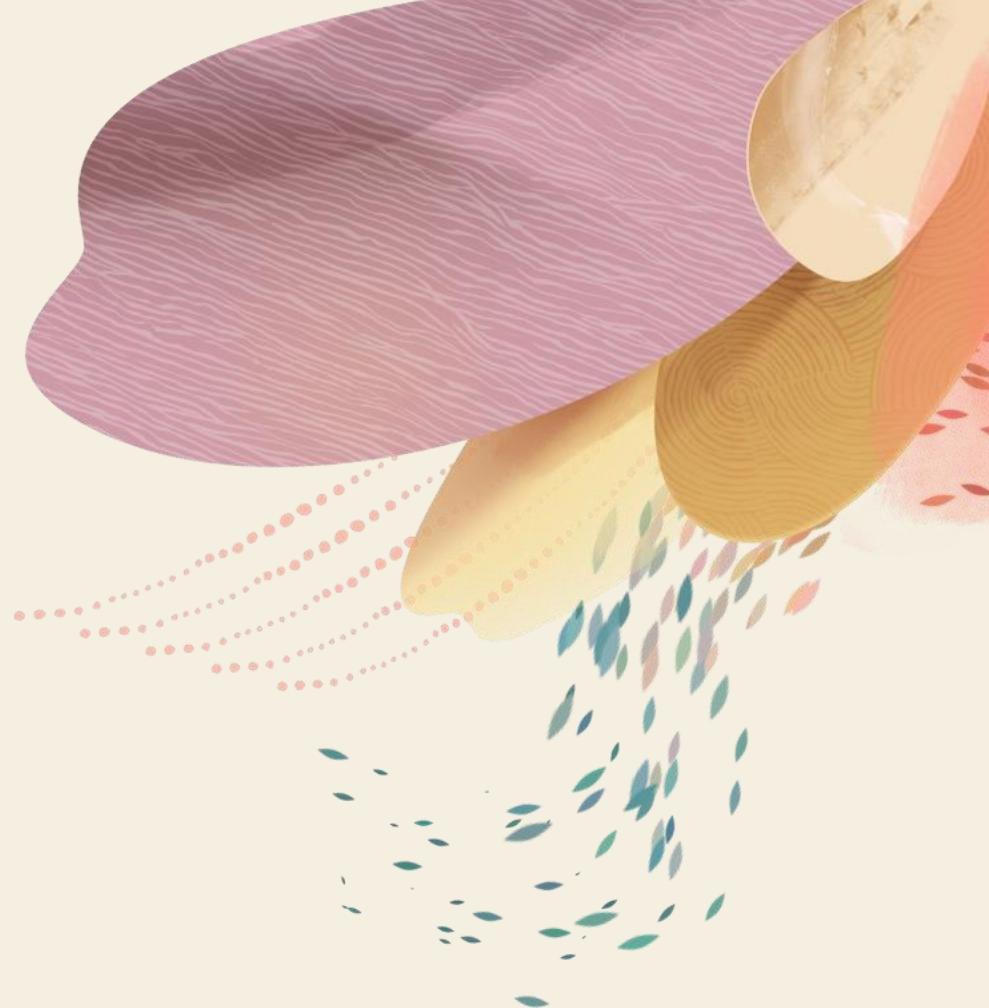


ORACLE

OCI Generative AI Platform

Enabling AI Data Strategy with Generative AI





Oracle's unique approach to AI for the enterprise

- Broad AI ecosystem
- AI agents
- Enterprise-grade AI



Apps and Agents

AI Platform and Services

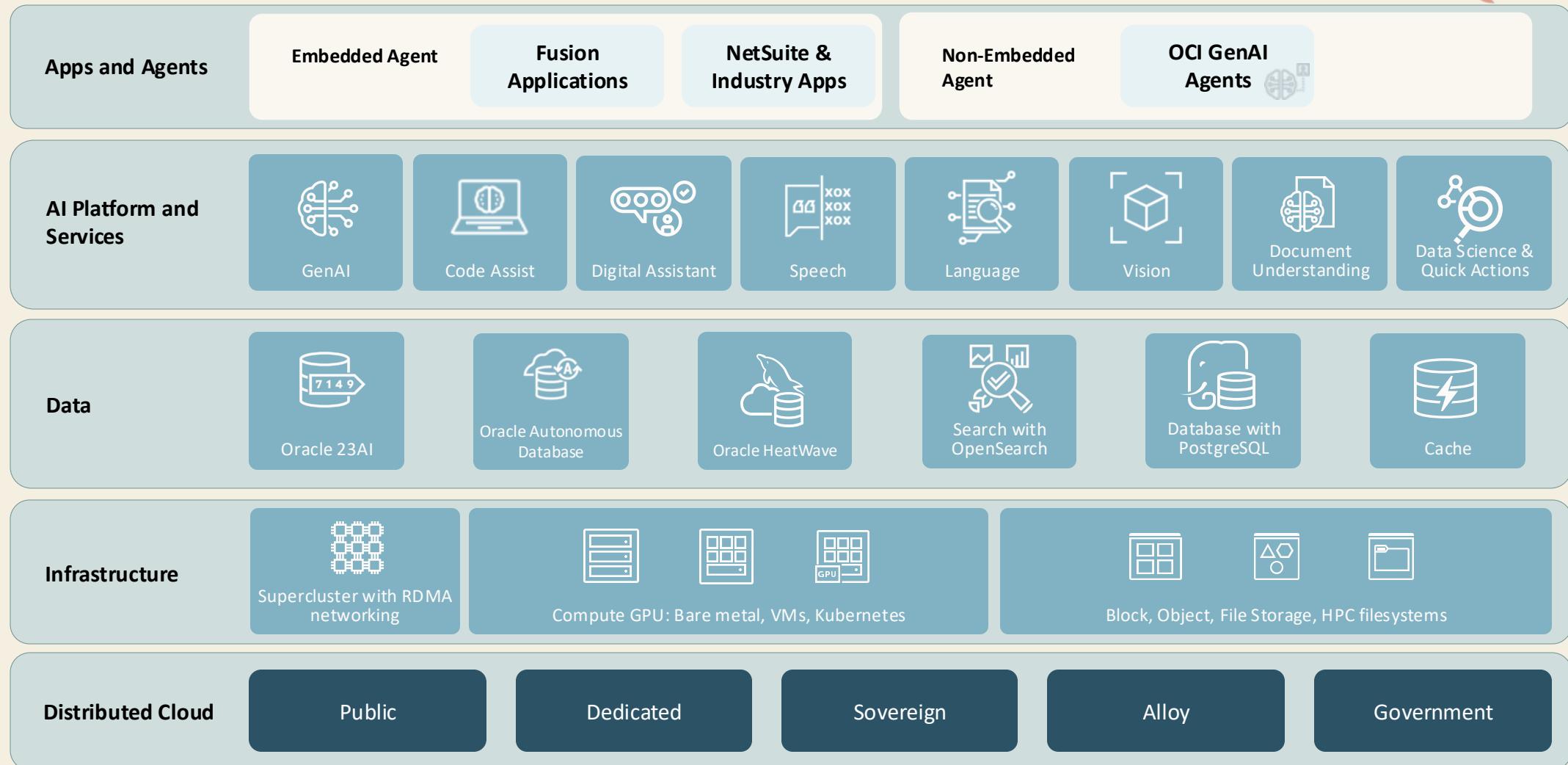
Data

AI Infrastructure

Partners

Oracle brings AI at
every level of the
stack

Comprehensive AI services, data platform, and AI infrastructure



Deploy AI services effortlessly with easy-to-use packaged features



Generative AI

Fully managed service for using generative AI with customizable models from Meta and Cohere via API.



