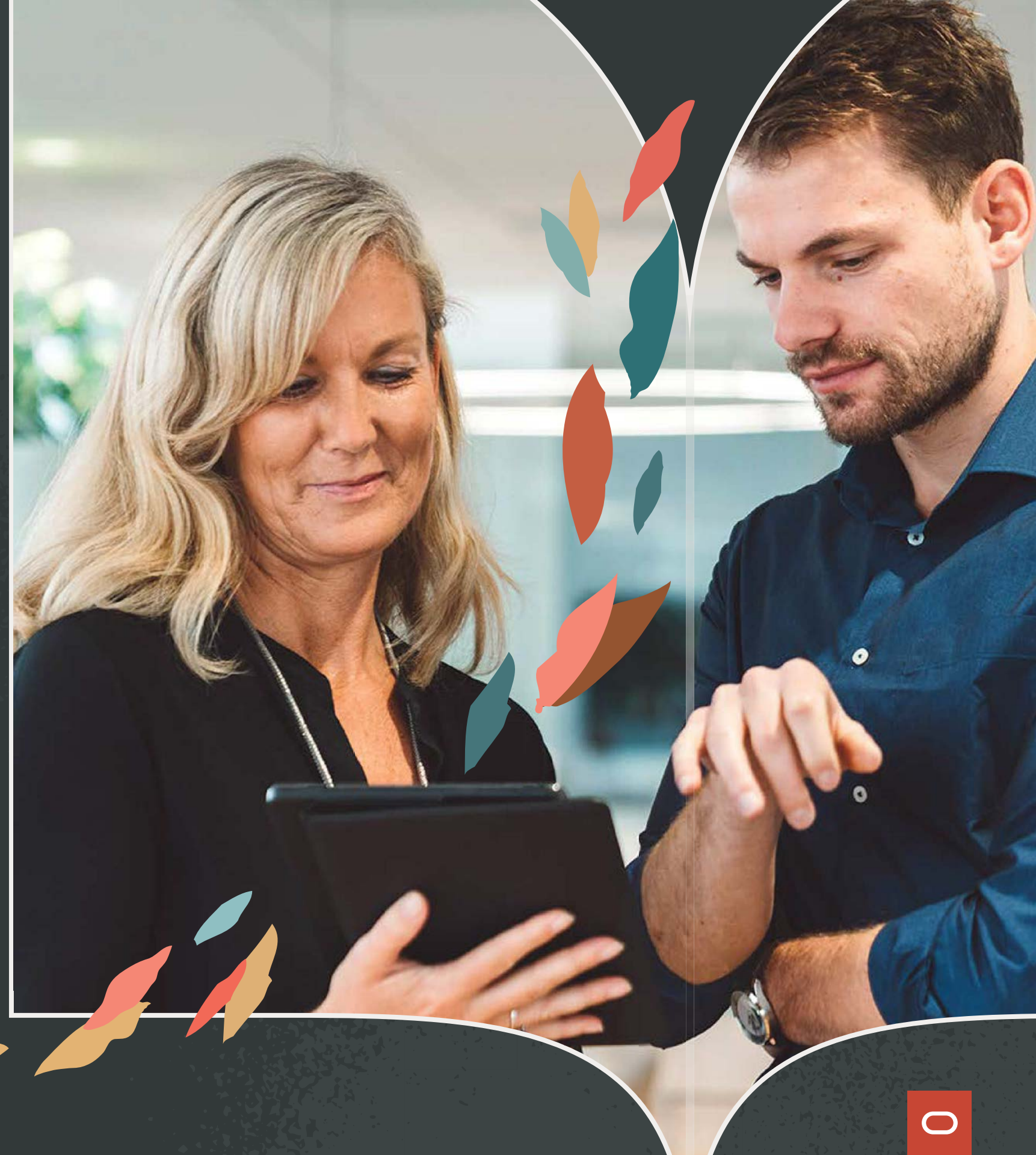


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Oracle AI Playbook for Operational Excellence

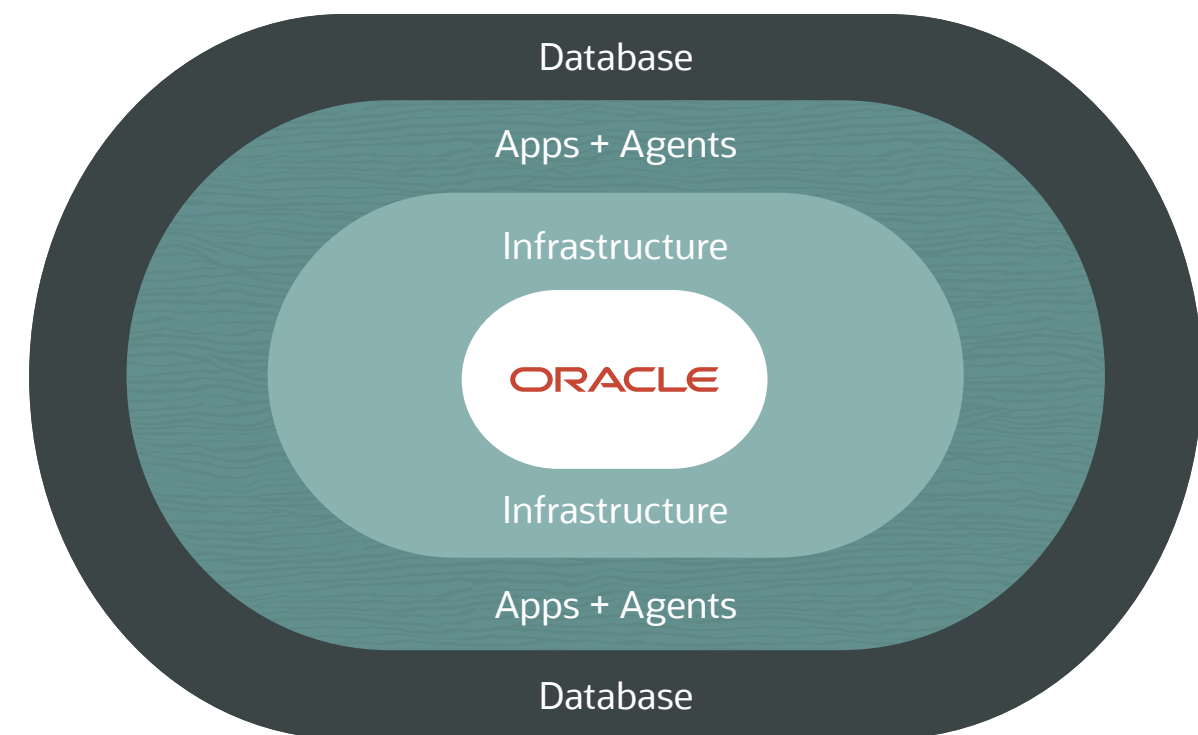
Driving enterprise success with Oracle AI



