

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

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Oracle's Vision

AI built in, not bolted on — intelligence embedded across ERP, HCM, SCM, CX. Unified data + OCI foundation ensures secure, governed innovation.

Activation Framework

1. Set bold goals 2. Partner with Legal & Security 3. Curate RAG content 4. Deploy to users 5. Explore use cases 6. Fine-tune via Agent Studio.

Fusion & Generative AI

Embedded AI: Oracle-delivered models, quarterly updates. Extensible AI: Custom prompts & LLMs per workflow.

AI Agent Studio

Build Answer / Action / Workflow agents. 400+ templates across HR, Finance, and Supply Chain. Secure Fusion context & REST integrations.

Redwood UX + VB Studio

Next-gen design for personalization and speed. Extend or create pages without breaking upgrades.

HCM & Recruiting AI

Candidate Coach | Sourcing Agent | Interview Agent | Hiring Agent. Manager & Employee Advisors for goals, compensation, and feedback.

Operational Excellence

<2 hours downtime per quarterly update. 29K+ updates across 65 regions using AI-driven automation.

Key Takeaways for American Express

- Start with prebuilt AI Agents
- Engage Oracle AI Co-Lab for maturity assessment
- Use Redwood + VB Studio for quick wins
- Embed AI governance early
- Measure ROI via efficiency and experience gains.

“AI built in, not bolted on — Oracle’s playbook for scalable, responsible innovation.”