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GENERATIVE AI AGENTS TAKE FOCUS AT ORACLE CLOUDWORLD 2024

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THE BOTTOM LINE

At Oracle CloudWorld 2024, Oracle unveiled over 50 role-based AI agents embedded within its Fusion Cloud Applications Suite. With this announcement, Oracle demonstrates its commitment to enhancing business processes and decision-making through AI innovation and provides a competitive differentiator for its applications portfolio in a highly competitive software market. This strategic move aligns with the growing demand for AI-integrated applications and addresses the need for automated routine tasks, deeper data insights, and improved operational effectiveness across business functions.

OVERVIEW

Customers are recognizing the importance of AI delivered within their software applications and end user experiences. These AI-integrated applications offer the ability to automate routine tasks, provide deeper data insights, and enhance overall operational effectiveness. As competition intensifies and market dynamics evolve, enterprises that leverage AI-enabled software are better positioned to adapt quickly, innovate faster, and stay ahead of industry trends.

At Oracle CloudWorld 2024, Oracle unveiled over 50 new role-based AI agents embedded within its Fusion Cloud Applications Suite. These AI agents are designed to execute frequent, repetitive tasks and help users improve productivity across business functions, including finance, supply chain, HR, sales, marketing, and service. The agents leverage generative AI alongside Oracle's integrated technology stack and consolidated business data to provide contextually relevant assistance, automate workflows, and drive operational efficiency. These AI-powered capabilities are embedded into existing workflows, enabling new ways of working and delivering productivity gains across core functions. The agents can perform complex tasks such as authoring content, providing advice, and recommending actions, all tailored to specific roles and industries. It should be noted that Oracle provides the AI technologies embedded in Fusion Applications at no additional cost.

AI AGENTS HIGHLIGHTED

Oracle introduced role-based AI agents across its Fusion Cloud Applications Suite. By leveraging generative AI capabilities, these agents can provide personalized insights, content, and recommendations within specific business processes, enabling employees and managers to focus on more strategic initiatives.

ORACLE CLOUD ERP

- **Document IO agent:** This agent helps organizations automate and simplify onboarding of complex integrations for third parties such as suppliers, customers, banks, government authorities, and logistics providers to increase efficiency and improve capture and generation of documents across all transactions, electronic channels, document standards, formats, and languages. Enterprises can use the agent to ingest images, or formatted documents such as PDFs, or electronic documents in different languages, standardize and map all attributes and convert these documents into requisitions, or invoices, or payment instructions for human approval.

- **Ledger agent:** Organizations can eliminate manual effort by identifying exceptions and anomalies in transaction data; efficiently monitor and analyze account balances, exceptions, and anomalies; and provide supporting details from subledgers with prompt-based natural language account analysis.
- **Advanced prediction agent:** With this agent, users can support multivariate AI prediction models, leveraging financial and operational as well as external factors in predictive forecasting. For example, the agent can create data-driven revenue forecasts by leveraging internal and external data factors to uncover hidden patterns or trends, for more timely and accurate cash forecasts.

These finance innovations build on previous AI-driven announcements highlighting capabilities such as predictive cash forecasting, narrative reporting, and project planning.

ORACLE CLOUD HCM

- **Shift scheduling assistant:** This agent helps organizations create, manage, and optimize employee shift schedules, while accommodating individual employee preferences and helping to address compliance regulations. For example, the agent can assist employees responsible for scheduling in understanding the policies related to an overscheduled shift and surface regulatory implications to consider.
- **Employee hiring advisor:** This capability sources candidates with optimized campaigns, and assists hiring managers and recruiters in creating requisitions and offers reducing time to hire. For example, the agent can assist in completing formal requests for creating new positions, filling existing roles, and developing job offers that align with company policies.
- **Benefits analyst:** This AI agent streamlines access to employee benefits and enables employees to better understand and optimize their benefit packages, based on their individual needs. For example, the agent can help provide clarity on what is included in different benefits packages and even compare options to improve understanding on important benefit decisions.

ORACLE CLOUD SCM

- **Customer sales representative guide:** Helps organizations enhance the customer experience by delivering personalized and contextual insights and recommendations for handling order queries. For example, the agent can provide insight into how delays or defects are handled under the organization's customer service policies, as well as recommendations for notifying the customer of any related impacts to their order.

- **Maintenance troubleshooting advisor:** Helps organizations accelerate maintenance and expediate repairs by delivering personalized and contextual insights and recommendations for asset maintenance and repairs. For example, the agent can provide insight from equipment maintenance manuals around key troubleshooting topics, such as error codes, share possible causes and provide troubleshooting guidance.


ORACLE CLOUD CX

- **Customer account researcher agent:** Provides sales teams with insights and automation in planning and research tasks so that they can dedicate more time to building relationships and driving account growth. For example, the agent can provide a seller with a summary of key information about the overall account health, identify opportunities for upselling and cross-selling, and view key stakeholder and corporate initiatives.
- **Contracts researcher agent:** Enables sales teams to automate routine contract workflows and approvals so they can focus on selling rather than administrative tasks. For example, a seller can streamline contract authoring and the renewals process while facilitating compliance with vendor best practices.
- **Incentive compensation plan guide:** Helps organizations communicate and motivate sales representatives to better align their behavior to the strategic intent from the C-suite. For example, a seller can view a clear explanation of a compensation plan to help maximize their earning potential at any time in the sales process.

WHY IT MATTERS

Oracle Fusion Cloud Applications represent a comprehensive suite of enterprise software applications built on modern, open standards-based technology. The suite offers a range of business applications covering areas such as enterprise resource management (ERP), human capital management (HCM), supply chain management and manufacturing (SCM), and customer experience (CX). Built on a singular data model with the Oracle database, Fusion Applications provides a flexible, modular architecture that allows businesses to implement specific solutions, or the entire suite based on their needs.

Oracle's Fusion Cloud Applications offers a wide range of embedded AI features and, every quarter, provides its 14,000+ customers with new AI features and better results. The AI features within Fusion Applications leverage Oracle Cloud Infrastructure (OCI) to run AI workloads as it delivers the highest performance and lowest cost GPU cluster technology.



This combination of OCI, Fusion Applications, and the thousands of customers that use the applications daily enables Oracle to continuously improve its AI capabilities to deliver the industry's best-in-class AI.

For organizations evaluating the adoption of enterprise applications, the introduction of AI agents within Oracle Fusion Cloud Applications Suite offers a strategic advantage that sets it apart in a highly competitive landscape. These AI-embedded solutions facilitate the automation of routine tasks, enabling teams to focus on higher-value activities that drive business growth. Additionally, the seamless integration of these AI capabilities into existing workflows minimizes disruption while maximizing productivity gains across various functions, including finance, sales, and customer service.

Oracle's differentiated value proposition lies in its unified approach to enterprise applications, leveraging a singular data model built on the Oracle database and AI integrated throughout the product offerings. This cohesive architecture enables seamless data flow and consistency across all business functions, providing organizations with a holistic view of their operations. The integration of AI capabilities throughout the application suite, powered by this unified data foundation, allows for more accurate insights, predictive analytics, and automated decision-making processes. This unique combination extends the value of Oracle's enterprise applications and points to the larger value of a consolidated suite-based approach often recognized by enterprise customers.