



ORACLE

# Innovation

## with AI, Machine Learning & Data Science

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# Innovation or just cool ideas

## AI & ML ideas fueled by the Cloud

- Access to compute power
- Availability of data
- Access to pre-trained models for experimentation

**Useful** ... able to be used for a practical purpose

**Usable** ... capable of being used by someone

**Meaningful** ... significance & purpose that adds value



# Innovating with AI, machine Learning and Data Science

## Enhance customer experiences

Improving customer support and generating personalized recommendations

## Improve decision making

Leveraging advanced analytics, predictive modeling, and machine learning to identify patterns and trends

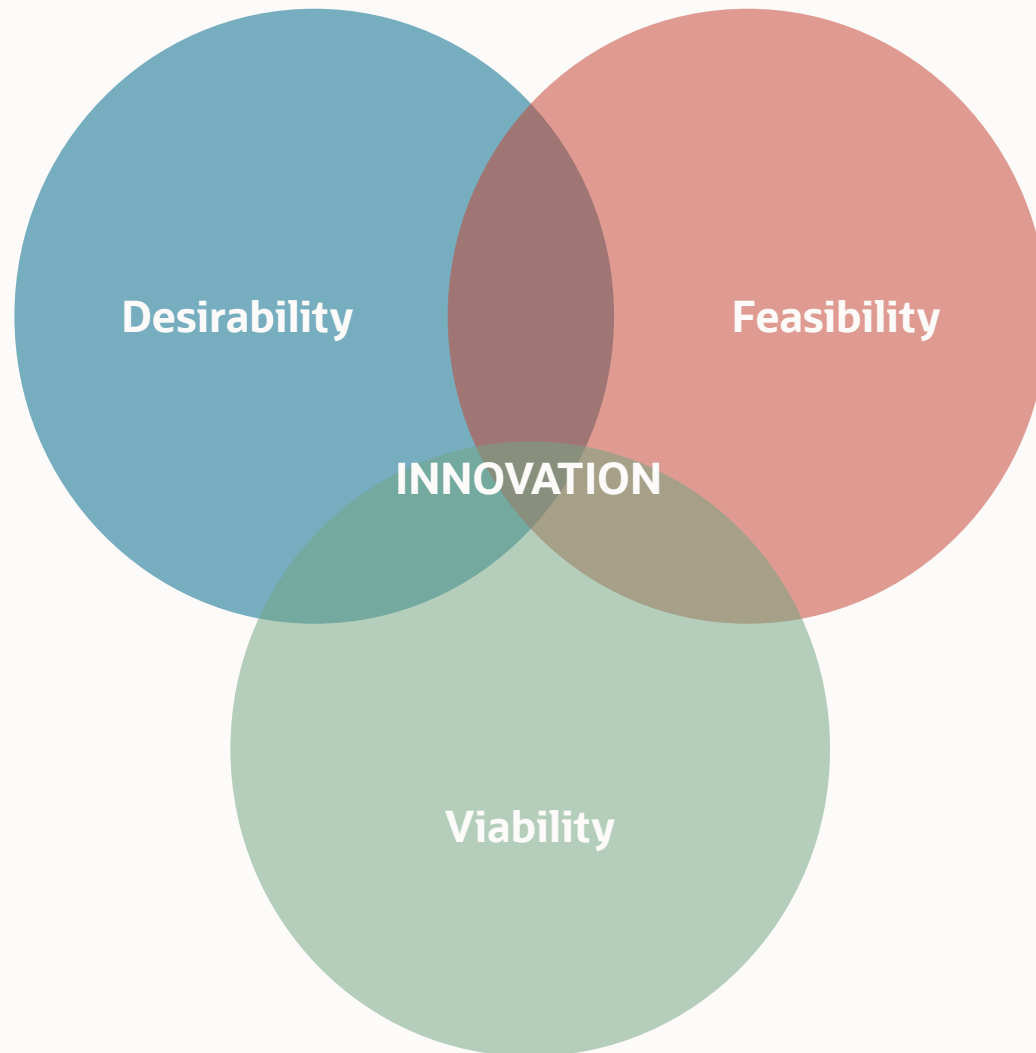
## Reduce costs & improve efficiency

Automating repetitive tasks, optimizing resource allocation, and streamlining processes through intelligent algorithms and process automation