Language

Extract insights from text data through natural language processing capabilities like sentiment analysis and entity recognition.



Speech

Convert audio into text and vice versa, enabling speech-to-text and text-to-speech applications.



Vision

Analyze images and videos to extract information and insights using computer vision techniques.



Document Understanding

Extract structured data from documents, automating processes like invoice processing and contract analysis.



Digital Assistant

Build conversational AI experiences for customers and employees using voice and text interactions.



Generative AI Agents

Fully managed service to build and deploy AI agents capable of securely connecting to your data sources.

OCI Language

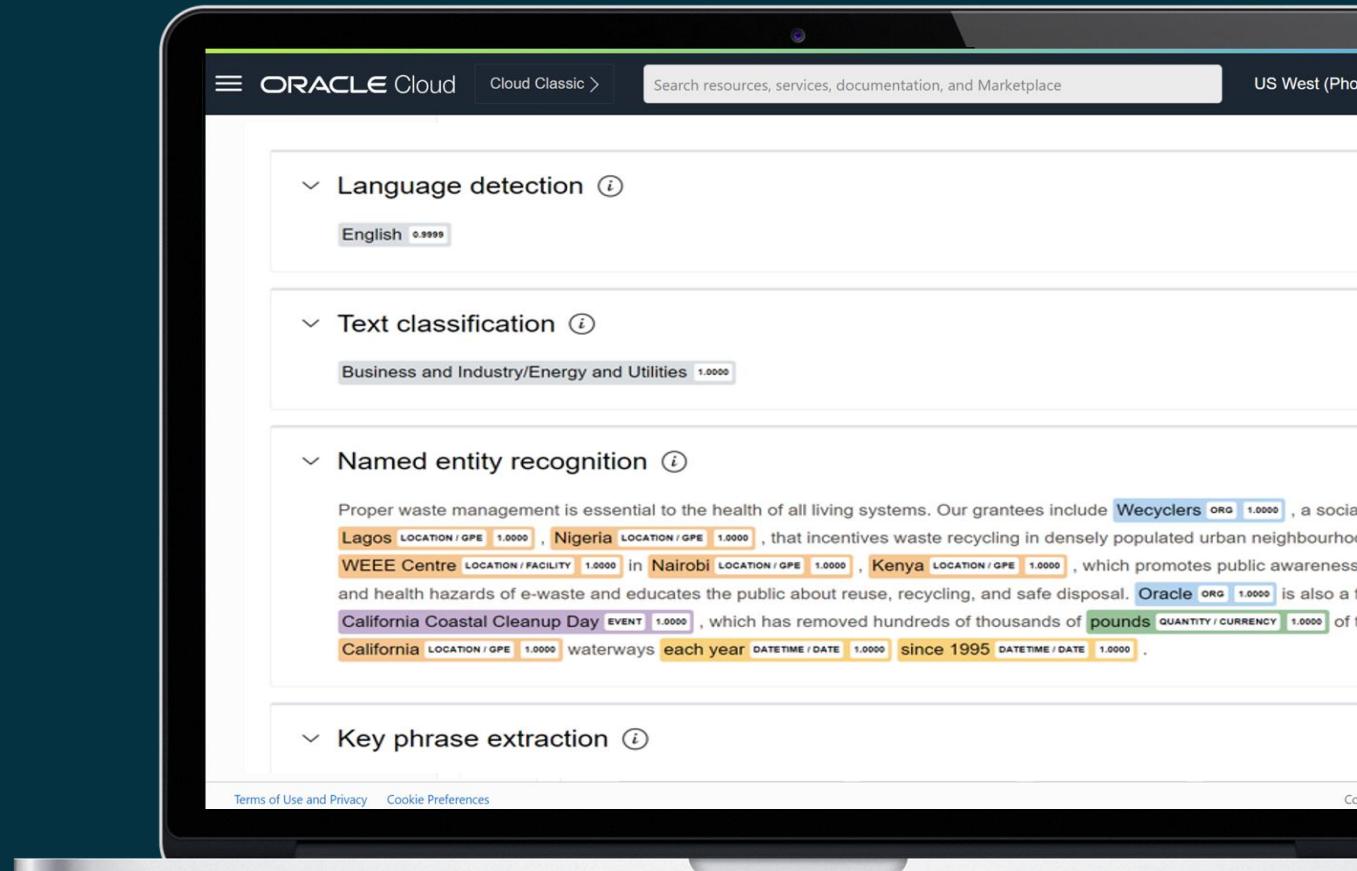
Text AI to classify sentiment and extract important entities

Analyze text at scale

Translate to/from 20+ languages to easily reach new audiences and consumers

Improve user experience by understanding sentiment from text

Recognize sensitive information to protect privacy and help ensure compliance



OCI Speech



Transcribe spoken audio with multilanguage support & STT

Create searchable, indexed data by transcribing audio files

Filter profanities and leverage confidence scores

Speech to text

Combine with Language or other AI services to analyze sentiment, translate to other languages, and extract key information

[AI solutions Hub](#)

Demo

The screenshot shows the Oracle Siebel CRM software interface. At the top, there's a navigation bar with 'File', 'Edit', 'View', and 'Navigate'. Below it, a toolbar has buttons for 'Smart Answer', 'Auto Quote', 'Verify', and 'Verify Best Tim'. The main area displays a service request with SR# 643937. The request details include 'Last Name: Agee' and 'First Name: Paul'. On the right side of the request card, there are fields for 'Type', 'Area', and 'Sub'. Below the request card, there's a section for 'Attachments' with buttons for 'New File', 'New URL', 'View Files', and 'Transcribe'. A large watermark with the text 'Transcribing voice messages for service requests in Siebel CRM using OCI Speech' is overlaid on the center of the screen. In the bottom right corner of the watermark, there is a circular button with a play icon (▶).

Demo: Transcribing voice messages for service requests in Siebel CRM using OCI Speech (1:02)

Leeters Recruitment

leeters.

- The Spain-based HR tech startup boosts hiring efficiency and accelerates recruiting processes using Oracle Autonomous Database and AI services.
- OCI helped speed up the candidate filtering and sorting process with ranking recommendations. This reduced evaluation time by 70%, increased hiring accuracy and efficiency.

