

ORACLE
AI World

Connected Employee Engagement

Theater: Oracle Communicate & Employee Events

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HCM, Oracle Communicate

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Safe harbor statement

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.

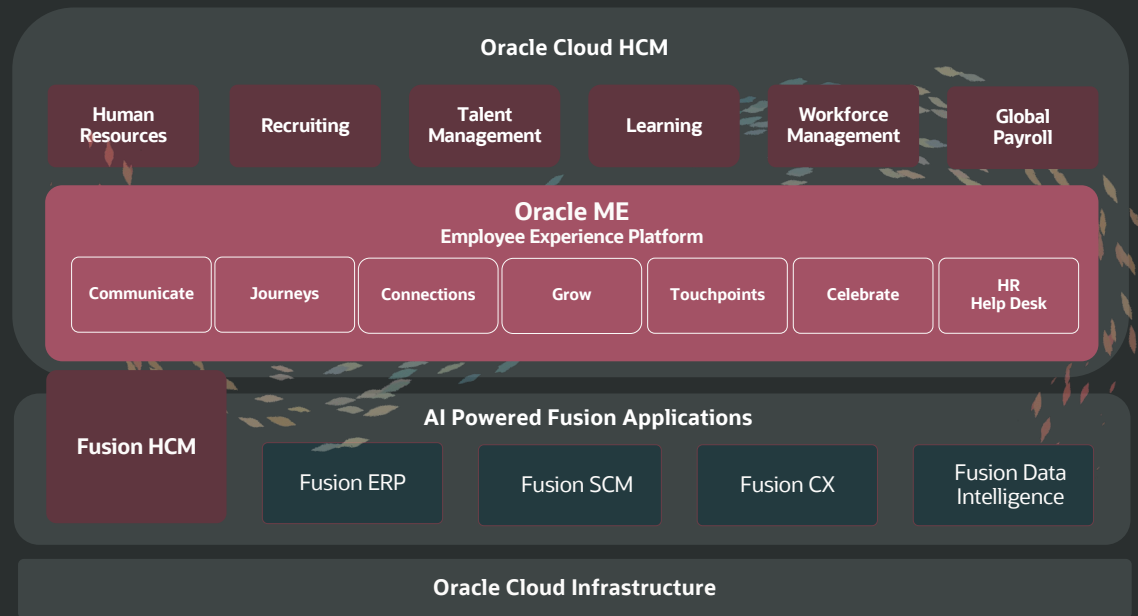


Agenda

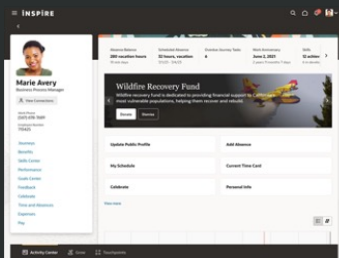
- 1 Oracle Communicate Overview
- 2 Drive Outcomes with Communicate
- 3 Communicate at StandardAero
- 4 What's Next

Oracle ME

The **only** complete employee experience platform that empowers talent to connect, grow, and thrive.

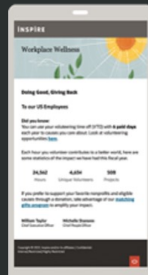


Communicate to engage workforces



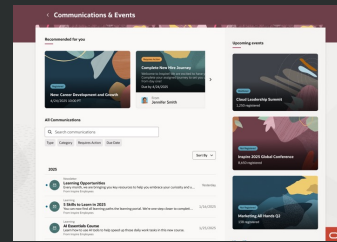
Own your audience

Use the wealth of employee and organization data to finely target and re-target campaign audiences



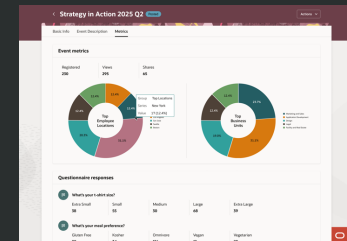
Expand your reach

Reach workers seamlessly across channels – SMS, email, events, and in-system posts - to drive awareness and activity



Inspire belonging

Voice of the employer connecting employees to resources, growth opportunities, and each other



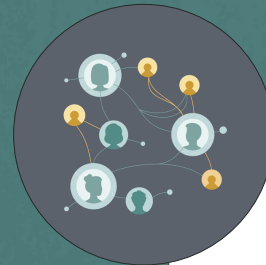
Measure outcomes

Embedded analytics facilitate re-targeting, measure campaign effectiveness, and drive organizational outcomes

Driving Business Outcomes with Oracle Communicate



Cultivate
Outcomes
At
Every
Level



Transform



Activate



Inform

Drive more value out of your key processes with Oracle Communicate



Benefits

- Kick off open enrollment and drive signups
- Educate your employees on new benefits



Performance

- Kick off performance season, communicate changes
- Drive participation



Compliance

- Drive compliance education completion
- Retarget comms employees falling behind or out of compliance



