

Oracle AI World 2025

Wednesday, Oct 15, 1:00 PM - 1:45 PM PDT

[How to Get Started with AI in Oracle Fusion Applications \[PAN3152\]](#)

“Not sure how to start with AI or where to go next? Whether you're new to AI or looking to expand your efforts, this session will help you move forward with clarity. Explore how AI is built into Oracle Fusion Applications and how it can help deliver immediate, measurable value. We'll highlight high-impact use cases, share best practices, and provide practical guidance to help you launch or scale your AI initiatives. Hear directly from your peers as they share real-world experiences with Fusion AI—including the benefits realized, lessons learned, and what's next on their AI roadmap.”

Customer Panel Q&A

1. Welcome Emily and Crystal. Please tell us about yourselves, your respective roles, and your organizations.

- **Emily:** to add talking points
- **Crystal:** to add talking points
 - i. Programmer Analyst with agricultural manufacturing company “CTB, Inc.”. Have been with CTB for over 20 years in various roles from ME, INV, AP, Payroll, SCP, and Cost Acct, before joining our I/T team as a BSA three years ago just before our Oracle go-live and have advanced to now being the Program Analyst. We have two of our six BUs on Oracle serving 14 of our 46 organizations.

2. For some context, what Fusion Applications are you currently using?

- **Emily:** to add talking points
- **Crystal:** to add talking points
 - i. ERP: FIN, PJCT, RM, EPM
 - ii. SCM: SCP, INV, MFG, OM, PRC, PLM,
 - iii. HCM
 - iv. CPQ

3. Well, we are at Oracle AI World and everyone in this room came here to learn about AI and to get some useful information to take back to their organizations. Can you tell us about your overarching AI strategy?

- **Emily:** use embedded AI as much as possible. Emily to add talking points.
- **Crystal:** CEO is saying that AI is the new way of life ... how are we going to accept this and use it to our advantage?
 - i. As much as our users would very much like to be hands-off and let AI do all the work for them, we will continue to require employees to be an integral part of their jobs. There will always need to be a point of logic, or that common sense check. While we will use AI to ease the mundane, administrative tasks, or simplify complex processes into a more consolidated and cohesive approach, it is critical that we retain our subject matter experts who will still know the applications inside and out and be able to guide our use cases for AI.
 - ii. Change management was one of our biggest struggles moving to Oracle Cloud from on-prem JDE World, so we learned that any change going forward will be met with some level of resistance. Of course, right after we went live, the rollout of Redwood

started being discussed. So we had just changed drastically in systems and had all of the work instructions to go with; and now facing Redwood where the look, the clicks, the steps will all be a bit different, we have decided to combine the use of Redwood and AI as much as possible. We can design it all together, train on all the changes at once, and get the growing pains worked out all at once, rather than having a continuous state of change that would bring more discomfort to the daily users.

- iii. We are working through one area at a time to give it focused attention, hear feedback, take corrective action, and try to mirror the usability across the board as much as possible. Started with HCM, went on to OM, working on PRC, and then MFG.

4. As a follow up to what we just discussed, do your organizations have an AI Governance Committee? If yes, what business functions make up the committee? And how does the committee work?

- **Emily**

- i. Our committee is made up of Legal, IT, Risk Management, Strategy, etc.
- ii. The committee creates policies and procedures around AI governance and which AI platforms are to be approved.
- iii. For example, for Choctaw Nation, we worked with the committee to evaluate Fusion Applications at large. Once the committee got satisfied with all of the information around security, access controls, guardrails, data, LLMs, etc. that Oracle provided, we asked that the committee provide a blanket approval for all AI features embedded within Fusion Applications. This means that as Fusion adds new, embedded AI features, they are pre-approved, and we can proceed with test and deployment. This is VERY important. If you engage on a feature-by-feature level, you will always be quite behind in adoption and create unnecessary review and approval cycles.

- **Crystal**

- i. We do not have an independent committee for AI Governance. All our system tools and enhancements, including AI, are researched, and reviewed internally within our I/T team for: alliance with CTB's Strategic Values; conflict with Risk Management (as our team is also the gatekeeper of), cost impact and effectiveness; utilization and maintenance; compliance with any potential company policies; and the like.
- ii. We maintain a tri-level process of testing to ensure any new features not only work properly but are also not breaching sensitive data or exposing our systems to vulnerability. Each feature is thoroughly tested first by the design/development team, then by the larger I/T team, and finally via end-user acceptance testing before it is deployed in our Production environment.

5. The landscape of AI is so huge... it can be overwhelming. How did you decide where to get started with AI within your organization?

- **Emily:** started with the simplest things, GenAI only, low risk items, mainly in HR.