## Create new products & services

Uncovering patterns, trends, and correlations that were previously difficult to identify, to stay ahead of the competition and grow market share

# Innovation Framework



## Desirability

All stakeholders have a need to solve the business challenge

## Feasibility

Technically achievable with a reasonable amount of effort

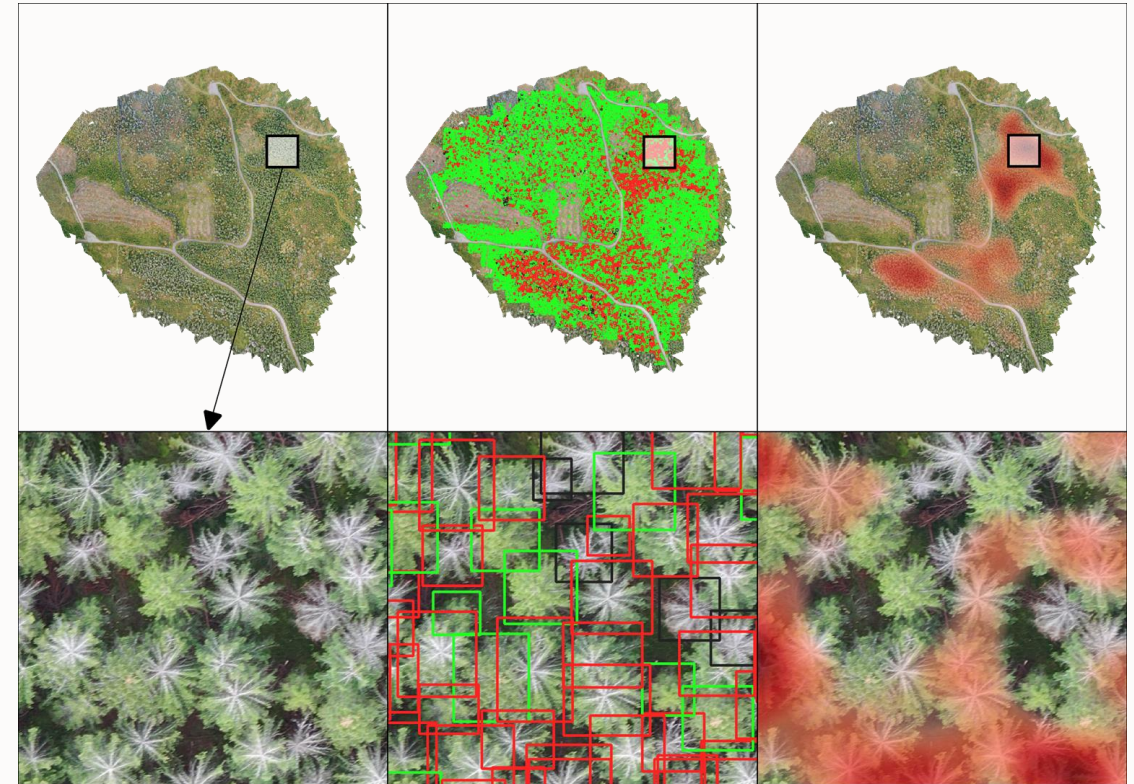
## Viability

Business value is proportional to the effort required



# NIBIO uses Oracle's modern data platform for machine learning

- NIBIO (Norwegian Institute of Bioeconomy Research)
- Transform forest operations by efficiently identifying trees, tree health and environmental impact of the forest, plus many more initiatives
- Desirability
  - Forestry Management, Food & Agriculture, Research teams
- Feasibility
  - Drones, Cameras, Sensors, Data Science, Apps
- Viability
  - Efficient data collection
  - Affordable GPU processing
  - Data capture automation through sensors, cameras attached to vehicles, drones and land management equipment