Our strategy for relentlessly focusing on people, processes, data, and systems so we can achieve more with less

Every organization is racing to put AI to work. CEOs know the promise of AI is real. And they know the stakes are higher than ever—if they don't move fast enough, others will lead in their industries. At the same time, however, there are concerns around security, privacy, and compliance. How can organizations leverage AI to reduce costs and accelerate growth without introducing new risks?

Just like you, we've faced the question of how to scale AI across the enterprise. And while it can be difficult to know where to begin or how to manage the AI journey, we've been down this path. At Oracle, we've jumped right in. AI isn't a side project or an experiment on the margins—it's embedded in the workflows that power our operations. Oracle's unified, AI native technology stack—spanning Oracle Cloud Infrastructure (OCI), Oracle AI Database, and Oracle Applications—is transforming the way we run our business.



Oracle leverages more than 150 embedded AI features across HR, finance, the supply chain, marketing, sales, and service, adopted out of the box with quarterly releases so improvements compound over time. We complement this with simple-to-use OCI AI Services and Oracle AI Agent Studio, a platform for creating and deploying AI agents throughout the enterprise.

Across our organization, AI already helps Oracle teams save thousands of hours a year, and it has made us a more efficient and agile company. AI gives us a significant edge—helping expedite business cycles, adapt quickly to changing market demands, and enhance customer, partner, employee, and candidate experiences. Ultimately, our broad and deep adoption of AI isn’t only helping drive higher growth and improved margins but also strengthening our risk management and compliance, thereby positioning our business for sustained competitiveness and long-term shareholder value.

The Oracle AI Playbook for Operational Excellence captures how we’ve achieved these outcomes. Our strategy goes beyond technology. It’s about aligning people, processes, data, and systems so we can achieve more with less. By sharing what we’ve learned, we hope to help other organizations accelerate their own AI journeys and realize the full potential of this transformation.

Oracle unlocks the full potential of Enterprise AI



AI built in at no added cost and designed for every role



Largest custodian of enterprise data, built to turn it into AI outcomes



AI updated quarterly and delivered automatically



Security and privacy embedded into every layer of AI



Fastest, most cost-efficient data center for AI



PART 1

Framework for driving business success

We mentioned that we focus on four major vectors: people, processes, data, and systems. Before we get into how we use AI internally, we want to explain why each of these elements is so important.



People



Our people power our success, so we start by aligning each employee with our strategy and common goals. We then organize for success and instill a culture of continuous innovation.

Leadership



Our leaders set the direction and the urgency for AI at Oracle. Chairman Larry Ellison, CEO Clay Magouyrk, and CEO Mike Sicilia serve as the executive sponsors for enterprise-wide AI adoption, making it clear that AI is essential to customer success, performance, and productivity. In turn, senior leaders across the company make it clear that leveraging AI isn't optional—it's central to how Oracle wins, delivers customer satisfaction, and leads in our industry. Their guidance provides urgency across the enterprise, ensuring every function is driven to innovate and improve with AI.

Goals

With leadership setting the direction, every team aligns its goals to Oracle's true north: customer success. That means leveraging Oracle's unified AI stack across our own operations to help customers in every industry harness the latest AI breakthroughs to solve their most complex problems and remove the limits on how they achieve success. Across teams, goals are defined not only by efficiency or growth but also by how effectively we apply Oracle's AI innovations to improve our own operations and, in turn, deliver better outcomes for our customers.

For development teams, that means building the AI capabilities our customers need most, proving their value by first applying them inside Oracle, and leveraging AI to improve and speed development cycles. For front-office teams, it means using AI to better engage prospects, qualify opportunities, accelerate deal cycles, and provide personalized, proactive support. And for back-office teams, it means applying AI so customers, partners, and employees can focus on the activities that are of highest value.

Organize

Beyond ensuring that every individual at Oracle aligns with and focuses on our true north of customer success, we also organize to drive transformation success.

Global process and data owners (GPDOs) sit in the business and are responsible for establishing efficient global processes, improving user experiences, creating and prioritizing new AI adoption plans, governing the data needed for success, and helping mitigate potential risks associated with AI adoption. Critically, they standardize how work gets done, reduce complexity, and create the foundation for consistent, best-in-class operations across Oracle.

Global solution owners (GSOs) sit in IT and partner with GPDOs to implement the AI plans, operationalize the technical aspects of data governance, monitor success, share ideas for improvement and ongoing innovation, and help ensure we achieve our goals. While GPDOs focus on global standardization and are accountable for the overall success of business processes, GSOs are responsible for technology adoption and success.

Together, GPDOs and GSOs ensure that AI and automation aren't simply IT projects but are fully incorporated into and aligned with Oracle's business strategy.



Culture

The final element of the people side of the equation is culture and the psychology that accompanies change. This is a major focus because, while leadership sets the tone, it's our culture that makes AI adoption real and impactful in daily work. At Oracle, every employee is expected—not just encouraged—to consider how AI can make their work more efficient and effective. We relentlessly question assumptions, share learnings across functions, and are always willing to disrupt ourselves in pursuit of better outcomes.

