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# Canon Eu AI CPQ Assist

**Canon**

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## **Statement of Work**

This document outlines the scope of Canon's AI CPQ Assistant Project, detailing the proposed solution and associated deliverables. It highlights how Canon can leverage Oracle's AI capabilities within Oracle Cloud Infrastructure (OCI) and Oracle Digital Assistant (ODA) to address current customer service challenges and optimize CPQ operations.

By utilizing Oracle's Digital Assistant platform, RAG (Retrieval-Augmented Generation) Agent capabilities, and advanced knowledge base integration, this transformation aims to enable efficient, scalable, and intuitive customer interaction for Canon. The project will streamline manual customer service processes, improve response accuracy, and align seamlessly with Canon's strategic objectives to enhance customer experience and operational efficiency.

## **Safe Harbor**

The following is intended to outline our general product direction. It is intended for information purposes only and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

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## 1. Executive Summary and Overview

### 1.1 Business Summary

This proposal presents a comprehensive AI-driven CPQ assistant solution tailored to address Canon's customer service challenges and strategic goals. By integrating Oracle's Digital Assistant (ODA) platform with Oracle Cloud Infrastructure (OCI) RAG Agent capabilities, this solution aims to revolutionize customer interaction and support processes.

The proposed solution includes Oracle Digital Assistant as the primary user interface, accessible through Microsoft Teams integration or standalone portal, ensuring seamless interaction for customer service representatives while significantly improving response accuracy and efficiency. By leveraging Oracle's RAG Agent with comprehensive knowledge base integration, Canon will experience enhanced performance, scalability, and precision in handling customer inquiries across multiple languages.

### 1.2 Business Challenge

Currently, Canon's CPQ Support representatives face several challenges when handling inquiries:

- **Manual Knowledge Retrieval:** Representatives manually create SR and long resolution time cycles through extensive documentation (PDFs, PPTs, DOCs) to find relevant information for queries
- **Language Barriers:** Supporting customers across multiple European markets (English, French, German, Spanish, Dutch, Swedish, Danish, Norwegian, Finnish) requires specialized language skills
- **Inconsistent Responses:** Lack of standardized knowledge access leads to varying quality of support service
- **Time-Consuming Processes:** Each support interaction requires significant time for information lookup and verification
- **Knowledge Fragmentation:** Critical information scattered across multiple document formats and systems

An automated, intelligent solution is needed to enhance productivity, consistency, and accuracy in support service delivery while supporting Canon's multi-language biz ops and internal sales users.

## 1.2 Return on Investment (Assumptions)

By deploying the AI-powered Canon CPQ Assist chatbot:

- Users receive **instant responses** to frequently asked questions.
- Common issues are resolved in **real-time**, without needing to raise tickets.
- The solution provides **step-by-step guided instructions**, summaries from official documents, and multilingual support.
- Support team bandwidth is freed up to focus on **complex or high-impact cases**.

Metric	Value
Estimated Users (Phase 1)	200
Avg. Queries per User/Month	~30
Total Monthly Queries	6,000
Time Saved per Query (Conservative)	15–30 mins
Monthly Time Savings	1,500–3,000 hours
Equivalent FTE Savings	~8–16 FTEs per month
Ticket Avoidance Rate (Est.)	60–70% of simple tickets deflected

## 2. Proposed Solution

At Oracle, we recognize that each organization has unique requirements for adopting and integrating AI technologies. For Canon, we propose a highly customized solution that leverages the full potential of Oracle Digital Assistant (ODA), Oracle Cloud Infrastructure (OCI) RAG Agent, and comprehensive knowledge base integration to address customer service challenges and streamline workflows.