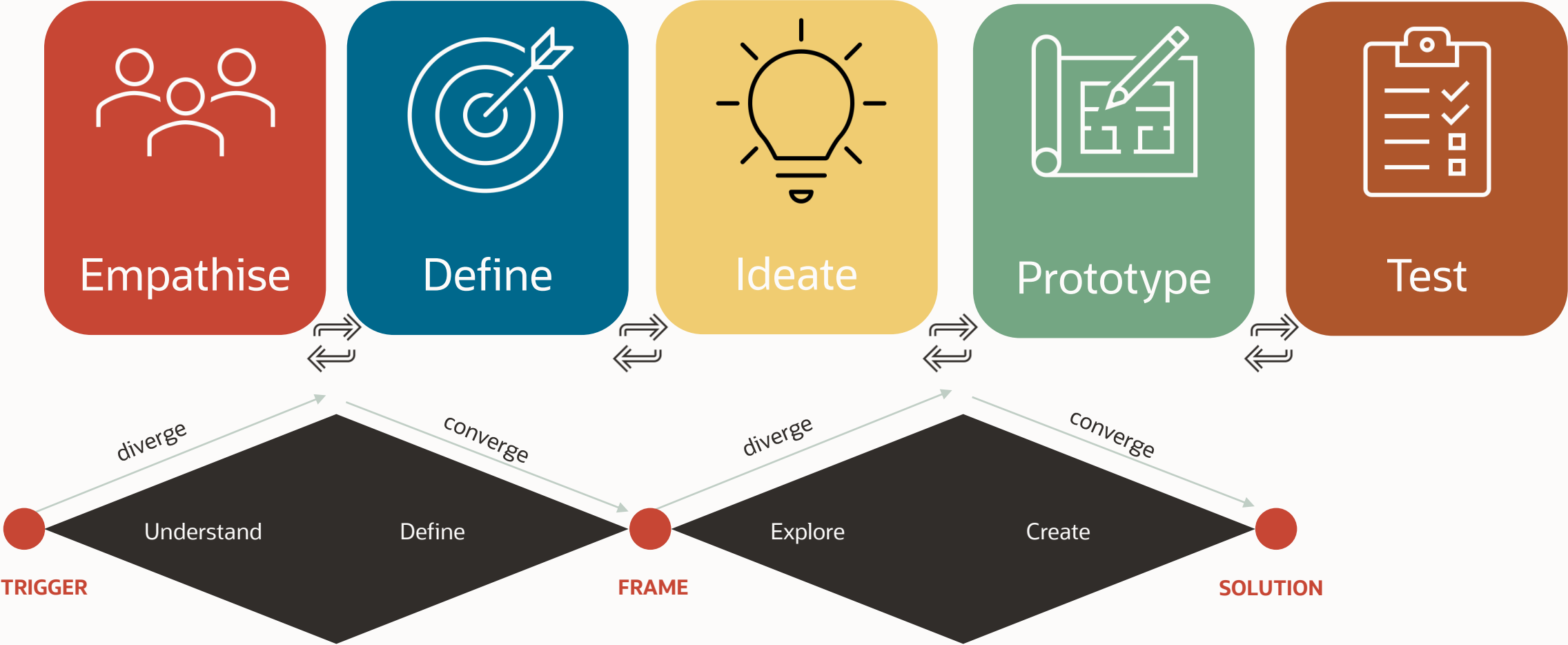


# AI & Human Design Processes

- Empathise with the human who interacts or owns the AI & ML innovation
- Respect human attitudes towards AI technology and take them on a journey that builds trust and confidence
- Be clear on when to introduce AI & ML into the process i.e. at “the moment that matters”