- i. About Me in Connections
- ii. Job matching snippet in recruiting
- iii. Turned on GenAI for performance reviews
- iv. Oracle Grow & Dynamic Skills – all features are turned on
- v. Variance Narrative Generation turned on for EPM

- vi. In general, all new functionality comes with AI turned on so users don't know these features without AI. Training happens at once. The perception has been very positive
- **Crystal:**
 - i. HR
 - 1. Advanced Redwood adoption – always start with HCM as it gives all employees a flavor of new features
 - 2. All of HR is now on Redwood, so we can utilize AI the most there for right now
 - 3. Elected to start small and just start using some of the AI functionality in Performance Management
 - a. All our managers are required to go into this tool for both hourly and salaried employees, so it felt like it would have good reach.
 - b. The comment boxes from managers have always been an area where we struggled to get good detail.
 - c. The AI tools can scrub all the goals and past reviews to help them craft responses to the employees and comments for management that are more helpful.
 - d. It can also be used for employees and employees come up with goals. Again, getting good, SMART goals has been a struggle in some areas.
 - ii. What are the areas where we can make users' jobs easier?
 - iii. How can we get our employees to follow policies?
 - iv. Redwood adoption is happening in conjunction with CTB turning on AI features
 - v. Order Management (Dev & Test)
 - 1. Using Guided Journeys to add various policy documents
 - 2. Return policies, and instructions for completing unreferenced returns
 - 3. T&Cs
 - 4. AI Assist for internal and external (customer) communication
 - vi. Procurement (Dev & Test; limited in Prod)
 - 1. Using Guided Journeys to add various policy documents
 - 2. Supplier agreements
 - 3. Approval processes for expense items
- 6. What benefits have you seen thus far?
 - **Emily:** significantly improved user experience and higher efficiency for tasks where AI is in action. Users like to use modern, up-to-date software. 50% of our users don't even know that they are using AI as it is working behind the scenes.
 - **Crystal:** There has been a lot of buzz from users about wanting to use AI and seeing what it can do. But as Emily stated, most users don't even know that they are using AI. Because Oracle has made AI built-in and not bolted on, it is a seamless interface where users can take advantage of the benefits without fearing any additional complexities. One of the benefits we've seen is it eases the burden of employees while supplying what we would desire or sometimes even require from a business standpoint. As an easy example, documentation. Not many people like detailing what they've done. They just want to make the change they need to and be done...same here. But oftentimes, questions may arise later of who, what, when, why, and no one can remember because they've already handled tens or hundreds of other orders in the meantime. With built-in AI Assist, we can now capture

the changes and edits made to an order by a user real-time and have it automatically summarized for the record what was done.

7. What is on your AI roadmap next?
 - **Emily:** Finance is very interested in Doc IO agent. AI Agent Studio – playing with it, but not testing yet till January. In general, agentic AI is next and testing/roll out will start in January.
 - **Crystal:** Up next, we will be exploring the use of AI to assist our Sales and Customer Fulfillment teams to streamline their processes and ultimately reduce the time spent on maintaining orders manually. All of our configurations and pricing are handled in CPQ, so currently there are often steps that must be duplicated in both systems and require many, very complex integrations between the two that have become labor intensive as we have continued to broaden our use. So, anything we can do to help make the ordering and maintenance of orders more efficient and user-friendly, will benefit not only us internally but also our customers.
8. What is your practical advice for this audience when it comes to AI adoption?
 - **Emily**, in summary:
 - i. Platform based approval, rather than feature by feature, product by product. With the speed that Oracle rolls out its features, if you do it feature by feature you'll be 10 years behind.
 - ii. We may have our roadmap, but if Oracle comes out with something new that would be very useful, we are flexible and can change our adoption patterns.
 - iii. Start small, get user training and acceptance.
 - iv. Looking to apply agents for administrative work. Hoping to see productivity gains.
 - v. We are not a point with AI when we can reduce head count.
 - vi. Humans very much need to stay in the loop and render their judgment.
 - **Crystal:**
 - i. Oracle is ever evolving. That's a big part of why we decided to use Fusion Apps as our service platform – we want to stay up to date in our business and technology. Therefore, our plans for adopting AI must be fluid – whether it's changing course of direction or gaining access to new tools to implement AI.
 - ii. Let AI fill in the gaps, not run the show. I think AI is probably something fairly new to most of us here today and why we are so keen to get up to speed on it this week. No need to deep-dive when you can build on it over time with more understanding.
 - iii. Use the resources available to you – Customer Community Connect, Oracle Blogs, Oracle Events (and Replays), the new AI Agent Collaboration Center, and more.