To support this, Oracle University provides AI training tailored to every role: business users learn how AI can streamline workflows and improve decision making, developers and consultants gain hands-on experience leveraging Oracle Code Assist to build applications faster or configure and deploy AI agents, and so forth. This training emphasizes real-world scenarios that ensure employees not only understand AI concepts but also can apply them directly to accelerate and improve their daily work. Tens of thousands of employees are already certified in Oracle AI.

Finally, on an ongoing basis, teams across functions leverage AI insights to continually improve our operations and refine the way we work. In marketing, for example, AI provides recommendations to increase demand generation and boost lead conversion. In sales, AI delivers insights to help accelerate deal cycles. And in support, AI identifies opportunities to improve our products, documentation, and support processes. These insights don't just sit in dashboards—they shape how our employees work. This willingness to learn from data and adapt quickly is what defines Oracle's AI-first culture. Innovation isn't limited to a few teams—it's the responsibility of every employee, every day.

50,000 employees are
Oracle AI-certified



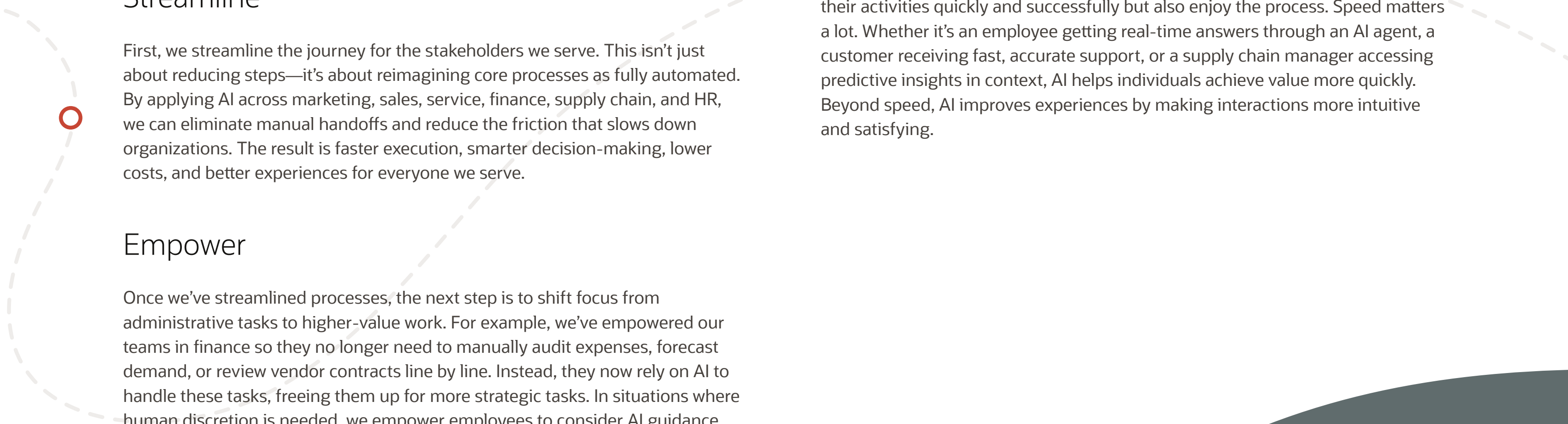
Processes



After our focus on people, we continually review our end-to-end business processes, which underlie the experiences we deliver to our customers, partners, and employees.

A three-step approach helps us in our ongoing evaluation and improvement of internal processes.

Streamline



First, we streamline the journey for the stakeholders we serve. This isn't just about reducing steps—it's about reimagining core processes as fully automated. By applying AI across marketing, sales, service, finance, supply chain, and HR, we can eliminate manual handoffs and reduce the friction that slows down organizations. The result is faster execution, smarter decision-making, lower costs, and better experiences for everyone we serve.

Empower

Once we've streamlined processes, the next step is to shift focus from administrative tasks to higher-value work. For example, we've empowered our teams in finance so they no longer need to manually audit expenses, forecast demand, or review vendor contracts line by line. Instead, they now rely on AI to handle these tasks, freeing them up for more strategic tasks. In situations where human discretion is needed, we empower employees to consider AI guidance and determine the best course of action.

Delight

Finally, we look for ways to delight those we serve so they not only can complete their activities quickly and successfully but also enjoy the process. Speed matters a lot. Whether it's an employee getting real-time answers through an AI agent, a customer receiving fast, accurate support, or a supply chain manager accessing predictive insights in context, AI helps individuals achieve value more quickly. Beyond speed, AI improves experiences by making interactions more intuitive and satisfying.