# Design Thinking



# AI, ML & Data Science Platform

## From Prototype to MVP to Production

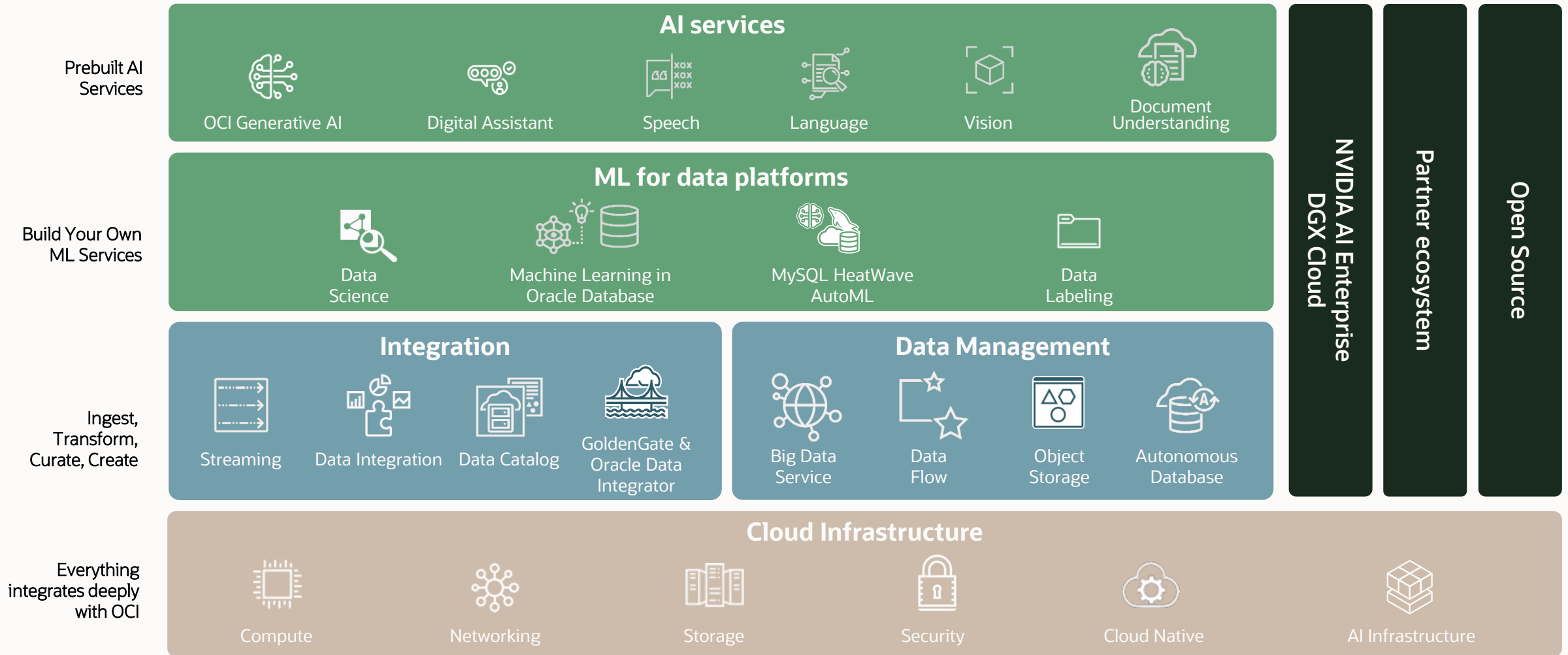
Innovation Culture

Data

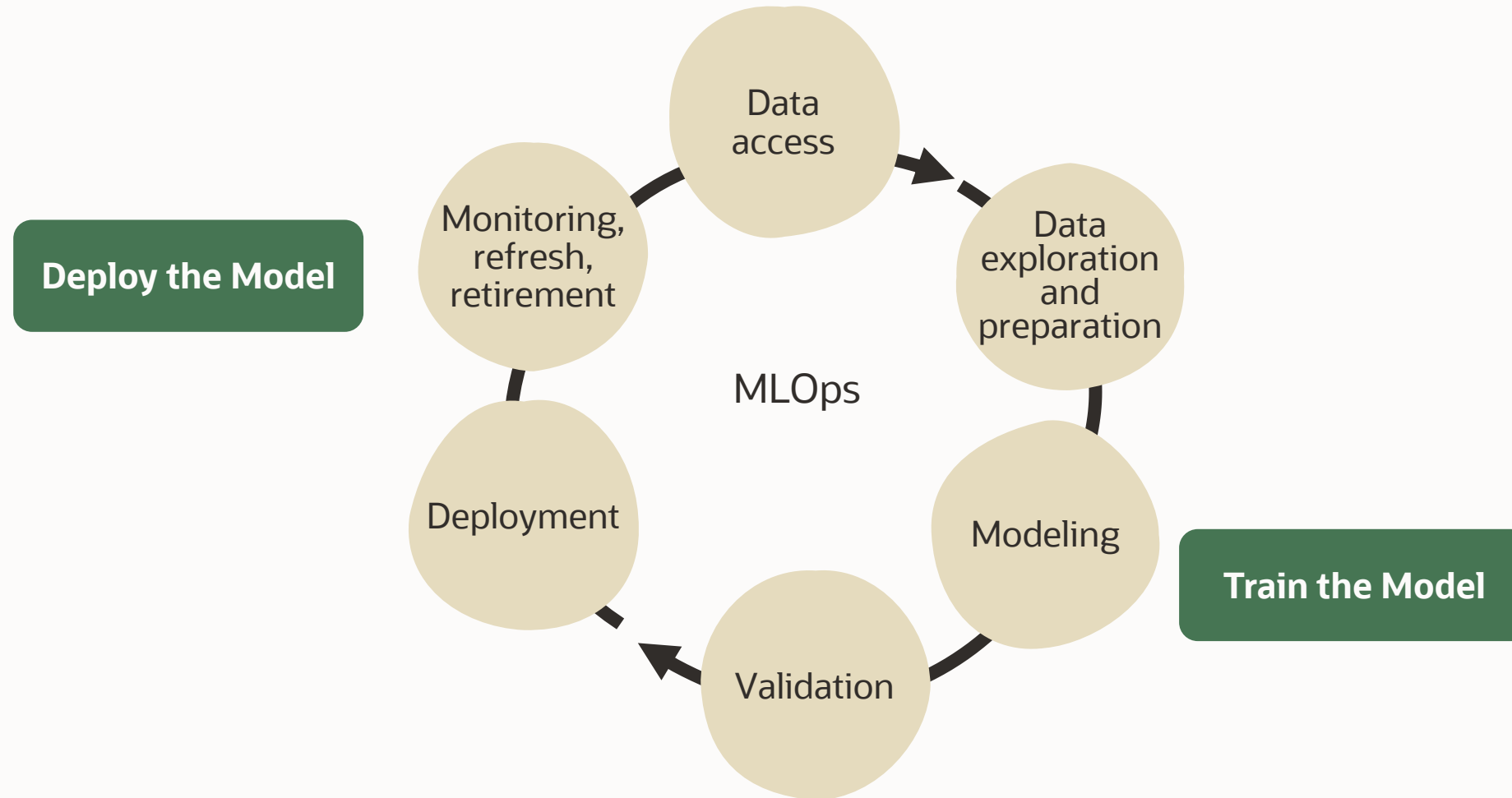


# Oracle AI, ML & Data Science capabilities

## AI Applications – Custom, Fusion, Cerner, NetSuite, and Vertical Applications



# Machine Learning Lifecycle



# AI & ML makes a difference in every industry

## Manufacturing



MapleSoft created a digital twin virtual environment for modernized, real-time asset monitoring with OCI Anomaly Detection.

## Financial Services



Dojo prevents fraud with blacklisted credit cards and consumer profiles to continuously ensure security and minimize risk with Machine Learning in Oracle Database

## Public Sector



Los Angeles County Assessor modernized its processes for 400,000+ documents and property appraisals. Using OCI Data Science, they predicted the market value of homes across the county and forecast budget accurately

## Media



OUTFRONT Media trained OCI Vision to identify important characteristics of outdoor media resulting in the following business outcomes:

- ✓ Reduced manual work
- ✓ Reduced time spent organizing images

## Higher Education



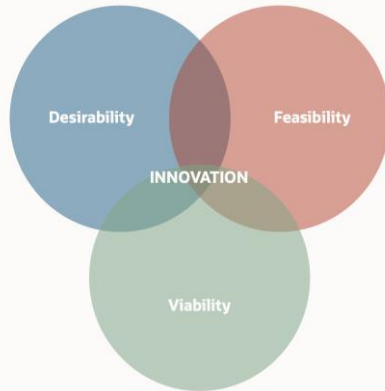
University of Michigan uses OCI Compute and NVIDIA A100 GPUs for AI training and inferencing; NLP has provided 25% time savings for text summarization.