OCI AI components

- OCI Document Understanding to extract data from candidates' resumes
- Transcribe hiring interviews with OCI Speech , including videos
- Candidate search and filtering (with Gen AI RAG & 23ai)

<https://www.oracle.com/customers/leeters/>



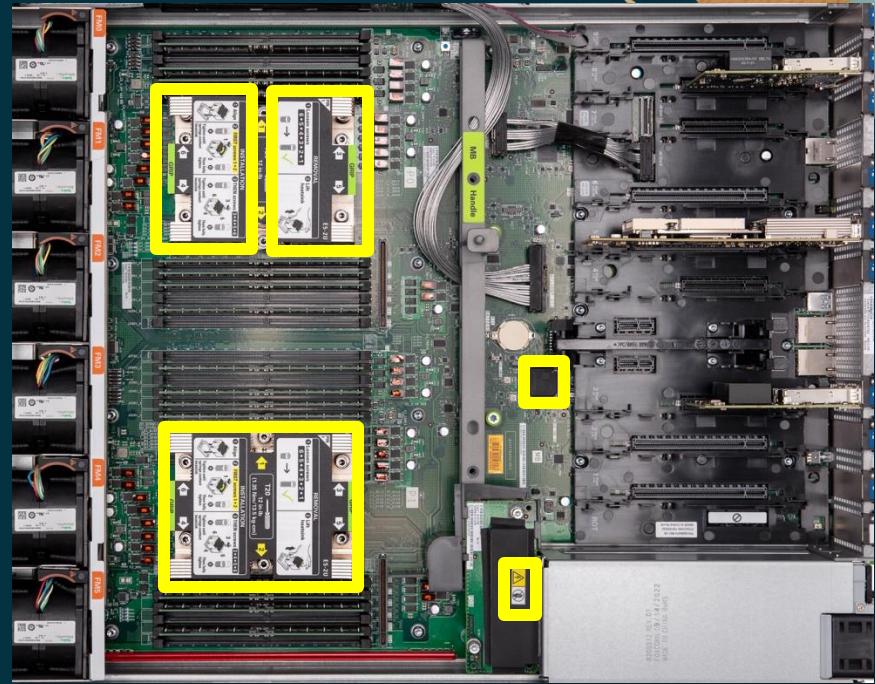
OCI Vision

Understand images and videos

Automate workflows and actions based on image analysis

Gain insights from visual data by automatically extracting text and objects

Enrich image-based files with metadata, including objects and colors for better indexing and retrieval in a digital asset management system



OCI Vision

Understand images and videos

Automate workflows and actions based on image analysis

Gain insights from visual data by automatically extracting text and objects

Enrich image-based files with metadata, including objects and colors for better indexing and retrieval in a digital asset management system

[AI Solutions Hub](#)

Demo

ORACLE

Automatically Identify Damaged Packages Using Oracle AI Services



Demo: Automatically Identify Damaged Packages Using Oracle AI Services (2:25)

OCI AI: Safety scenarios

Face Recognition

Depending on the school's appetite and on our product design decisions, we would look to identify "known bads" who should not be on campus (something like a prior student expelled for violent behaviour or someone with a restraining order, etc.) or to "white list" students, administrators, teachers, and volunteers so that we know a person entering the school or on school grounds is authorized to be there.



License Plate Recognition

Automated License Plate Readers to monitor for unauthorized/authorized access to campus. We would track the vehicles that are on or approaching the school property and can both use that data to help find perpetrators in the event of an incident and potentially to proactively flag high-risk access of school grounds.



Weapon Detection

Use fixed video assets to monitor the school grounds for unusual or malicious activity. We would stream video to our AI services in OCI GovCloud and look for something as simple as a vehicle that shouldn't be someplace at a certain time of day, to spotting weapons like people with handguns or long guns approaching or on school property.



OCI Document Understanding

Recognize and extract text, tables, and key data

Extract text from scanned documents, mobile uploads, PDFs, and more

Preserve table formats and key value relationships recognized in documents

Easily automate tedious business processes based on data output in JSON format

Pretrained using enterprise focused data, providing contextually-relevant results for enterprise focused use cases



	Qtr3-12	Qtr4-12	Qtr1-13	Qtr2-13	Qtr3-13	Qtr4-13	Total		
630,057	144,946,583	216,000,499	312,993,815	646,566,977	987,076,779	1,388,795,773	3,827,683,913		
140,301	75,344,739	112,858,613	30,602,338	61,618,281	93,956,571	127,608,454	570,464,986		
202,425	15,636,740	21,062,017	5,254,392	10,665,420	16,704,412	22,786,122	107,367,557		
756,745	4,165,028	5,553,025	1,573,691	3,193,991	4,841,031	6,502,749	29,936,291		
414,180	2,114,809	2,717,731	751,123	1,473,572	2,289,987	3,209,366	14,595,889		
227,373	1,801,061	2,341,570	561,385	1,186,292	1,794,806	2,458,643	11,903,838		
409,894	3,614,740	4,819,084	1,203,137	2,472,599	3,788,507	5,264,574	24,777,593		
917,672	4,375,301	5,830,490	1,361,046	2,892,709	4,404,569	6,060,950	29,311,790		
68000-Decreption and Amortisation Expense	1,344,096	2,734,982	4,158,649	5,619,781	1,409,034	3,036,737	4,597,622	6,181,687	29,172,588
63100-Other Purchases and Supplies	6,086,510	12,152,621	18,438,759	24,942,737	6,689,177	13,290,999	20,293,691	27,948,528	129,843,021
Total Operating Expenses:	39,995,297	81,956,192	129,649,826	185,745,047	49,495,322	99,830,600	152,671,195	208,030,073	947,373,553
77001-Extraordinaries	2,196	12,847	8,662	4,721	146,392	291,710	538,279	554,498	0
Income Before Income Taxes	2,675,936	6,661,018	15,288,095	30,250,731	263,352,101	546,444,667	833,867,305	1,180,211,202	2,878,751,055
79001-Taxes	842,920	2,098,221	4,815,750	9,528,981	2,759,963	5,314,766	8,970,622	13,623,018	47,954,241
Net Income	1,833,016	4,562,797	10,472,345	20,721,750	260,592,138	541,129,901	824,896,683	1,166,588,184	2,830,796,814

Create an AI-Driven Accounts Payable System
Use low-code development and AI-driven document understanding to help import and process invoices automatically.

Automate Invoice Processing with AI
Learn to automate invoice extraction with OCI Document Understanding. Simplify document processing in ERP systems using AI.

Email Invoice Processing with AI
Learn to automate email invoice processing using OCI Document Understanding and Oracle Integration Cloud, and free up your staff for key tasks.

Careem : Invoice Automation

Business Problem

Careem Quick Groceries (<https://www.careem.com/en-AE/quik-grocery/>) business in UAE currently have **11 Dark stores** and **1 distribution center** in UAE with plans to expand that number in UAE as well as launch in other regions. In current setup they receive around **1000 invoices a month** and have a team of **4 people** dedicated to work on reading the invoices and manually creating in the ERP system.

Solution

- Operation team receives the invoices and copies them to Google Drive.
- Oracle Integration Cloud takes the invoices stores them in Object Storage, call OCI Document Understanding service pre-trained invoice model and stores the key values to Oracle Database Custom Tables.
- An APEX interface provided to End-User to Verify Data from PDF file and extracted data in one window.
- Apex application also auto populates PO GRN, and supplier information from Purchase Order based on PO number extracted from OCI Document understanding Service with the help of Oracle Integration Cloud.
- User verifies, fixes the data and with one click submits the invoices that are sent to ERP system via OIC.

