Oracle AI World 2025 – Highlights & Key Learnings for American Express Leadership

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Oracle's Vision: AI Built In, Not Bolted On

Oracle's mission is to help people see data in new ways, discover insights, and unlock endless possibilities. AI spans across ERP, HCM, SCM, and CX with over 150 embedded features.

Oracle's AI Journey

From machine learning in 2001 to generative and agentic AI in 2025, Oracle's journey includes autonomous databases, digital assistants, and now AI Agents & Agent Studio.

Oracle's Internal AI Activation

82,892 Oracle employees actively use AI features, with 60K+ GenAI users. Over 150 AI features run internally across business functions.

AI Activation Framework – 6 Steps to Success

1. Set bold activation goals
2. Partner with Legal & Security
3. Curate RAG content
4. Get AI into users' hands
5. Explore advanced use cases
6. Fine-tune & customize with Agent Studio.

Fusion AI Architecture

Oracle Fusion AI runs on OCI, leveraging a unified data model, embedded security, and AI Agent Studio integration across ERP, HCM, SCM, and CX.

Generative AI Enablement

Embedded AI is Oracle-delivered and maintained. Extensible AI allows customizable prompts, LLMs, and workflows. Key use cases: goal creation, feedback, supplier discovery.

Oracle AI Agent Studio

Platform to build, test, and deploy AI agents with tools such as Business Object, Document, REST, Deep Link, and Calculator. Fully secured via Fusion identity context.

Delivered HCM AI Agents

Prebuilt agents assist managers and employees: Compensation, Talent, Leave, Employment, Pay, Benefits, and Concierge Agent Teams.

Redwood UX & Visual Builder Studio

Redwood provides a next-gen experience. VB Studio Express Mode allows inline personalization; Advanced Mode enables REST and app extensions.

Extending Oracle Redwood Applications

Business users and developers can configure, create, and promote Redwood extensions for unique workflows and UI needs.

AI in Human Resources

AI and ML power recruiting, payroll, and employee experiences. Oracle's HCM AI Adventure spans Candidate, Recruiter, Employee, and Manager journeys.

Recruiting AI: Candidate Engagement

Four recruiting agents: Candidate Coach, Sourcing Agent, Interview Agent, and Hiring Agent – automating and personalizing the full hiring cycle.

AI in Operations: Minimize Downtime

Oracle reduced maintenance downtime to <2 hours per quarterly update. 29,000+ global updates across 65 regions leverage AI-based planning.

Oracle's Internal Learnings

Oracle uses Fusion AI to run HR, Finance, and Procurement, saving thousands of hours while improving decision quality and compliance.

Key Takeaways for American Express

1. AI is embedded in Fusion – no add-ons required.
2. Start with prebuilt agents.
3. Engage Oracle AI Co-Lab for assessment.
4. Use Redwood + VB Studio for customization.
5. Adopt quarterly innovations for sustained advantage.

Closing

"AI built in, not bolted on." Oracle AI empowers enterprises to automate, personalize, and innovate responsibly. American Express can leverage this framework to accelerate AI adoption.

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