront coding effort and ongoing maintenance, you can deliver a beautiful mobile website or web application that is up-to-date.

### *Faster, cheaper and simply better - now and in the long run.*

Mobility Server offers out-of-the-box Display Objects, broad device coverage, deep WebCenter Sites integration, a "minimal-code" implementation approach, an intuitive Graphical User Interface for styling the mobile site with Instant Preview, built-in support for 3rd party content feeds and ongoing, timely updates for new devices. These powerful capabilities make building and maintaining state-of-the-art mobile websites or web apps significantly faster and materially less expensive than other alternatives. Most importantly, however, Mobility Server doesn't squeeze desktop sites onto phones -- it gives you the flexibility to create a mobile site



targeted specifically to your mobile users and to continually improve the user experience as you learn more about what's important to those users.

*Native application support:* A new Mobility Server module (beta targeted for Year End 2013; GA in Q1, 2104) built on the Apache Cordova framework will allow customers to leverage their Mobility Server investment to generate native applications of their mobile sites for Android and iOS devices. These native applications will also include support for offline browsing plus provide access to native services such as access to the camera and locally stored content.

The table below illustrates the differences between a Mobility Server implementation versus options such as Responsive Web Design (RWD) and the Sites Mobile Option. Since the Sites Mobile Option does not include any templates or frameworks to assist in developing a mobile site, we compare two ways that a user could proceed with the Sites Mobile Option -- by creating separate templates, from scratch, for mobile devices or by using RWD.

	Responsive Web Design	WebCenter Sites Mobile Option (BYO Families)	WebCenter Sites Mobile Option (w/ RWD)	WebCenter Sites Mobility Server
<b>Mobile Web Experience</b>				
Optimized Layouts for High-end Devices	Yes	Build + Maintain your own	Yes	Yes
Optimized Layouts for Low-end Devices	No	Build + Maintain your own	Build + Maintain your own	Yes
Tailor experience for unique needs of mobile users	No	Build + Maintain your own	Build + Maintain your own	Yes
Ability to deliver mobile-specific content	No	Yes	No	Yes
Offline Access	No	No	No	Yes
<b>Server-Side Components</b>				
Server-Side Image Optimization	No	No	No	Included
Compatible With WURFL	No	Yes	Yes	Yes
Compatible with DetectRight	No	No	No	Yes
Per-Device Page Caching	Not needed -- same markup served to all devices	No	No	Included
<b>User Experience</b>				
Ghost-Click Prevention	Build + Maintain your own	No	Build + Maintain your own	Included
Fast Taps	Build + Maintain your own	No	Build + Maintain your own	Included



Geo-Location	Build + Maintain your own	No	Build + Maintain your own	Included
<b>Components</b>				
Tabs	With 3 <sup>rd</sup> party framework	No	With 3 <sup>rd</sup> party framework	Included
Carousel	With 3 <sup>rd</sup> party framework	No	With 3 <sup>rd</sup> party framework	Included
Menus	With 3 <sup>rd</sup> party framework	No	With 3 <sup>rd</sup> party framework	Included
Accordion	With 3 <sup>rd</sup> party framework	No	With 3 <sup>rd</sup> party framework	Included
Live Tiles	No	No	No	Included
<b>Support and Maintenance</b>				
Tested on existing devices	Some	No	Some	Included for all Display Objects
Updates as new devices come to market	Framework dependent	No	Framework dependent	Included for all Display Objects
<b>Native Applications</b>				
Content Updates	WCS Publishing Process?	WCS Publishing Process?	WCS Publishing Process?	WCS Publishing Process
Design Updates	Third Party	Third Party	Third Party	Managed using Mobility Server
New OS Versions	Third Party	Third Party	Third Party	Included
Offline Support	Third Party	Third Party	Third Party	Included