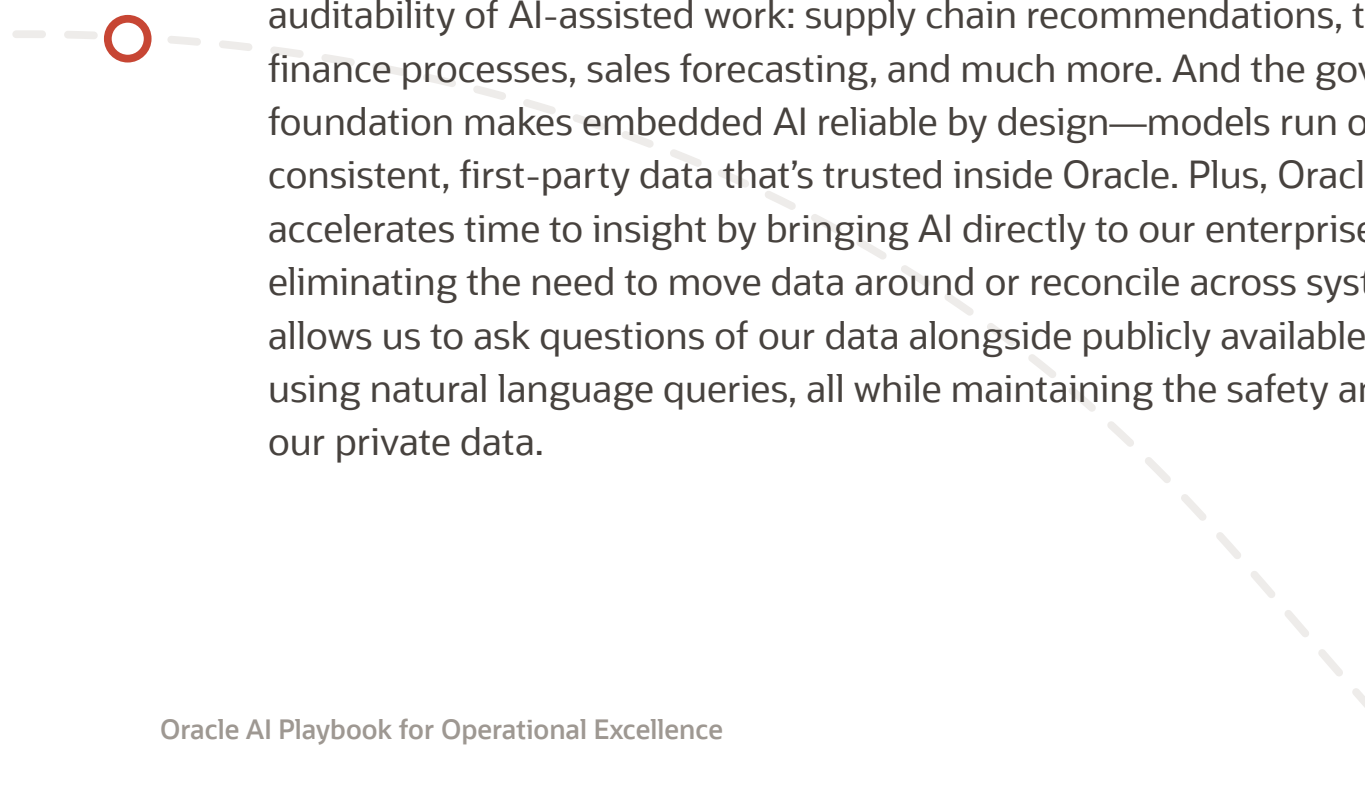
Data



Data is at the heart of how we run Oracle and the solutions we deliver to customers.

For decades, we've helped organizations harness the power of data to drive growth, innovation, and efficiency. And because data serves as the foundation of every AI outcome, we treat it as a strategic asset and as a responsibility—ensuring that data quality and accuracy are a priority across the company.

Unified data model



The vast majority of Oracle's enterprise data runs on a shared model in Oracle Fusion Applications and Oracle AI Database, providing a single source of truth for our business operations. That consistency improves the quality, speed, and auditability of AI-assisted work: supply chain recommendations, touchless finance processes, sales forecasting, and much more. And the governed foundation makes embedded AI reliable by design—models run on clean, consistent, first-party data that's trusted inside Oracle. Plus, Oracle AI Database accelerates time to insight by bringing AI directly to our enterprise data, eliminating the need to move data around or reconcile across systems. This allows us to ask questions of our data alongside publicly available information using natural language queries, all while maintaining the safety and security of our private data.

Governance and accountability

At Oracle, governance isn't an afterthought—it's built into the way we manage and apply data, automation, and AI every day. Oracle's global process and data owners are accountable not only for driving AI adoption and prioritizing use cases to improve their process areas but also for identifying data sources and maintaining data quality so information remains accurate, up to date, and relevant. They also identify target users, set access levels, and implement controls to keep data secure and compliant.

Critically, GPDOs also pay close attention to any other impacted parties or processes and identify potential risks that might arise from AI use. They then collaborate with a cross-functional governance team, including representatives from legal and security, that assesses risks—including regulatory and compliance exposure, model bias or hallucinations, data privacy and quality issues, reputational impact, and unintended uses—and implement safeguards to address those risks.



For example, in HR, the cross-functional team evaluated how AI-assisted performance review summaries are used and came up with a plan to reduce the risk that managers would rely only on AI to complete their reviews. While Oracle Fusion Cloud HCM generates draft summaries of employee feedback and performance trends, the system requires managers to review, edit, and personalize every summary before submission so that feedback reflects each manager's judgment and knowledge of the employee. This safeguard maintains the quality, fairness, and trust of reviews while still capturing the productivity benefits of AI.

Finance follows a similar approach around internal controls and also engages our external auditor for quarterly reviews and validations. This proactive, layered approach helps ensure financial integrity while empowering Oracle to innovate with AI at speed and scale.



Systems

Beyond people, processes, and data, our use of OCI, Oracle AI Database, and Oracle Fusion Applications is critical to our success.

We run on a unified, AI-native technology stack that provides reliability, performance, flexibility, and security to operate at scale while continually innovating and improving.

Because OCI was engineered differently from the start—with ultrafast cluster networking, we can support high-bandwidth, low-latency AI workloads at scale. We also benefit from the same OCI deployment flexibility we offer our customers. For Oracle, that means running workloads in Oracle EU Sovereign Cloud where required and leveraging Oracle government cloud regions for compliance with public sector customers.



With Oracle AI Database, Oracle can run vector searches, query data using natural language, and leverage large language models, all without needing to move our data. This approach—bringing AI to our data—is a major differentiator. Oracle AI Database lets us apply AI securely to our most sensitive workloads and quickly develop new applications with embedded intelligence.

The best AI comes from the best data, and the best data comes from an integrated suite. Not only does Oracle benefit from the unification of processes together with embedded AI and AI agents in Oracle Fusion Applications, but we can also adopt new AI innovations quickly, seamlessly, and securely across our operations—with new features delivered every 90 days.. With more than 150 embedded AI features already deployed across HR, finance, marketing, sales, support, and supply chain, Oracle AI is transforming our business operations and driving measurable business outcomes.

