



WEBSITE

otn.oracle.com/otnsemanticweb

CHALLENGE

- Content needed to be converged from static HTML, Podcasts, Blogs, Forums
- Task-oriented users wear technical specialty blinders, miss useful related information
- Very difficult to anticipate all the needs of the very diverse user community
- Horizontal portal model is limited in its ability to present all pertinent information from each page

SOLUTION

- Daily aggregation from heterogeneous sources using RSS
- Relational navigation reveals what's available by category and calls out unseen content interrelationships to facilitate discovery
- RSS feeds allow users to syndicate content based on relational navigation discoveries

RETURN

- Full scope of OTN content now easy to discover
- Discoveries can be shared mashups ala' Yahoo Pipes
- Raised awareness of RDF capabilities in the Oracle technical stack
- Extensive beta of companywide taxonomy to refine its effectiveness
- AJAX UI and widgets such as the date slider has upped OTN's cool quotient



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Oracle Technology Network Semantic Web Functionality Drives Discovery By Unifying Portals and Illuminating Exploration Beyond Users' Blinders

"Seamark meant we didn't need to try to be prescient and prebuild navigation that anticipated the needs of an incredibly diverse set of users." -- Justin Kestelyn, Oracle

Oracle Technology Network (OTN) is the world's largest community of developers, database administrators, and technical architects. The more than 5 million registrants have a diverse set of backgrounds ranging from Windows and Linux administration to architecture of SOA applications. The site's business objective is to drive evaluations and evangelism for Oracle technology used in conjunction with open standards and open-source technology. To that end, downloads and hands-on tutorials are featured, the community is empowered to share advice and best practices, and Oracle employees provide personal, practical content beyond Oracle's formal documentation.

OTN Portal Silos Were Limiting Discovery of Content That Mattered

Classic OTN content is a collection of horizontal portal websites plus blogs, podcasts, forums, and access to software downloads. This content is served up in separate silos unified only by homepage links and Oracle Secure Enterprise Search (SES) results.

That segregation, aggravated by the tendency of task-focused OTN users to wear the blinders of their technical specialty, meant much useful information remained undiscovered even by OTN users who visited daily.

Seamark Drives Discovery of Useful Related Content Across All OTN Sources

Since OTN was the second use of Seamark at Oracle, the OTN crew knew Siderean could help them tackle their project rapidly. Instead of a lengthy and complex integration to aggregate all the relevant content, Oracle tapped

built-in Siderean capabilities including the leverage of RSS feeds. "We also got to use





some of Siderean's new AJAX widgets like the date slider," says Oracle's Justin Kestelyn, "which ups OTN's cool quotient and eases discovery."

Seamark's Semantic Web- and AJAX-based second skin for OTN dynamically outlines the full scope of relevant information. When an OTN visitor subsets content by choosing a topic or entering an Oracle SES text search, Seamark enumerates the content items remaining in each category and silo. For example, a user selecting Oracle RAC could then choose the most prolific RAC blogger from the tag cloud widget, select a range around the cluster of entries near the date of the last RAC release, and then link to a forum discussion on RAC in open source environments.

"We've also giving users the ability to create a relational navigation view specific to their interests across these various Oracle systems, then subscribe to it as an RSS feed mash up," says Kestelyn. "Take that, Yahoo Pipes."

Proof of Concept Success Ensures Broader Seamark Deployment to Come

The project successfully raised awareness of the Semantic Web capability baked into the Oracle technology stack. At the heart of OTN's new functionality lies the encoding of the site's metadata tags in RDF (Resource Description Framework), based on the WorldWide Web Consortium (W3C) standards developed for the Semantic Web. That same RDF powers OTN's Seamark-based relational navigation. Oracle praises Seamark specifically for its ability to aggregate RDF metadata models from many sources, including the Oracle Database 10g, Oracle SES, RSS feeds, and unstructured text.

RDF-based Relational Navigation also meant OTN editors did not have to be prescient about the needs of users. The less flexible approach of guided navigation requires freezing a predetermined hierarchy before deployment and empowers drilldown only, failing to lead users to cross-linked material. In contrast, OTN was deployed quickly with a working taxonomy. Editors tuned it on the fly to add, change, or remove terms and properties to better illuminate and optimize content interrelationships. This flexible web of data provides the guidance of relational navigation today across OTN and will evolve into a company-wide taxonomy that unifies navigation of all Oracle Websites.

Expect Continued Improvement to Ease Discovery of Relevant OTN Content

Next steps, according to Justin Kestelyn, are to finish cleaning up and optimizing the taxonomy, and to consider adding new features of Seamark including user tagging. No matter what your technical depth or specialty, see how easy Seamark makes it is to master the power of discovery at otn.oracle.com/otnsemanticweb.

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"We're giving users the ability to subscribe to an RSS feed mash up of content of interest across OTN."

-- -- Justin Kestelyn, Oracle



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