Business Benefit

80% Increase in Process Efficiency

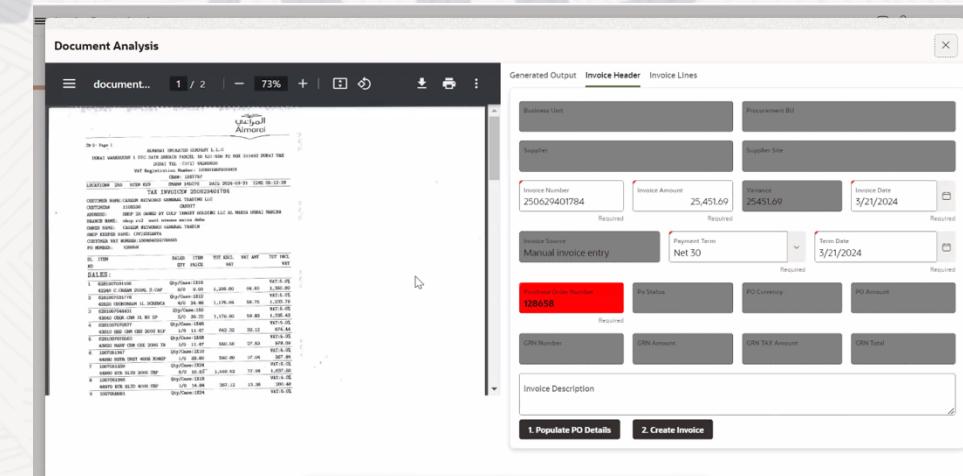
Streamlined workflows reduce manual effort, accelerating processing times.

Scalability for Expansion

With automation, the same team can efficiently manage growth from **11 to 30 dark stores** without additional headcount.

Enhanced Data Quality

Automation minimizes errors, ensuring accurate financial records and better decision-making.



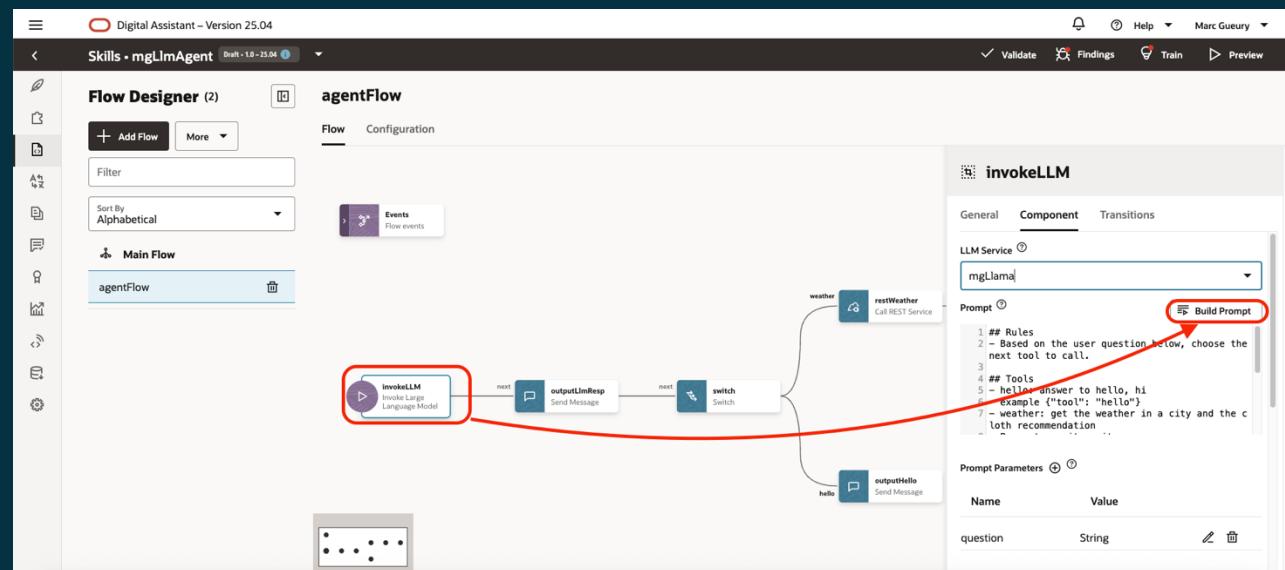
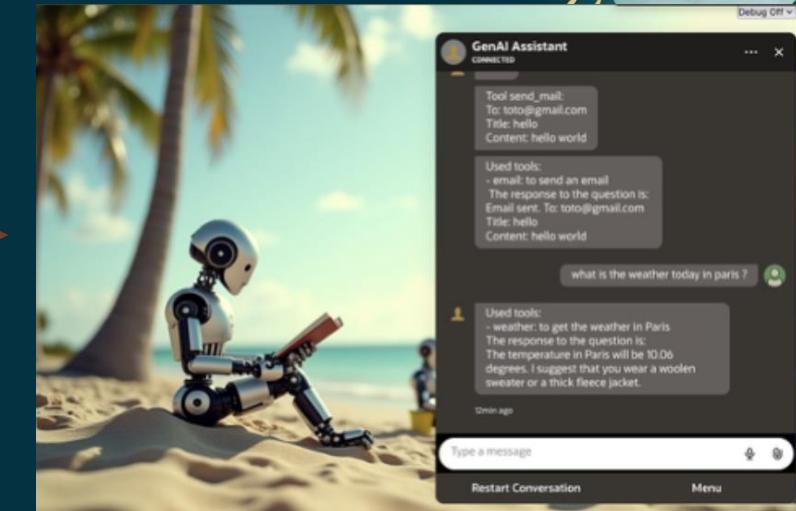
OCI Digital Assistant

Intelligent self service chatbot providing chat, text message, and voice interfaces

Improve self-service experiences with chatbots, voice interfaces, intuitive search

Reach new audiences by creating new application interfaces and dashboards

Create more intelligent customer experiences with added personalization, prediction, analytics, and more



[Check workshop ODA + AI Agents](#)





SMEG UK provides quick and easy product support

“We were already deflecting traffic from live agents to the Oracle Digital Assistant chatbot. However, with OCI Generative AI, we transformed our customer service experience, providing a greater first-time resolution path. We aspire to reduce overall inquiries via email, phone, or chat ongoing, which would give human agents time to deal with more complex customer in.”

Cerie Paton

Head of Business Systems and Corporate Projects Management Team, SMEG

[Products List](#)

[OCI Generative AI](#)

[Oracle Digital Assistant](#)

[Oracle CX](#)



Business Challenge

Headquartered in Italy, SMEG has designed household appliances for everyday environments since 1948. In 2022, the company extended its Oracle Cloud CX suite of applications by adopting Oracle Digital Assistant to assist with answering the most common customer queries, such as product support issues and warranty questions.

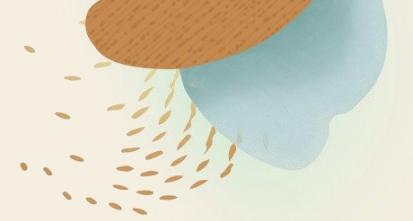
Results

After the company migrated to OCI Generative AI, it gained new capabilities to further improve customer experience and offer more self-service support for UK-based customers. SMEG extended the Digital Assistant chatbot with OCI Generative AI using Cohere R+ and also completed a user-friendly implementation from Oracle partner Boxfusion.