Centralize applications

Centralizing our corporate applications has been one key to our success. It has helped us reduce complexity, costs, time, and obstacles that would otherwise impede our ability and agility to deliver exceptional experiences to those we serve. By centralizing on Oracle Fusion Applications, we integrated processes and gained a single source of truth for data and a holistic view of our operations. With all key transactional data centralized, we can leverage company-specific data to inform the AI and insights that Oracle AI provides to our teams. This consistency enables more intuitive user experiences, improves employee productivity, and makes it easier to roll out new capabilities and innovations across the entire business.

Deploy out of the box

As a rule, we've eliminated customizations and deployed Oracle Fusion Cloud Applications Suite out of the box, which has helped us to simplify how we operate, reduce overhead, and eliminate reliance on IT support. This lets us continuously innovate at speeds that organizations with customized environments can't match.



A unified technology stack enabling enterprise AI

Oracle Cloud Applications

Holistic suite, powered by OCI and Oracle AI Database, with easy access to embedded AI features and agents directly in workflows



Oracle AI Database

Brings AI to your data and unlocks its full potential safely and efficiently



Oracle Cloud Infrastructure

Unmatched performance, flexibility, security, and cost effectiveness

Continuously innovate

Having centralized, cloud-based applications enables us to improve on an ongoing basis versus waiting years and years to upgrade to new systems and take advantage of AI innovations across our front- and back-office operations. And while adopting new features every 90 days can sound intimidating, our global process and data owners alongside our global solution owners have created prioritization and adoption workflows that let us embrace innovation right away, so we don't delay achieving new value. GPDOs and GSOs leverage Oracle Cloud Success Navigator, an interactive tool that provides guidance and AI-powered insights to accelerate cloud implementations and new feature uptake. Plus, GPDOs and GSOs also innovate with Oracle AI Agent Studio, creating custom agents that fully integrate into Oracle Fusion Applications and operational workflows.

Helping us accelerate adoption, for instance, is a dual process for testing that leverages AI: Technical testing validates that updates are secure and stable, while user and experiential testing gathers employee feedback so that new features improve the way work gets done. With OCI AI Services, we've accelerated the technical testing process, replacing manual regression tests with digital testers that translate test assets into more than 35 languages, generate schema-perfect synthetic data on demand, and mine historical data to surface risks and build ready-to-execute quality assurance plans. We've made testing more effective and saved thousands of hours, enabling rapid innovation.

Leveraging OCI for other IT needs

Beyond running our core operations on Fusion Applications, Oracle runs other strategic applications on OCI and Oracle AI Database, gaining the performance, reliability, security, and AI capabilities of our AI native stack while maintaining integration with Fusion Applications. When new applications are needed, we build them with Oracle APEX on OCI and Oracle AI Database, benefiting from low-code development, embedded AI services, and a shared data foundation. This lets our teams quickly deliver new solutions that are scalable and secure.



PART 2

Examples of AI usage at Oracle

Improving talent outcomes

In HR, we use embedded AI features in Oracle Fusion Cloud HCM to streamline processes, reduce manual work, and personalize experiences. Areas with the greatest impact include recruiting, onboarding, and talent management.

Recruiting is often a candidate's first impression of Oracle, and AI has helped us make that experience faster, simpler, and more engaging. Our goal is to get the best talent into open roles and ready to contribute as quickly and seamlessly as possible. As such, we leverage AI to help recruiters accelerate hiring through tailored guidance, better matches, and automation of manual tasks. For instance, the Skills Advisor AI Agent embedded in Oracle Cloud HCM helps recruiting teams and hiring managers identify skills to add to requisitions and job descriptions and provides candidates with AI-recommended skill suggestions to help them better showcase their talents. The Recommended Jobs feature alerts candidates searching for career opportunities online to open roles they may qualify for based on an AI analysis of their experience. The Suggested Candidates feature provides hiring managers a list of candidates whose profiles have a strong match to the open role, and the Similar Candidates feature lets recruiters view candidates who have similar traits with an existing candidate.

Additionally, the Internal Job Seeker Analyst, an AI agent in Oracle Cloud HCM, acts as a coach for employees applying internally to open roles, providing resume tips and interview preparation.

Throughout the journey, generative AI helps draft emails and texts to candidates to keep them engaged. Predictive modeling estimates time to hire, helping managers with planning, while automation and AI have helped eliminate 75% of hiring process steps, saving managers 20,000 hours annually.



Once new employees are hired, we deliver an automated experience with Oracle Journeys in Oracle Cloud HCM, guiding them through onboarding tasks—including completing paperwork, ordering a badge, and selecting a laptop. We’ve also rolled out generative AI to help new hires create bios for their profile pages so they can begin contributing within hours of joining Oracle. With the Benefits AI Agent embedded in Oracle Cloud HCM, every employee now has access to a personalized benefits advisor. The agent uses generative AI to explain medical, dental, and vision coverage in plain language, compare plan options, and recommend the best fit for individual needs. The result is higher employee satisfaction and more informed decision-making. At the same time, HR has a reduced administrative workload with significantly fewer tickets related to benefits, and costs to manage employees’ benefit-related questions are lower.

Oracle Cloud HCM

Benefits AI Agent gives every employee a personalized benefits advisor

AI also strengthens talent management, helping increase employee performance, engagement, and growth. With AI tools such as AI Assist for Feedback and Evaluations, managers can use generative AI to help draft comments that guide performance conversations and improve engagement. Performance Review Summaries analyze multiple data sources to provide more complete progress snapshots, while Goal Evaluation Summaries provide teams with clear visibility into development goals. To support growth, the suggested development and performance feature recommends goals for employees to adopt or for managers to assign, and the Goals Assistant AI Agent helps employees set, refine, and track objectives aligned to their roles.

Oracle Cloud HCM

Goals Assistant AI Agent helps employees set, refine, and track objectives aligned to their roles



These capabilities extend to career development. Oracle's Skills Management feature detects, captures, and refreshes a tailored skills taxonomy, providing skills recommendations that support recruiting, learning, and career growth. Skills Recommendations highlight opportunities for employees to expand their expertise. In addition, generative AI can draft employee recognition messages to help colleagues acknowledge successes in ways that reflect Oracle's culture.