## High Tech

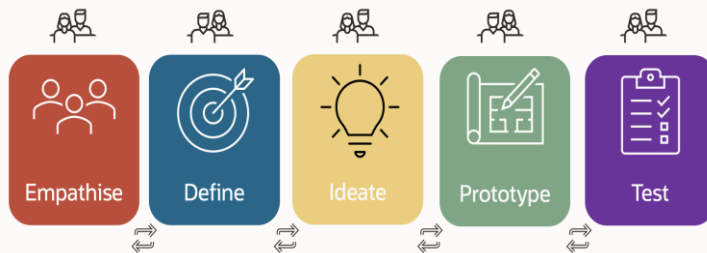


Adept is building a universal AI teammate that's trained with thousands of NVIDIA A100 GPUs and OCI's ultra-fast cluster networking technology.

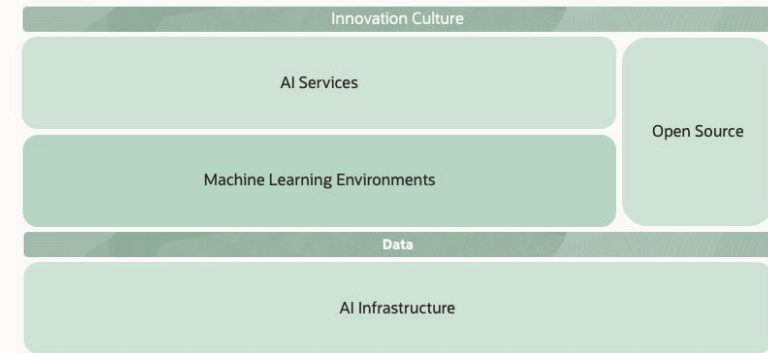
# Approaches for successful AI & ML innovation