- ✓ Helped customers and support agents find quick and accurate answers from across a vast library of product manuals and documentation in an OpenSearch Database
- ✓ Lowered the volume of customer service inquiries
- ✓ Upgraded customer support capabilities

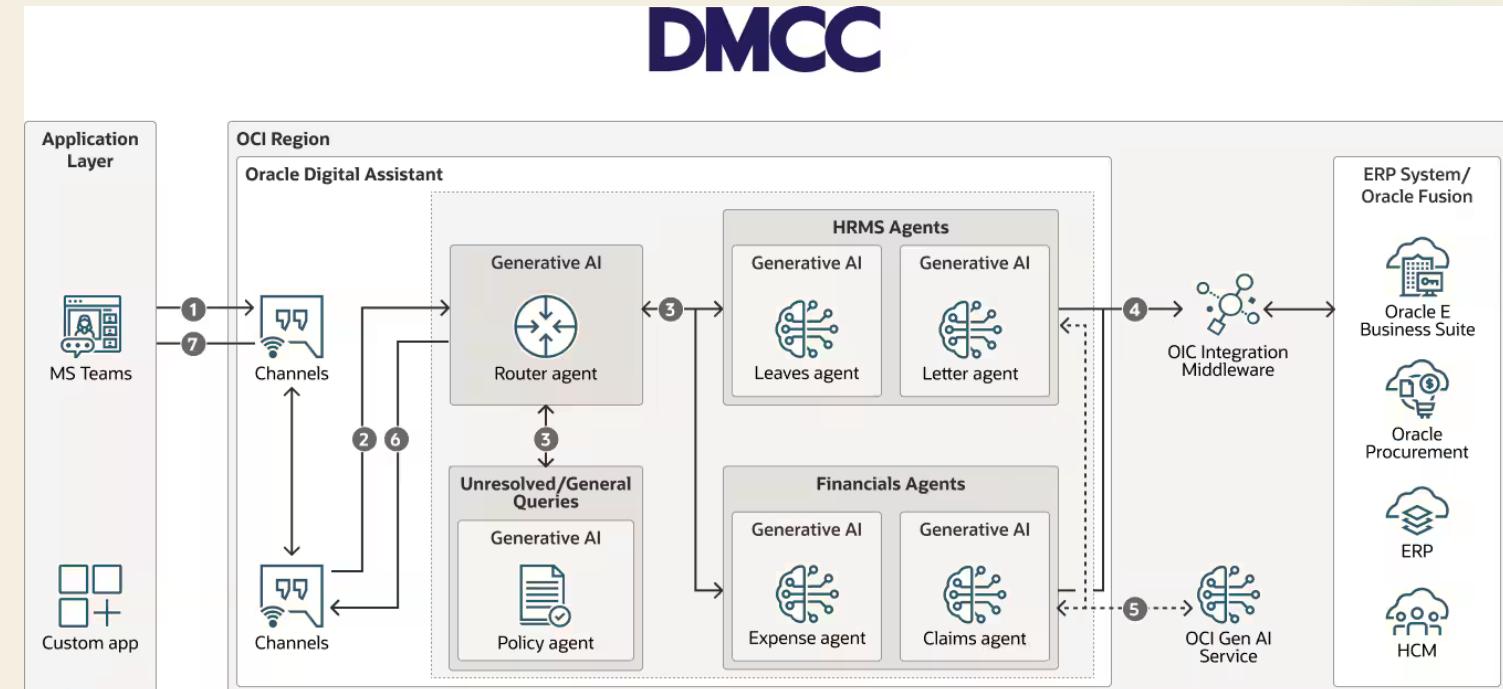
[Read story](#)

DMCC reshapes HR and enterprise operations with Oracle GenAI



Oracle Generative AI, Oracle Digital Assistant,
Doc Understanding, 23ai

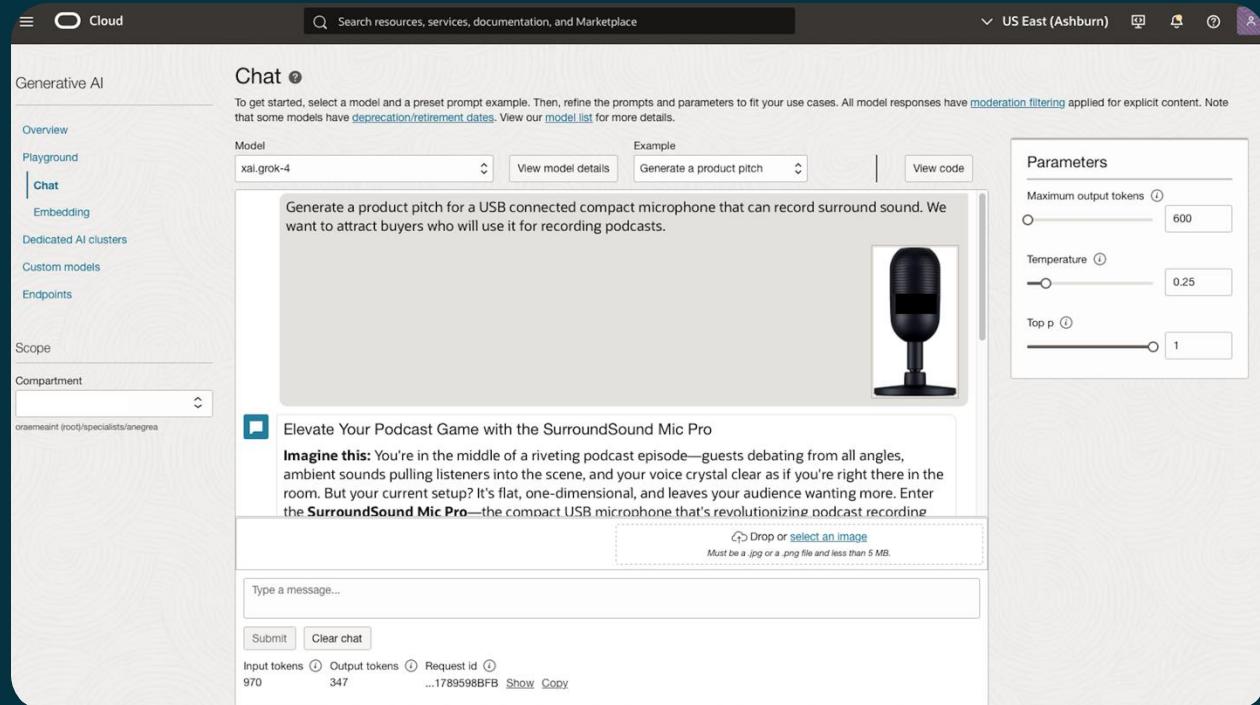
- Deliver contextual responses and enable self-service for HR, finance, and supply chain operations.
- Automate document processing and extract insights with increased accuracy.
- Enhance AI responses with Oracle Vector Database for real-time retrieval-augmented generation (RAG) from enterprise documents.
- Other use cases to come



"The integration of Oracle Generative AI into our HR and enterprise operations has been a game-changer for DMCC. In just three months, we have significantly improved efficiency, reduced HR workload, and enhanced employee self-service capabilities."