When managers use Oracle Cloud HCM for annual reviews and goal tracking, employees are 10% more satisfied with career discussions and more than twice as likely to believe they can achieve their career goals at Oracle. This is significant because employees who think they can achieve their career goals are 60% less likely to leave Oracle.

By leveraging embedded AI throughout Oracle Cloud HCM, we're transforming the HR experience at Oracle—accelerating hiring, automating routine tasks, boosting productivity, empowering employees, reducing HR tickets, and strengthening engagement and retention.



Optimizing finance

Across finance, embedded AI in Oracle Fusion Cloud Enterprise Resource Planning and Oracle Fusion Cloud Enterprise Performance Management helps us make faster, smarter decisions and automate previously manual activities. Key impact areas include reporting, planning and forecasting, cash management, and expense management.

Oracle closes its books and releases earnings in fewer than 10 workdays—faster than any other S&P 500 company. By standardizing and simplifying processes, automating tasks, and using embedded AI in Oracle Cloud ERP and EPM, we’ve reimagined reporting, automating reconciliation of 97% of our hundreds of thousands of banking transactions each quarter and reducing manual accounting by nearly 60%.

Oracle Fusion Cloud ERP and EPM

<10
workdays

to close books and release earnings, faster than any other company on the S&P 500



In addition, we leverage AI for Management Reporting Narratives in Oracle Cloud EPM, which speeds up reporting with generative AI that provides executive narratives and insights using current business data across Oracle systems. Features such as contextual formatting, explainability, and auto-generated insights help our finance team, become more predictive, and drive strategic cost savings, innovation, and growth. In turn, automated explanations and insights (the “why” behind the data) help Oracle decision-makers make more informed decisions.

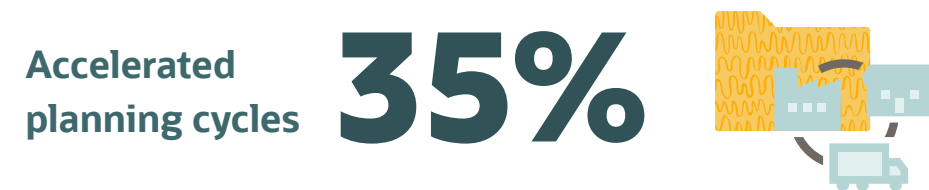
Oracle Cloud EPM

Management Reporting Narratives drafts executive narratives and insights using current business data across Oracle systems

AI has also transformed planning and forecasting. Advanced Predictions in Oracle Cloud EPM, powered by multiple data inputs, modeling layers, and statistical models, help business users make timely forecasts. Intelligent Performance Management (IPM) Insights—embedded AI in Oracle Cloud EPM—continually monitors plans, forecasts, and variances, alerting teams to anomalies, biases, or correlations. This has drastically reduced manual forecasting, lowering operational costs and freeing staff to focus on higher-value work. By analyzing vast and diverse data sets, we can uncover complex patterns that traditional methods miss, reducing forecasting errors and increasing planning reliability.



Models update as new data arrives, allowing for quick reactions to market shifts, supply disruptions, or economic changes. Scenario simulations (what-if models) help prepare for uncertainties, such as downturns or demand spikes, while predictive precision and automation support faster, smarter decision making.



As a result of our continued focus on process simplification, automation, and AI adoption, we've accelerated planning cycles by more than 35%. In addition, we can proactively adjust and make high-stakes investment decisions with confidence. For example, we use AI to help predict expenses, such as headcount, benefits, travel, and entertainment, in coming quarters, allowing for proactive adjustments to meet business goals and control costs.

Another example of AI use helping Oracle with forecasting is Predictive Cash Forecasting embedded in Oracle Cloud EPM, which leverages generative AI for continuous daily, weekly, or monthly cash forecasts across operating, finance, and investing cash flows, analyzing vast amounts of data to uncover hidden patterns or trends impossible for humans to detect. This automated cash forecasting covers about 350 legal entities, delivering significant time savings and accuracy improvements. Real-time financial insights provide immediate access to accounts receivable and accounts payable data with enhanced analytics using drill-back capabilities, while AI-powered scenario planning supports dynamic what-if analyses and optimized treasury management.

In accounts payable, we automate and simplify invoice processing, reduce invoice cycle times, lower cost per invoice, improve data accuracy, and streamline compliance with several features embedded in Oracle Fusion Cloud ERP. For example, Intelligent Document Recognition uses AI to extract purchase information from emailed documents to create invoices and imports them into payables, while Intelligent Invoice PO Line Matching automatically matches invoice lines to purchase order lines, using machine learning and AI predictive triggering to automatically process invoices and continually learn from historical transaction data.

We've seen impressive results: 69% of our 900,000 annual invoices are entered in a touchless manner, and processing times have dropped from days to minutes. Simultaneously, we've seen a reduction in error rates and improved compliance. Our finance team is more productive and can handle massive invoice volumes (thousands per month) without adding staff and while focusing more on higher-value analysis, vendor strategy, and cash optimization. Some organizations might hire an army of people to manage these volumes, but we leverage automation and AI—saving more than 25,000 hours on procure-to-pay processes while reducing supplier-related expenses by \$130 million annually.

Oracle Cloud ERM

Expense Policy Agent gives employees real-time guidance for making spending decisions

With each Oracle Fusion Cloud quarterly release, we continually reimagine expense management. For example, in the past, employees often spent hours on expense reports—collecting receipts, making copies, uploading them, and submitting reports. Chatbot functionality in Fusion Cloud improved the experience several years ago, but now several new AI features drive further efficiency. Receipt Capture and Matching Using Document IO for Touchless Expenses is an AI agent in Oracle Cloud ERP that can extract information from expense receipts and automatically match credit card charges during expense creation, thereby minimizing user inputs. Expense Policy Agent

is another AI agent, which can give employees real-time guidance for making spending decisions. And Smart Expense Audit leverages AI to audit employee expense reports, saving auditors time and helping them focus on priority reports.