Change Management

- Educate and empower users
- Communicate Policy, new procedures, Q&A
- Targeted events around changes

Communicate at StandardAero



STRATEGICALLY LOCATED GLOBAL FOOTPRINT

GLOBAL NETWORK AND SCALE POSITION STANDARD AERO TO WIN ACROSS CUSTOMERS AND GEOGRAPHIES



~8,000 Employees Across Global Network of 50+ Locations to Support All Geographies

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Example 1 – Self Identification

Problem:

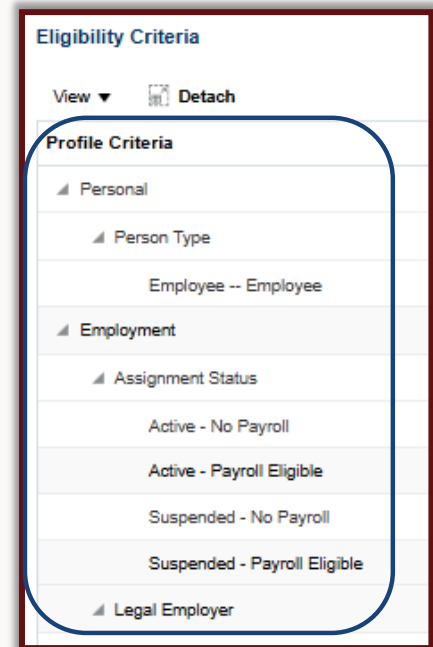
The Compliance Function needs to send and track email requests to self-identify disabilities

Targeted Audience:

- ✓ U.S. employee's ~ 4,500 ee's
- ✓ 2/3rd of population are shop floor

Solution: Embed a person-specific Fusion Journey

- ✓ Maps the assigned Journey audience
- ✓ Includes a Deep link to the specific Journey for the person
- ✓ Traces Journey Progress




The screenshot shows a web interface titled "Eligibility Criteria". At the top, there are tabs for "View" (with a dropdown arrow) and "Detach" (with a document icon). Below the tabs, a section titled "Profile Criteria" is highlighted with a blue rounded rectangle. This section contains a list of criteria, each with a small triangle icon to its left:


- Personal
 - Person Type
 - Employee -- Employee
- Employment
 - Assignment Status
 - Active - No Payroll
 - Active - Payroll Eligible
 - Suspended - No Payroll
 - Suspended - Payroll Eligible
- Legal Employer

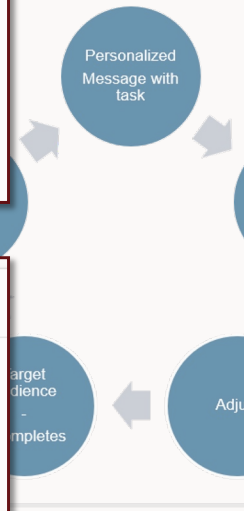
Example of audience criteria

Example 1 – Self Identification cont....

Tracking and Tracing

Emails			
 US Disability Campaign 2025 Primary Email			
Email Delivery Details			
Total	Open Rate	Click Rate	
4345	86.03%	18.00%	

Emails			
 Reminder to Participate - Disability Status Update In Fusion Primary Email			
Email Delivery Details			
Total	Open Rate	Click Rate	
3713	83.68%	18.58%	



Can follow-up based on Journey Status

< US Disability Campaign 2025 Completed

US Disability Campaign 2025

Basic Info Audience Emails and SMS Metrics

Emails and SMS

+ Create

Follow-up Email

Name Required

Audience Segment

- Entire audience
- Primary Email
 - Primary email opened
 - Primary email not opened
- Journey
 - Journey complete
 - Journey overdue
 - Journey in progress

US Disability Campaign 2025
Primary Email

Audience Segment: Journey in progress

Delivery Date: 4/28/25



Example 2 – Finance Function

Problem:

Finance needs to get answer on where to deliver credit card to....
tracking open, responses, follow-ups

Solution: Collection a Response Communication

- ✓ Create a point-in-time audience
- ✓ Trace the emails and the feedback
- ✓ Includes a Deep link to Fusion to update the address

Example 2 – Finance Function cont

Setting Question and Responses

New Campaign

Purpose

What's this campaign for?

Campaign Purpose
Collect Responses

Duration
One-time

What do you want to ask?

Question
Where would you like your credit card to be sent

Show Individual Responses
Yes

+ Add Response

Response Choices

Response
Home

Response Destination Page
Default

Response
Office at Work

Response Destination Page
Default

Last updated 15 seconds ago

Cancel

Save and Close

Continue

Submit

Email with two responses

Dear Corporate Cardholder,

We are in the process of replacing the existing Corporate Card Program with a New Corporate Card Program. New cards under the new program will be mailed to your home address listed in Fusion.

Could you please provide your response on how would you prefer the card to be send to you?