Our solution is built around three core components:

### 2.1 Oracle Digital Assistant

We will implement Oracle Digital Assistant as the primary user interface, accessible through:

- **Microsoft Teams Integration:** Seamless integration with Canon's existing Teams environment for internal customer service representatives
- **Standalone Portal:** Web-based portal for direct access when Teams integration is not available
- **Natural Language Processing:** Advanced NLP capabilities to understand and respond to customer service queries in multiple languages

### 2.2 RAG Agent and Knowledge base with Gen AI

Oracle Cloud Infrastructure RAG Agent will be deployed to enhance the system's knowledge retrieval and response generation capabilities:

- **Document Processing:** Integration with Canon's knowledge base containing PDFs, PPTs, and DOCs (2-30 pages each)
- **Intelligent Retrieval:** Context-aware information retrieval from work instructions and system validation documents
- **Response Generation:** Accurate, contextual responses based on retrieved knowledge
- **Multi Language Support**

### 2.3 Oracle Integration Cloud –(Optional production component)

Acts as the orchestration backbone for document ingestion and integration tasks. In the **Production phase**, OIC will automate the process of uploading documents (PDF, DOC, PPT, etc.) to Object Storage or other connected services, reducing manual effort and enabling continuous knowledge base updates.

### 2.4 Key Benefits

The key benefits of this solution include significant automation of information retrieval tasks, which will free up support service representatives to focus on complex problem-solving. By leveraging Oracle's AI technologies, Canon will enhance efficiency and consistency in CPQ support service delivery, handling inquiries with improved accuracy and speed. The intuitive interface will streamline workflows, improve productivity, and provide representatives with real-time, accurate information through natural language interactions.

- **Automation of Information Retrieval:** Eliminate manual document searching, allowing representatives to focus on customer relationship management
- **Enhanced Accuracy:** Faster and more accurate information retrieval for customer inquiries
- **Multi-Language Capability:** Consistent service quality across all European markets
- **User-Friendly Interface:** Intuitive interface that reduces training time and improves productivity
- **Scalability:** Scalable solution capable of handling growing customer service demands

## 2.5 Bill of Material

Detailed Excel sheet will be shared as a separate document.

Environment	Monthly Cost
Production	\$9,736.00
Pilot	\$4,335.06

Please Refer to detailed excel sheet.

### Production – Monthly and Yearly

Description	Hours / month	Qty of CPUs / Other	Unit	Unit Price	List Price / Month	Price / Year
Oracle Cloud Infrastructure - Integration Cloud Service - Standard	730.5	1	5000 Msgs Per hour (1Msg Pack)	\$0.65	\$471.32	\$5,655.82
Oracle Cloud Infrastructure - Object Storage	1	1,000	Gigabyte Storage per Month	\$0.02	\$20.30	\$243.60
Oracle Cloud Infrastructure - Fast Connect	730.5	1	Port Hour	\$0.17	\$123.97	\$1,487.59
Oracle Cloud Infrastructure - Gen AI Agents - RAG	1	10,000	Per 10,000 Transactions	\$0.00	\$30.00	\$360.00
Oracle Cloud Infrastructure - Gen AI Agents - Knowledge Base	730.5	100	Gigabyte Storage per hour	\$0.01	\$613.62	\$7,363.44
Oracle Cloud Infrastructure - Gen AI Agents - Data Ingestion	1	10,000	Per 10,000 Transactions	\$0.00	\$3.00	\$36.00
Oracle Cloud Infrastructure - Digital Assistant	730.5	500	Requests	\$0.02	\$8,473.80	\$101,685.60
					<b>TOTAL</b>	<b>\$9,736.00</b>
						<b>\$116,832.05</b>

### Pilot- Monthly

Description	Hours / month	Qty of CPUs / Other	Unit	Unit Price	List Price / Month
Oracle Cloud Infrastructure - Integration Cloud Service - Standard	730.5	0	5000 Msgs Per hour (1Msg Pack)	\$0.65	\$0.00
Oracle Cloud Infrastructure - Object Storage	1	1,000	Gigabyte Storage per Month	\$0.02	\$20.30
Oracle Cloud Infrastructure - Fast Connect	730.5	0	Port Hour	\$0.17	\$0.00
Oracle Cloud Infrastructure - Gen AI Agents - RAG	1	5,000	Per 10,000 Transactions	\$0.00	\$15.00
Oracle Cloud Infrastructure - Gen AI Agents - Knowledge Base	730.5	10	Gigabyte Storage per hour	\$0.01	\$61.36
Oracle Cloud Infrastructure - Gen AI Agents - Data Ingestion	1	5,000	Per 10,000 Transactions	\$0.00	\$1.50
Oracle Cloud Infrastructure - Digital Assistant	730.5	250	Requests	\$0.02	\$4,236.90
					<b>TOTAL</b>
					<b>\$4,335.06</b>

## 3. Solution Components

### 3.1 Oracle Digital Assistant

Oracle Digital Assistant provides an enterprise-grade conversational AI platform that enables natural language interactions with Canon's knowledge base. Unlike traditional search interfaces, ODA allows for dynamic, contextual conversations that can handle follow-up questions and complex inquiries.