70% time reduction for expense submissions



200,000 employee hours saved per year

With these automation and embedded AI features in Oracle Fusion Cloud ERP, we've seen a 70% reduction in time to complete an expense line submission—saving more than 200,000 employee hours per year. That means employees can focus on more strategic and higher-value tasks while reimbursements process faster without manual intervention from back-office teams, increasing productivity and employee satisfaction while enhancing working capital visibility.

Together, these AI features accelerate decision making, automate finance processes, increase employee productivity, improve cash visibility, and strengthen compliance. Explore the Oracle AI Playbook for Financial Excellence to dive deeper into these use cases and the specific features adopted throughout our AI journey.



Transforming supply chain

AI is also reshaping how Oracle manages its global supply chain with embedded AI in Oracle Fusion Cloud SCM, helping improve receiving accuracy, reduce errors, and accelerate procurement.

Supply chain operations have improved with Goods Delivery Advisor, an AI agent that provides location-specific requirements, such as areas to avoid, time restrictions, and designated delivery zones. As a result, warehouse operators receive clear, automated routing guidance, and AI has helped reduce receiving discrepancies by an estimated 10%—shortening delivery times by up to two hours, and minimize rework and site disruptions. Standardized routing not only streamlines operations but also improves safety and compliance. These capabilities allow Oracle's supply chain team to shift focus from troubleshooting errors to higher-value work that drives efficiency, cost savings, and reliability across the enterprise.

Oracle Cloud SCM

Procurement Policy Advisor answers policy questions, surfaces PO requirements, and highlights issues

Our procurement function is also transforming with embedded AI in Oracle Cloud SCM. The Procurement Policy Advisor is an AI agent that guides employees in real time by answering policy questions, surfacing purchase order requirements, and highlighting potential compliance gaps—shrinking procurement cycles and reducing the support process by two days or more. Generative AI and suggested requirements help category managers during the drafting process in negotiations by framing sourcing discussions, while approval notifications now highlight purchase order details for better visibility and fewer bottlenecks. These capabilities allow procurement teams to shift from administrative activities to higher-value work, such as supplier strategy and category innovation. By proactively enforcing policies, AI helps minimize compliance violations and associated costs, while automation reduces tickets for the procurement help desk and labor hours spent on routine tasks. The result is a faster, smarter procurement function—improving cost performance, enhancing time to market, strengthening compliance, and boosting internal satisfaction.

Throughout our supply chain team, AI helps reduce errors, accelerate receiving and fulfillment, improve supply chain visibly, and strengthen resilience.

Improving sales performance and customer experiences

Across marketing, sales, and service, we use embedded AI in Oracle Cloud CX to improve conversion rates, accelerate deal cycles, increase win rates, resolve issues faster, and deliver more proactive, personalized assistance.

Oracle has shifted away from traditional outreach tactics that add to digital noise and rarely improve marketing outcomes. Instead, by unifying data across more than 50 sources and leveraging embedded AI in Oracle Cloud CX, we automate lead generation with smarter segmentation, campaign execution, and opportunity qualification, and deliver higher-quality opportunities directly to sales teams.

When Oracle sales reps receive conversation-ready opportunities, the embedded AI-powered Deal Advisor in Oracle Cloud CX guides them through the sales motion, providing the best information, actions, and strategies to close deals faster. In addition, AI features including Deal Progression Automation, Automation of Opportunity Updates, Account Summaries, Meeting Assistant, and Note Summarization automate sales rep tasks—allowing for consistent customer engagement and enhancing sales outcomes for more predictable and scalable growth.

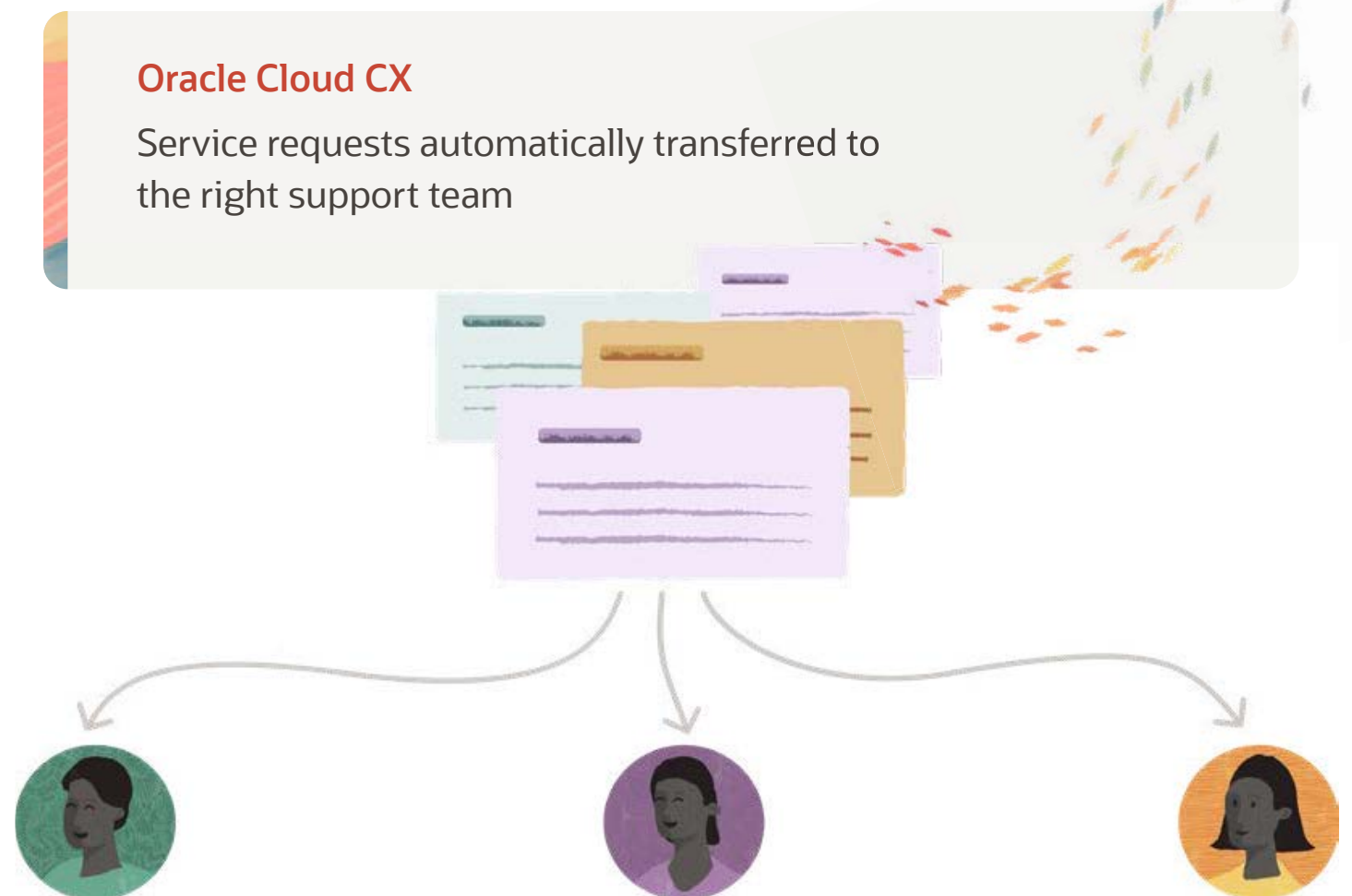
AI also provides fast, effective support to sales reps. By leveraging Oracle Help Desk and AI-powered Service Request Resolution agents in Oracle Cloud CX, reps get instant self-service support as the AI agent embedded in the application automatically provides resolution steps. Unresolved issues are automatically routed to a subject matter expert for more assistance.