Abdalla Al Ali, Director of Information Technology & Innovation at DMCC

OCI Generative AI service



High quality pre-built models

We are offering high quality models from Meta and Cohere to address your business needs with minimal effort



Customize models to address your needs

Fine tune models with your own data and focus on your most important tasks



Fully hosted inside OCI

All processing and data storage happens inside OCI, no cross-region or cross-cloud communication



Private and secure

Customer-provided training and inference data is not sent to Cohere or Meta and cannot be seen by other customers.



OCI Generative AI Service

Not "just" LLM inference



Easy access

- Inference
- Tool support
- Playground for experimentation
- Accessible via console, OCI SDK or API
- Access through private networks



Flexible fine tuning

- Vanilla and T-few fine-tuning options along with fine-tuning hyperparameters configuration
- Stacked fine-tuned model serving



Endpoint governance

- Multi-endpoint support in hosting clusters
- Scaling your clusters by adding/removing units to handle more model requests
- Endpoint Analytics (tokens processed in/out, number of calls, etc.)



GenAI Ops

- Content moderation controls
- Endpoint model swap with zero-down time.
- OCI SLAs
- Endpoints deactivation/activation
- LangChain, LlamaIndex Integration
- Model retirement transparency

The screenshot shows the MyOracle Search homepage. At the top, there's a dark header with the Oracle logo, the text "MyOracle / MyOracle Search", and a "Log Out" button. Below the header is a search bar with a magnifying glass icon. To the right of the search bar are two buttons: "Feedback" and "More ...". The main content area is mostly blank, suggesting a placeholder or a loading state. At the bottom, there's a dark footer bar with the Oracle logo, social media icons (Twitter, LinkedIn, YouTube, RSS), and links to "Accessibility", "Site Map", "Terms of Use and Privacy", "Cookie Preferences", and "Confidential - Oracle Internal".

Oracle use cases

Challenge

- Employees struggle to find answers within vast amounts of internal Oracle microsites and documents, eg, IT and HR
- When answers aren't found IT tickets or emails to HR are generated asking for help

Solution:

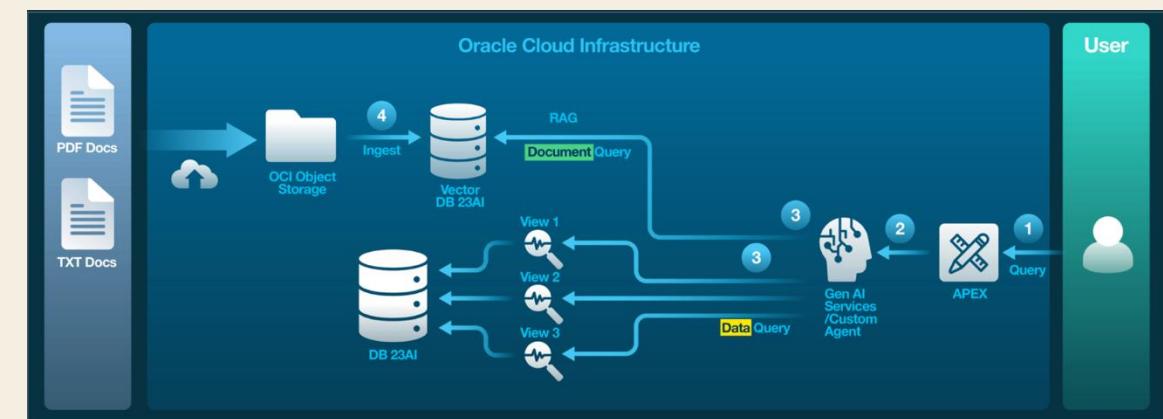
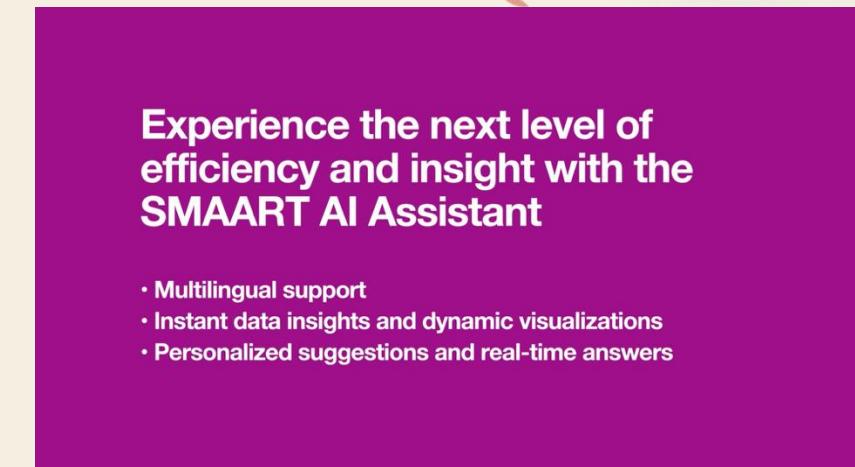
- MyOracle Search uses OCI Generative AI plus RAG to enable natural language interactions to find answers fast
- Answers are provided directly inline and are grounded with references to original source materials

Benefits:

- Employees are more productive and self-sufficient
- 25-30% of common IT requests are answered by generative AI allowing IT agents to focus on complex tickets

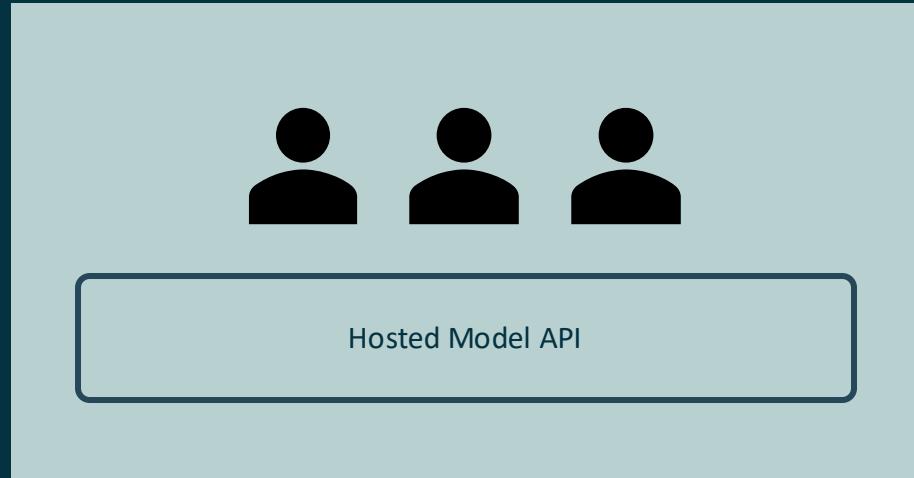
Munich RE

- MR HealthTech Ltd (MRHT) is a renowned provider of innovative software solutions for the health insurance sector. They help insurance companies, brokers, agents, and third-party administrators transform processes and manage complicated individual and group health insurance businesses.
- Driven by innovation and a quarter-century of expertise, they work closely with insurers from all around the world, providing the tools they need to create insurance products, maximize profitability, and launch new business models.
- Munich Re HealthTech took the strategic decision to switch their on-prem product base to OCI and invest time in developing their applications for APEX and ADB a few years ago.
- Now this decision pays off by being able to quickly incorporate new features available on OCI and ADB 23ai such as our GenAI service and Select AI as well as GenAI Agents running on top of their APEX developed SMAART application.
- **Munich Re HealthTech developed the AI Agent as a companion to its core product, SMAART, to address several critical business imperatives for actuaries, underwriters, and senior executives in the health insurance sector.**