[1- Office at Work](#)

[2- Home](#)

If you select Home, and to ensure the new card reaches you, we ask that you please take a few minutes to verify your home mailing address information in Fusion is correct and accurate, on the [link](#)

For Instructions on how to edit your address if needed, please click on the [link](#)

Expenses will be fed into and you will complete your expense report as you do today. We will be providing additional communications regarding the transition to the new card program over the next couple of weeks. Please feel free to reach out directly with any questions or concerns you may have to the email:

@standardaero.com

Kind Regards,

Example 2 – Finance Function - Continued

Getting Responses in Communicate – Also available in OTBI

< **View Responses**
Test_Responses_Oct1_2025v1

Search by employee name or email

Business Unit Work Location Response Choice Filters

6 results

Employee Name ↕	Work Location ↕	Business Unit ↕	Response Choice
John	US-AZ-Scottsdale	HRD HR/Training-OTHER	Office at Work
Walter	US-AZ-Scottsdale	ADM Finance-OTHER	Home
Robert	CA-MB-Winnipeg	HRD HR/Training-OTHER	Office at Work
Ricardo	CA-MB-Winnipeg	HRD HR/Training-OTHER	Home
Mark	CA-MB-Winnipeg	HRD HR/Training-OTHER	Home
Morgan	US-AZ-Scottsdale	HRD HR/Training-OTHER	Home

Example 2 – Finance Function - Continued

Tracking and Tracing

Test_Responses_Oct1_2025v1

Completed

50

Basic Info

Audience

Emails and SMS

Metrics

Responses

Where would you like your credit card to be sent

Home

4

Office at Work

2

Emails

Test_Response_Oct12025

Primary Email

Email Delivery Details

Total

6

Open Rate

100.00%

Click Rate

100.00%

Can follow-up based on Responses

Test_Responses_Oct1_2025v1

Completed

Close Campaign

50

Basic Info

Audience

Emails and SMS

Metrics

Emails and SMS

+ Create

Follow-up Email

Name

Required

Audience Segment

Entire audience

Primary Email

Primary email opened

Primary email not opened

Test_Response_Oct12025

Primary Email

Audience Segment

Entire audience

Delivery at

10/1/25

Cancel

Save

Sent

Responses

Office at Work

Home

No Response from Recipient

What's next?



Oracle Employee Events

Empower **HR, managers and employees** to create events and communications that help drive engagement and business outcomes.

Drive **attendance to events** as part of **multichannel awareness campaigns** that engage and enrich your workforce.

Empower grassroots participation by **enabling employees and managers to create events**.

View **all communications and employee events in a central hub** within a single tool to improve event participation and the employee experience.



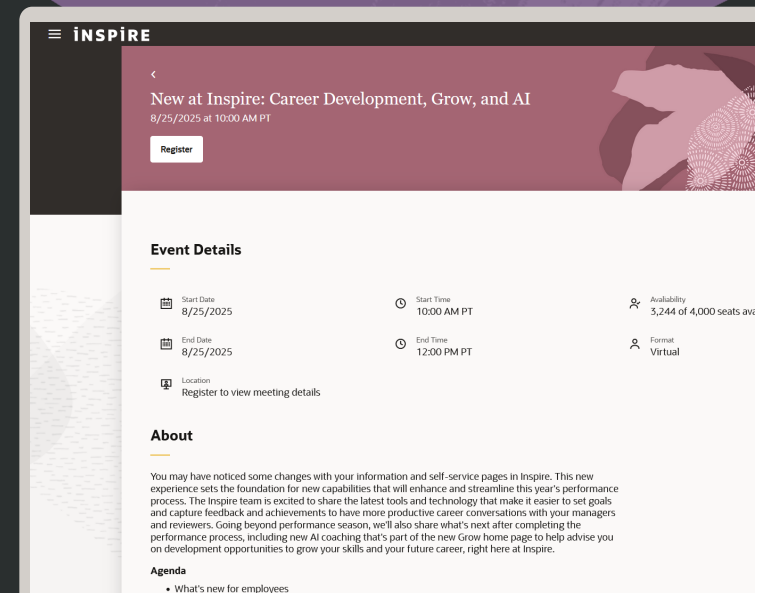
Create event
landing pages



Target and invite
audiences



Track registrations
Measure success



Roadmap



Campaign Enhancements

HTML Template Import
Tune Campaign Audience
Excel Based Campaign Audience



Additional Channels

Microsoft Teams
Slack



Groups

Create & Manage Groups
Discover Groups



AI & Agents

Events Recommendations
Communication Creation Assistant



Take Action



Connecting the Workforce Session

Session Time: Wednesday October 15 at 2:15 PM

Presenters: Samir Khosla (Oracle), Mark Burgess (StandardAero)



Unlocking AI Success: Inspire the Future with Communicate

Customer Connect Session: November 17, 2025

**Your feedback is
important.**

**Scan this QR Code or use
the Mobile App to share
your thoughts on this
session.**



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