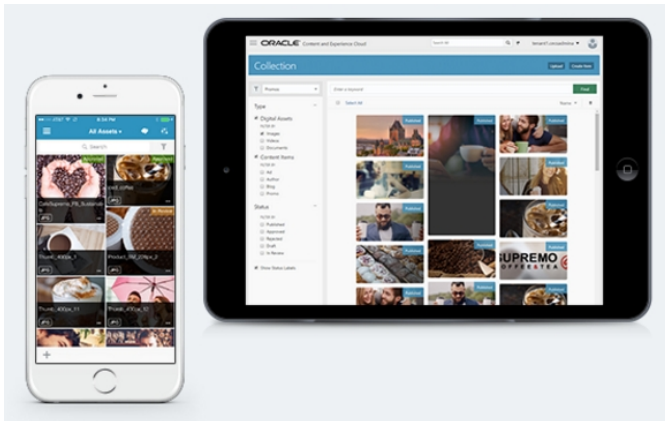# Oracle Intros Content and Experience Cloud

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Oracle aims at the likes of Adobe with the Content and Experience Cloud-- a "digital experience" platform enabling organisations to manage and deliver content to any digital channel.

The cloud-based hub allows organisations to drive engagement with customers, partners and employees, with the easy creation and distribution of content to improvement brand engagement and customer growth and retention. As a single cloud-native platform, it handles content collaboration and provides rich APIs for experiences across all channels.

A single hub provides users with means to create, share, manage and publish content to any channel, including business documents, digital assets, user-generated content and web content, with management via enterprise applications. The platform integrates with the Oracle Oracle Customer Experience Cloud Suite, an integrated cloud application suite promising a smarter approach to customer experience management and business transformation initiatives, as well as other Oracle Cloud Platform services, including Oracle Process Cloud, Oracle Mobile Cloud and Oracle Integration Cloud.

"Organisations are faced with a deluge of content," the company says. "Oracle Content and Experience Cloud helps organizations develop, use, and distribute content in a meaningful way to deliver contextualised experiences, improve customer loyalty, and create brand advocates."

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