

TRAVEL AND TRANSPORTATION

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



Travel and transportation

The travel and transportation industry has always been complex, but recent years have tested even the most resilient companies. Fluctuating global demand, supply chain disruptions, labor shortages, rising costs, and increasing customer expectations have made it harder than ever for providers to deliver on their commitments.

☐ Oracle Playbook

Key imperatives for travel and transportation

- 1 Adapt better to supply chain and workforce disruptions.
- 2 Modernize to the cloud for better agility, automation, and Al.
- 3 Capitalize on new technologies and innovate.
- 4 Delight customers with excellent experiences.





Forces shaping the travel and transportation industry



Oracle Playbook

1: Create an agile supply chain

Have accurate and timely visibility into your supply chain and transportation routes, use Al agents to generate new plans in response to supply chain disruptions, compare alternate scenario responses, and rapidly communicate new expectations.

Recommended actions

- Use AI, automation, and blockchain to improve the efficiency and agility of your supply chain.
- Build a supplier network with redundancy and maximize your resiliency to better adapt to future disruptions.

How to get started

- Analyze your supplier network and supplier data.
- Explore new ways of predictive analytics and forecasting to get ahead of disruptions to supply and price.
- Identify the biggest areas of risk.
- Learn how agentic AI can automate route optimization.

	Supply chain	Procurement	Transportation	Inventory management	AI/ML	Blockchain	
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2: Transform the workforce

Create a modern employee experience to attract and retain the best workers.

Recommended actions

- Build consistency at every stage of the employee lifecycle.
- Enhance the employee experience.
- Use predictive workforce scheduling to adapt to changing needs.
- Enhance employee safety via advanced AI and technology such as sensors, cameras, and drones.
- Use agentic AI to automate HR tasks.

How to get started

- Identify sources of employee turnover.
- Leverage data and analytics for informed decision-making in human capital strategies, aligning HR support with broader business goals.
- Explore evolving technology such as sensors and drones.

Human capital management	Employee health and safety	AR/VR	Analytics	Scenario planning



3: Achieve sustainability excellence

Efficiently track sustainability KPIs via execution systems, create stakeholder reports, satisfy auditing agencies, and quickly respond to issues.

Recommended actions

- Use scenario planning and AI to help make decisions on business targets and sustainability goals.
- Stay ahead of changing global regulations for sustainability and shareholder reporting.
- Analyze data better to understand how sustainability affects profits and customer sentiment and loyalty.

How to get started

- Identify data gaps that limit your view of sustainability.
- Set up sustainability measurements that matter.
- Explore new ways of using predictive analytics and forecasting.

Supply chain Procurement Transportation Shareholder reporting Blockchain Track and trace
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4: Capitalize on new business models

Evaluate new business models through end-to-end visibility platforms, brokerage and procurement marketplaces, assets that digitally connect with the workforce, and a sustainable and integrated business solution.

Recommended actions

- Explore new business models, such as pay-as-you-go and subscription models.
- Look for new business models driven by emerging technology, such as drones or cross-selling (media purchases in flight, for example).
- Determine pricing and billing needs for new business models.
- Better integrate sales and marketing with operations.

How to get started

- Build an innovation network to identify or expand a suite of digital services.
- Analyze pricing models and prices for new services.
- Connect disparate customer data to identify high-profile opportunities.

Oracle capabilities enabling strategic goals

Customer, sales, and marketing Profitability Billing Billing Analytics Accounting As-a-service and finance models



5: Turbocharge customer interactions

Efficiently access your target market, track omnichannel engagement, enable AI responses to internal and external inquiries, turbocharge customer service, and closely manage discounting and margins.

Recommended actions

- Create a cohesive customer experience that spans all channels.
- Use generative AI to hyperpersonalize customer interactions in all channels.
- Improve targeting and management of customer opportunities and profitability.
- Link customer communications to operational realities.

How to get started

- Identify disparate sources of customer and product data.
- Collect data on discounts and pricing.
- Learn about Al possibilities.
- Identify gaps where customer promises don't meet operational realities.

Sales	Marketing	Transportation management	Omnichannel	Generative Al	Pricing
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Internal questions to get going

Workforce readiness

Is our workforce taking advantage of modern technology, such as Al, automation, drones, and digital twins?

Do we have issues with an aging workforce and workforce skilling?

How strong is our track record of employee health and safety?

Business model shifts

Are we keeping up with new business models in our industry, such as self-driving cars and electric vehicles?

Have we determined the optimal way to sell, service, price, and bill in the new economy? Are we building the right partnerships, such as with 5G providers, advertisers, and others?

Supply chain and sustainability

Is our supply chain prepared for dealing with disruptions and global events?

Have we started to track and measure sustainability and integrity within our supply chain?

How quickly can we adjust?