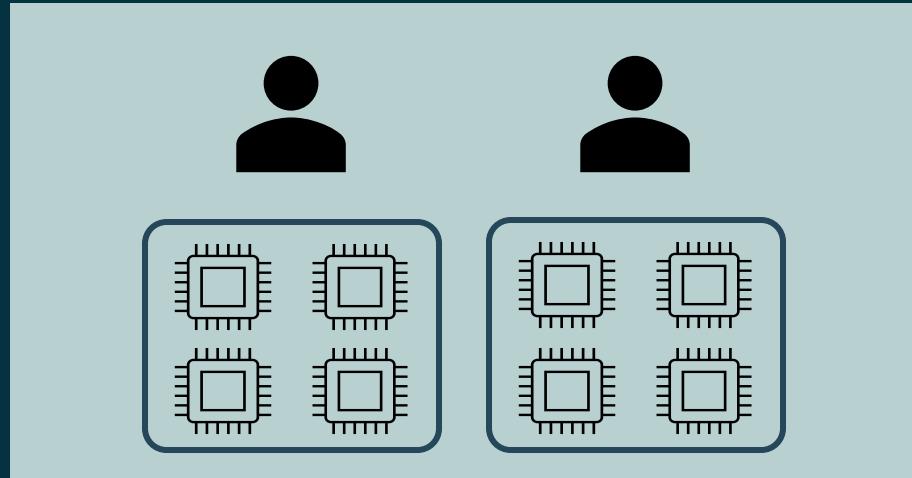
[Public reference](#)

OCI Generative AI Service: you choose, Oracle delivers



On Demand

- Multi-tenant, public service
- Pay-per-character, consume as you go
- Specific to public cloud
- Safety mode for Cohere



Dedicated

- Single-tenant, dedicated hardware
- Pay-per-hour, predictable pricing and performance
- Fine-tuning
- Guardrails & safety mode for Cohere
- Public Cloud and Sovereign/DRCC/Alloy

Models selected for the enterprise

Available in the fully managed OCI Generative AI service



Gemini 2.5 Pro

Gemini 2.5 Flash

Gemini 2.5 Flash Lite

GPT-oss-120b

GPT-oss-20b

Grok 4

Grok 3

Grok 3 Mini

Grok 3 Fast

Grok 3 Mini Fast

Llama 4 Maverick

Llama 4 Scout

Llama 3.3 70B

Llama 3.2 90B Vision

Llama 3.2 11B Vision

Llama 3.1

CommandA

CommandR and R+

Embed 4

Embed Image 3

Embed Multilingual Image 3

Embed Multilingual 3

Rerank 3.5

*including Light versions

More details at <https://docs.oracle.com/en-us/iaas/Content/generative-ai/pretrained-models.htm>

The right LLM for the right use case

Quickly adapt to your business needs with all models in one service



LLMs

Business process automation

CRM & sales automation

Conversational agents

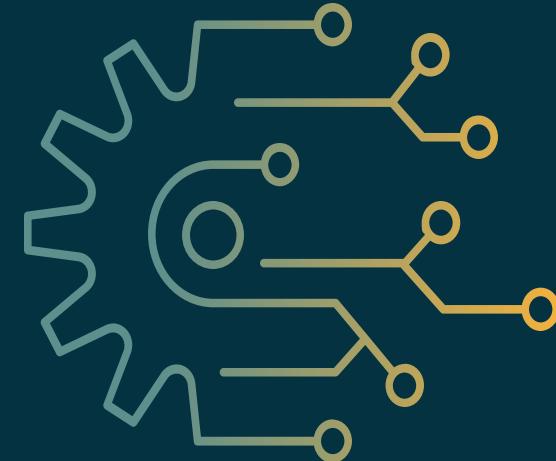
Customer support automation

SaaS tool evolution

And more ...

Evolving beyond models

Frontier Models
Generate and understand
information



Agents
Take action and automate workflows



Oracle provides agents how you want them, where you need them

**Build Agents
from Scratch**

**Assemble Ready-Made Tools to
Build Your Agent**

**Use Embedded Agents
in Your Application**



Customization

Faster Time to Value

OCI AI Agent Platform

One platform for building custom AI agents to address unique business needs

-  **Simplified development** of AI agents for faster time to market
-  **Customization** and **flexibility** to help address your unique business needs
-  Build a foundation for **agentic AI** and access tools needed for the next frontier of AI innovation



OCI AI Agent Platform



Agent Core

The "brain" of the Agent that orchestrates different components.



Tools

Interfaces that an Agent can use to retrieve information, generate content and interact with the world

Prebuilt



RAG tool



SQL tool

Custom



Functions



API



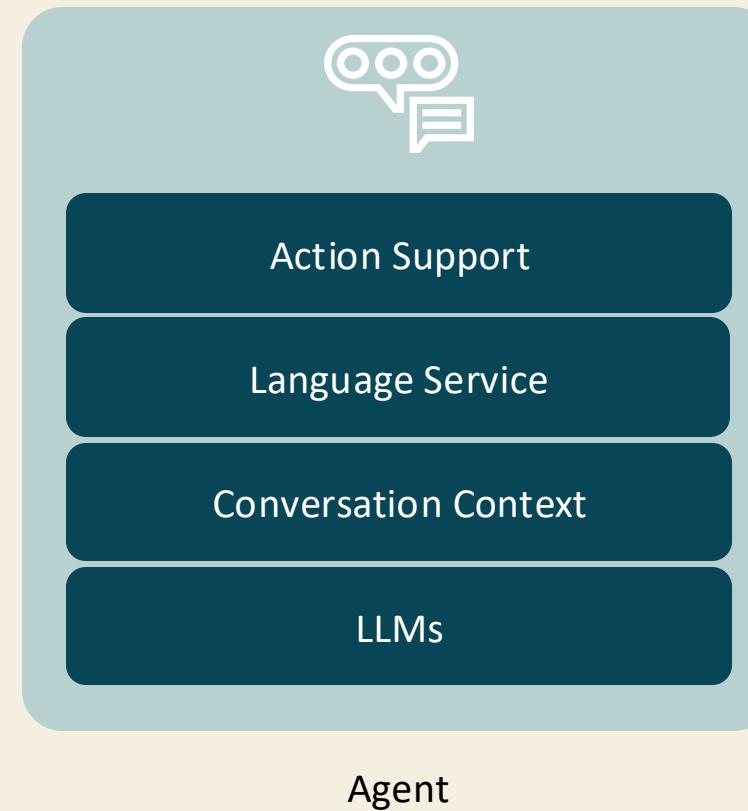
- Fully managed cloud native agents
- Tools orchestration
- Multi-turn chat experience
- Context retention
- Custom instructions
- Human-in-the-loop capabilities
- Scalability and tight control over data security and governance

OCI Generative AI Agent for your contact center

AI connected to your knowledge bases and to your applications



Contact Center
Representative



OCI AI Agent Platform and Fusion AI Agent Studio at a glance

Oracle provides agents how you want them, where you want them

	OCI Generative AI Agents	Fusion AI Agent Studio
Value Proposition	Easily build, deploy, and manage advanced AI agents that span multiple knowledge bases, with full integration with the broader Oracle ecosystem	Complete enterprise data from Fusion fuels AI agents directly where the work gets done: Fusion Applications
Business process is within Fusion	✓	✓✓
Business process is not within Fusion	✓	✗
Priority is flexibility, customization, and extensibility	✓	✗
Priority is ease of deployment and faster time to market within Fusion environment	✗	✓
Integrating with external data sources via 3 rd party APIs	✓	✓
Target persona	Developers, IT	Business/LOB users
Deployment environment	OCI	Fusion Applications
Secure, private, and enterprise-grade	✓	✓



If...