For example, a customer service representative might ask, "What are the warranty terms for EOS R5?" and follow up with, "What about international coverage?" or "How does this compare to EOS R6 warranty?" The Digital Assistant, powered by advanced NLP, interprets this conversational flow and provides accurate, contextual responses.

Key capabilities include:

- **Natural Language Understanding:** Advanced NLP for interpreting customer service queries
- **Context Awareness:** Maintains conversation context for follow-up questions
- **Integration Flexibility:** Seamless integration with Microsoft Teams and standalone portal options
- **Multi-Modal Support:** Text-based interactions with potential for voice integration

### 3.2 OCI RAG Agent and Knowledge Base

The RAG (Retrieval-Augmented Generation) Agent in Oracle Cloud Infrastructure provides sophisticated knowledge retrieval and response generation capabilities specifically designed for Canon's customer service needs.

#### Knowledge Base :

- **Document Types:** PDF, PPT, DOC formats (2-30 pages each)
  - **We will convert all docs to PDFs for pilot phase**
- **Content Focus:** Work instructions, system validations, product documentation
- **Intelligent Indexing:** Advanced indexing for rapid information retrieval

#### RAG Agent Capabilities:

- **Contextual Retrieval:** Finds relevant information based on query context and intent
- **Response Generation:** Creates accurate, helpful responses using retrieved knowledge
- **Source Attribution:** Provides references to source documents for verification

### 3.3 Multi language processing

Oracle's advanced language processing capabilities ensure consistent service quality across Canon's European markets:





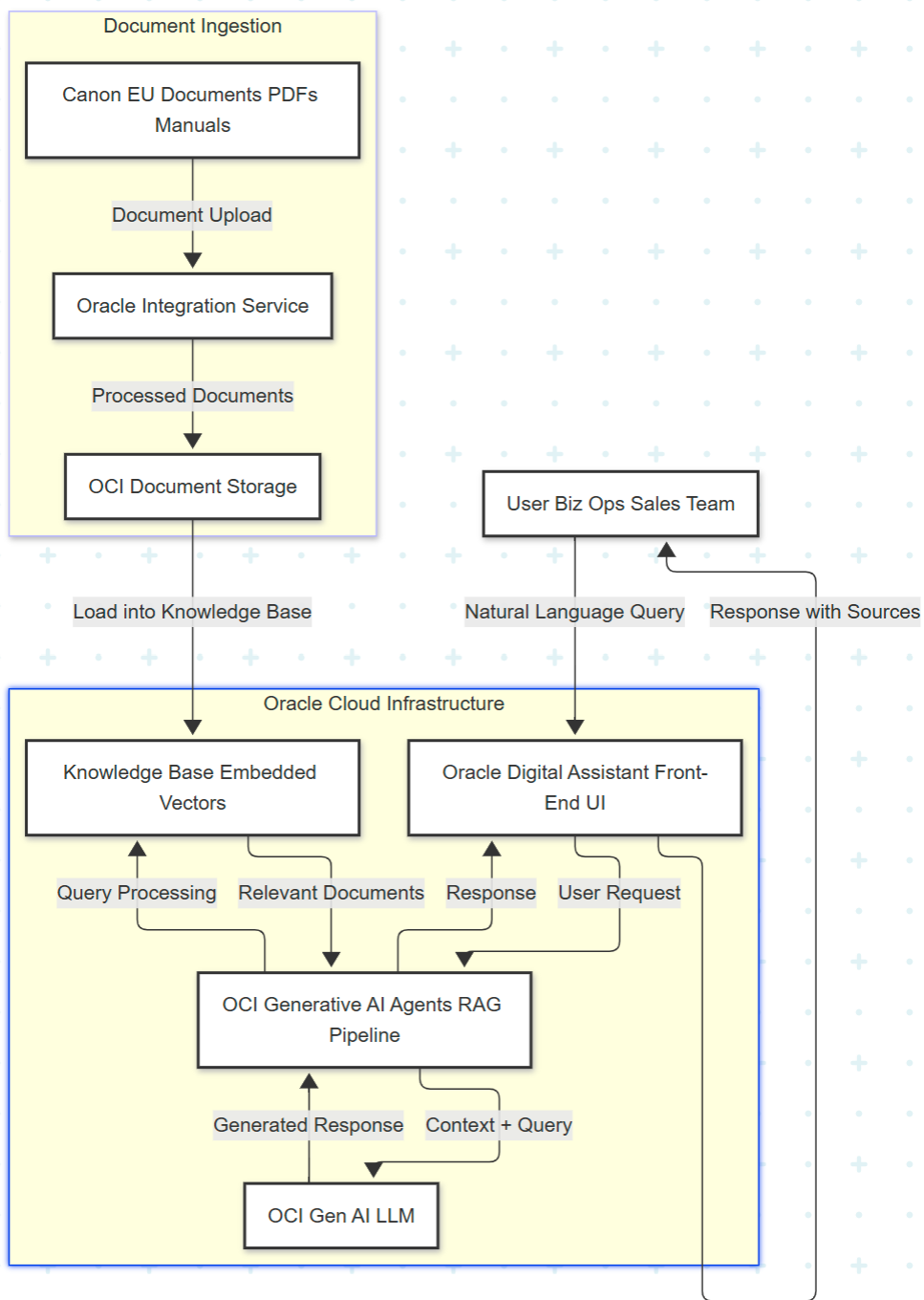
## Language Processing Features:

- **Native Language Understanding:** Processes queries in the user's preferred language
- **Cross-Language Knowledge Access:** Retrieves relevant information regardless of source document language
- **Consistent Response Quality:** Maintains service standards across all supported languages
- **Cultural Context Awareness:** Understands regional variations and cultural nuances

## Assumptions

- The solution will initially support 20–50 documents, each with no more than 20 pages.
- For the Pilot phase, only PDF documents will be used. Other formats like DOC or PPT will be considered in later phases.
- Pilot deployment will support up to 20 users.
- Phase 1 Production will support approximately 200 users.
- For the Pilot, we assume up to 60,000 chatbot requests per month.
- For Phase 1 Production, we assume up to 260,000 chatbot requests per month.
- Fast Connect (dedicated private connectivity) will not be used in the Pilot phase.
- Oracle Integration Cloud (OIC) will not be used for orchestration in the Pilot; manual document upload will be employed.
- Automated orchestration via OIC may be considered for production phases.
- The chatbot will support multiple languages, including but not limited to English, German, Dutch, French, Spanish.
- Language translation will be handled within the RAG + ODA pipeline using supported NLP techniques or integration with Oracle Translation capabilities and Gen AI LLM Translation will be used.
- Each chat session is expected to consist of 5 different and unrelated conversations, with 2 to 20 user inputs per conversation.
- Each user input will contain between 2 to 240 characters.
- Primary access will be through Microsoft Teams. (or As per agreement)
- A standalone web portal may also be developed and provided as an optional interface. (or As per agreement)

## 4. High Level Architecture



## 5. Conclusion

The integration of Oracle Digital Assistant with RAG Agent capabilities provides Canon with an unparalleled opportunity to revolutionize its customer service operations. By leveraging advanced AI technologies within Oracle Cloud Infrastructure, Canon can automate information retrieval, streamline customer interactions, and enhance service quality across multiple European markets.

This comprehensive solution, tailored to Canon's specific customer service needs, ensures optimal efficiency, multilingual capabilities, and enterprise-grade security, aligning with the organization's strategic goals of customer experience excellence and operational efficiency. The phased implementation approach allows for careful validation and optimization, positioning Canon to lead in customer service innovation while delivering exceptional value to its customers and achieving significant productivity gains.

## 6. References

- <https://www.oracle.com/chatbots/>
- <https://www.oracle.com/artificial-intelligence/>