On the customer support side, we use Oracle Service with embedded AI agents to give customers fast, digital self-service answers tailored to their use cases. The Self-Service Chat Agent can handle routine inquiries with personalized responses, verify identities, retrieve account data, and execute transactions across systems with minimal human intervention. This frees up our customer support engineers to focus on more complex questions that require direct engagement. Customers benefit from real-time, AI-generated answers from trusted documentation and knowledge bases, while engineers gain context that shortens resolution times from days to minutes.



When escalation is required, generative and agentic AI route requests to the right engineer, suggest next-best actions, summarize complex issues, and improve support productivity and experiences. For example, the embedded Service Request Summarization feature, powered by generative AI, can automatically draft concise issue summaries in Oracle Fusion Cloud Service Center, giving engineers and managers clear context. In addition, Content Assistant for Knowledge Authoring can draft new knowledge articles from resolved service requests or external documents—complete with product tags, user groups, and publishing options—so support content stays fresh and accurate.

Together, AI features across marketing and sales help elevate customer engagement, strengthen pipeline quality, accelerate sales cycles, automate manual tasks, increase sales rep productivity, and improve forecast confidence. In service, these features help accelerate resolutions, enhance support, increase employee productivity, and improve satisfaction.



Expanding innovation with OCI AI Services

Beyond continuous innovation through quarterly Fusion Application updates, Oracle teams have developed targeted use cases where OCI AI Services can further improve productivity, enhance customer outcomes, and accelerate innovation.

OCI AI Services

Oracle Code Assist accelerates developer productivity and automates routine tasks

Oracle Code Assist, for example, accelerates developer productivity by automating documentation, code reviews, bug fixes, and migrations. More than 26,000 Oracle developers use the service, with 35% reporting time savings exceeding 10 hours per week. By embedding OCI Generative AI directly into developer workflows, Oracle Code Assist allows teams to focus on building high-quality, secure applications while AI handles routine tasks.

We also use Oracle APEX, our low-code development platform, together with other OCI services to accelerate development of strategic, non-core operations applications as well as applications we sell directly to our customers. For example, with the help of Oracle APEX and OCI services, we developed the Oracle Public Safety suite of applications that help make first responders' work simpler, safer, and more productive—spanning a dispatch command center, wearable and in-vehicle systems, video capture, and records management. Our AI-powered tools streamlined development from concept to deployment, allowing a small team to rapidly iterate, deliver enterprise-grade apps at scale, and focus on innovation instead of infrastructure. Plus, our team generated data models from natural language; initiated vector search and natural language queries; and embedded generative AI features, such as summarization and chatbot functionality, directly into applications.

OCI AI Services

Digital CSMs are providing 24/7 personalized support and accelerating customer time to value

Another example: Our services team created a digital customer success manager (CSM)—using Oracle AI Database, OCI Generative AI, retrieval-augmented generation, and AI agent services—to provide personalized, real-time engagement and guidance across the customer lifecycle, without human assistance. Digital CSMs help customers take the best actions to drive incremental value, accelerate goal achievement, and drive continuous innovation. Already, Oracle’s digital CSM agent supports more than 1,500 customers with features that help achieve business value more rapidly.

Together, these use cases demonstrate how OCI AI Services can augment Oracle’s cloud applications with purpose-built solutions that deliver measurable outcomes.

We are incredibly proud of these results, especially given the size and complexity of our business. We employ 160,000 employees and serve more than 400,000 customers in 175 countries. And yet, because of our focus on people, processes, data, and systems—including our use of Oracle’s unified, AI native tech stack—we are achieving what some might say is impossible.



Oracle AI Playbook

With each passing day, we continue to see more and more benefits as a result of the new innovations coming out of our technology. We've also learned quite a bit on our journey, and, of course, we made mistakes along the way. If you'd like to learn more about the obstacles we faced and how we overcame them, or about the benefits we achieved and the choices we made every step of the way, please let us know. We love to share the secrets to our story so others can achieve the same outcomes we've achieved, and hopefully avoid some of the pitfalls we experienced.

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