Business process is within Fusion or if Fusion is a major component of the architecture, advantages start with using **Fusion AI Agents Studio**. You can also use OCI Generative AI Agents.

If...

Business process *is not* within Fusion and there is no significant Fusion component in the implementation, go with **OCI AI Agent Platform**. The OCI AI Agent Platform is the foundation for agents architecture across Oracle

Oracle AI Agents

Fusion

Embedded Agents

50+ functional, supervisory, and utility agents across Fusion Apps

Fusion AI Agent Studio

Rapidly build, manage, and deploy agents that extend Fusion capabilities

Custom Agents

Other apps

Embedded Agents

Prebuilt agents that assist and advise on ways to simplify tasks, suggest actions, and uncover business insight

Code Companions

AI code companion agents that make it easy to write extensions and customize other applications with AI features

Future agents in development

Database Agents

Oracle Health

Oracle Health

OCI AI Agent Platform

The OCI AI Agent Platform is the backbone of Oracle's agentic offerings. It provides a fully managed, cloud native solution to build, manage, and deploy AI Agents

Agent Core



The agent core is the “brain” behind the OCI AI Agent Platform that orchestrates different components

Tools



OCI AI Agent Platform comes with various tools, both prebuilt and custom, that can be combined to build a wide array of AI agents

Prebuilt



RAG tool



SQL tool

Custom



Functions



API

Effective AI security is multi-faceted

Maintain Privacy

Protect your data and intellectual property



OCI GenAI Service does:

- NOT retain customer provided training data used to fine tune custom models
- NOT retain custom inputs
- NOT share prompts and responses with 3rd party providers

Zero data retention.



Protect Access

Leverage native security and observability features



AI Sovereignty

Adhere to compliance and regulations

Five key pillars to enable sovereign AI

Build digital sovereignty guardrails for your business to maximize AI innovation while minimizing risk



Comprehensive AI Portfolio



IaaS, PaaS, and SaaS performance & price

Data Residency Controls



Data management within specified boundaries

Data Privacy Controls



Data, services, personnel, facilities

Legal Controls



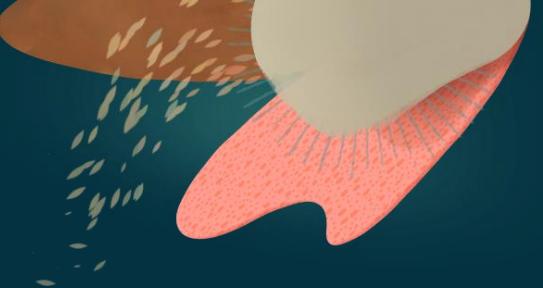
Compliance certs, contracts, experience

Security & Resiliency



Full stack security, regional resiliency

Open and flexible AI with OCI



Interoperable ecosystem



AI models facilitate portability: Cohere, Meta Llama, Gemini, OpenAI GPT and Whisper
Oracle contributes to the A2A AI Agent protocol
Langchain, LlamaIndex, MCP for building with Generative AI Service
AI Services custom models are created with open-source Label Studio
Standardized APIs and SDKs: Java, Python, Go, TypeScript, .NET, Ruby SDK; REST APIs

Flexible deployment



Available on OCI public cloud and in your own datacenter
Multi-cloud and hybrid integration scenarios
OCI Landing Zones make deployments easier to understand, secure and refactor

Data and model migration



OCI AI Agents can use different repositories (23ai, OpenSearch, Object Storage)
Export capabilities for AI Services custom models
Compatibility with frameworks like PyTorch, TensorFlow, OpenCV, spaCy, etc.
ODA custom components and intent exports (NodeJS, CSV)

OCI AI Code Assist



Automated code refactoring tools guide migration in and out of OCI
Assists with documenting implementations for easier transition to other technologies

What problems are we solving for enterprise customers?

OCI removes friction at every point for enterprises building generative AI & agentic AI solutions



Model Access

Grok, Gemini, Meta, and Cohere – all **through one service**

Easy to combine with AI services and Data Platform



Agentic Tools

Built-in tools for RAG, SQL, and MCP – **all OCI managed**



Enterprise-Grade

Multiple deployment options, secure, compliant and performant

Avoid lock-in



Unified Support

OCI's engineering and partner ecosystem

AI Solutions Hub

Quick start with AI solutions

- ✓ Accelerator for your real-world use cases
- ✓ For education

Replicate solutions in your own OCI tenancy

Each AI Solution includes:

- ✓ Sample code
- ✓ Quick start guide
- ✓ Tutorial video

New solutions continuously added

The screenshot shows the Oracle Cloud website's AI Solutions Hub section. At the top, there's a navigation bar with links for About, Services, Solutions, Pricing, Partners, Resources, Overview, Generative AI, AI Services, ML Services, AI Infrastructure, ISVs, Solutions, Pricing, and Customers. Below the navigation is a breadcrumb trail: Cloud > Artificial Intelligence > AI Solutions Hub. The main heading is "AI Solutions Hub". A sub-headline says: "Enter a new era of productivity with generative AI solutions for your business. Leverage AI, embedded as you need it, across the full stack." There are two buttons: "Learn more about Oracle AI" and "Speak to an AI expert". The page displays several AI solution cards under two main categories: "Generative AI" and "Cognitive AI".

Category	Solution	Description
Generative AI	Generation	Enhance Engagement Using Content Generation with OCI Generative AI
	Inference	Natural language interaction with data using Autonomous Database Select AI
	Model development	Evaluating Documents using OCI Generative AI and OCI Document Understanding
	Extraction and summarization	Enhance Customer Engagement with Generative AI
	Contextual results (using RAG)	Natural Language with Autonomous Database Select AI
Cognitive AI	Natural language processing	Evaluate Documents with AI
	Computer vision	Analyze specs, help check RFP compliance, and scan resumes with OCI Generative AI
	Speech recognition	Explore OCI Generative AI for engaging chat and Q&A sessions. Create user-friendly experiences in web and mobile apps with Oracle technology.
Sentiment analysis	Explore how Autonomous Database Select AI simplifies data queries using natural language, enhancing productivity and analysis.	

Scan the QR code to visit the AI Solutions Hub



Oracle AI

=
Choice
Integrations
Security
Results