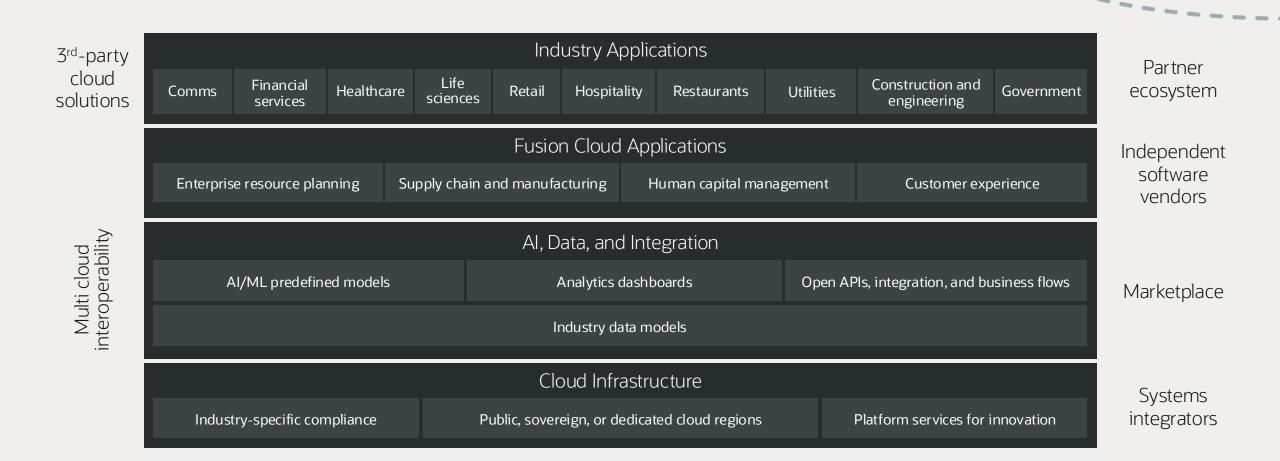
Are we moving to a sustainable future aligned to regulations and customer sentiments?







Oracle solutions for every industry





Oracle Playbook

Why Oracle?



Complete Suite

Best-of-breed apps designed and built based on customer needs—with Al throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.



Award-Winning Design

Award-winning consumergrade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.



Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.



Oracle Playbook

Committed to your success

Oracle Cloud Success Navigator: An interactive digital platform to help guide you



Get your bearings

Understand what's possible with your cloud solution using preconfigured starter environments to support your design decisions.



Chart a proven course

Access Oracle expertise, reference Oracle Modern Best Practice, and use Cloud Quality Standards to inform your implementation approach.



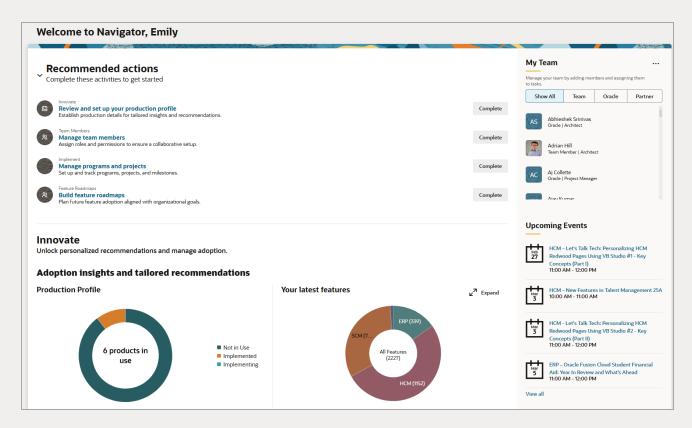
Find value at every turn

Get more from your quarterly releases using Al assistance and preview environments to experience and adopt the latest features that matter to you.



Blaze new trails

Build your own cloud roadmap based on your organization's goals keeping you focused on the capability you need for today and the road ahead.







Extensive partner ecosystem

+20,000
Partners and ISVs











Red Hat













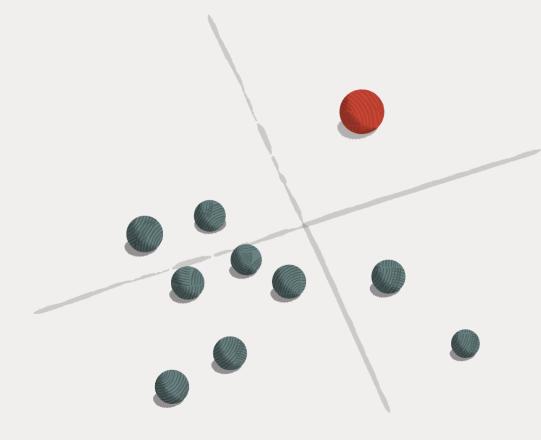






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