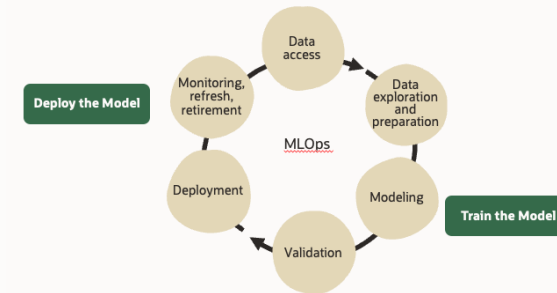
3 Pillars of Innovation



Design Thinking



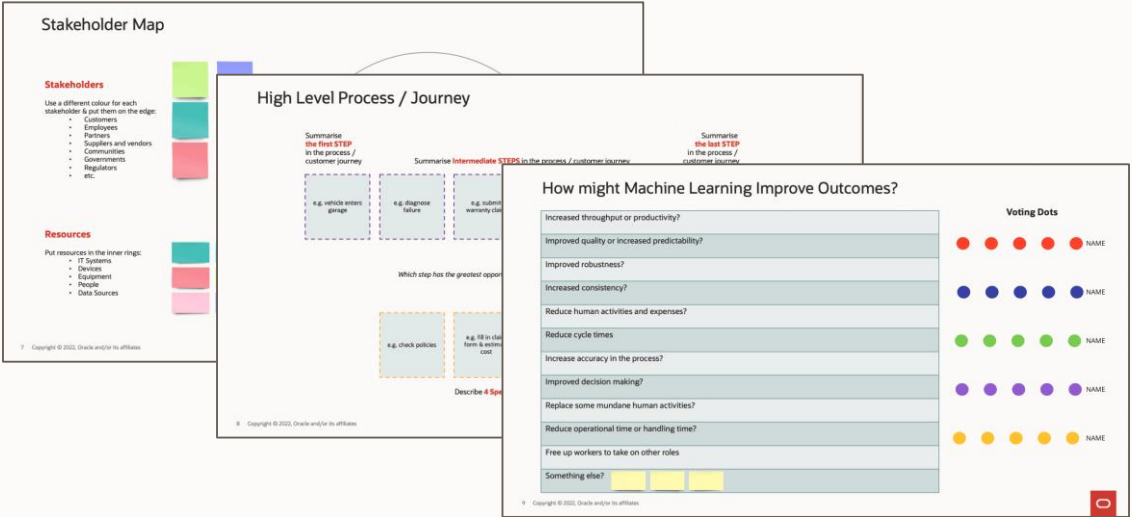
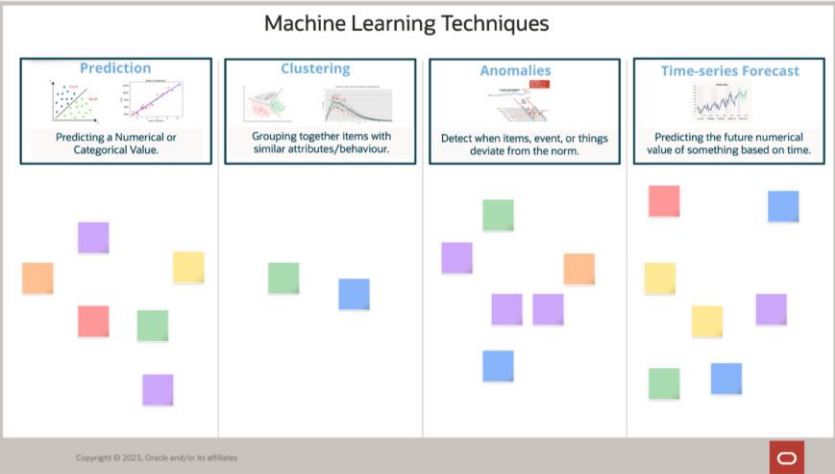
AI & ML Platform



MLOps & ML Lifecycle



# Make it a modern and fun experience



# Data Science & Machine Learning Approach Workshop

Unlock the potential of AI, machine learning and data science through an interactive ideation workshop tailored to your business goals.

This interactive session empowers you to align Oracle's cutting-edge AI technology with tangible business outcomes. Join us in this workshop where the synergy of ideas and expertise converges into a business lead data science driven journey.

Request now




## Overview

Oracle's **'Data Science & Machine Learning Approach Workshop'** offers an engaging ideation session that takes participants on a journey from creating lots of ideas through to mapping the ideas to practical AI & ML techniques and then ultimately assessing the business value behind each idea. This is done in a fun an interactive way with lots of relevant customer examples showing practical solutions using Oracle's AI & ML capabilities.

You will spend 90 minutes with Oracle AI & Data Science specialists and at the end you will have a prioritised list of high value AI & ML use cases.

Hearing the latest customer examples and seeing Oracle Cloud Infrastructure in action you will leave the workshop equipped with the insights needed to transform AI and data science concepts into practical reality and ultimately deliver business value at speed.

This workshop is designed for existing Oracle Cloud Infrastructure customers with AI and machine learning objectives. Oracle have been using this engagement model for over an extensive period and our customers testify to this modern and innovative approach to technology.

 Chat now

Call Sales

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Complete list of local country numbers

A close-up photograph of a standard incandescent lightbulb. The bulb is held by a black base, and its internal filament is visible. The glass of the bulb is etched with the text "AN IDEA IS ONLY AS GOOD AS ITS EXECUTION!" in a bold, sans-serif font. The background is a soft, out-of-focus grey.

AN IDEA  
IS ONLY AS GOOD  
AS ITS  
EXECUTION!

# AI and Machine Learning

## IDEAS EXECUTED

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