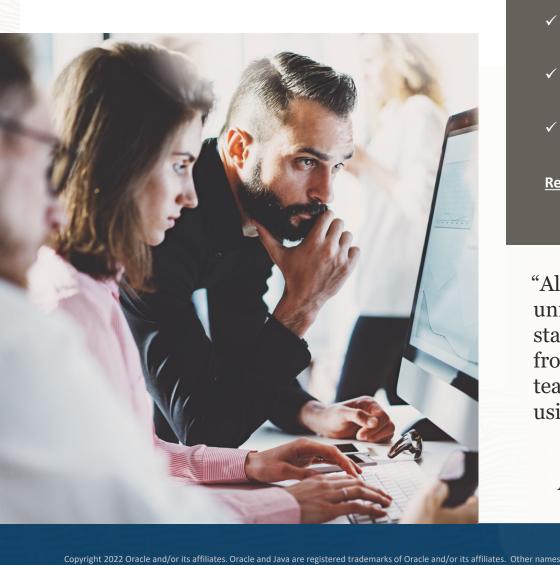# ORACLE

Top Reasons to Adopt Oracle AI

To address the modern enterprise's Artificial Intelligence (AI) needs, Oracle offers a host of services including Data Science, Machine Learning in Oracle Database, Data Labeling, and other AI solutions. Oracle AI provides developers and data scientists with a solution designed for enterprise workflows, improved integration between and across services, and access to key machine learning (ML) tools.

Oracle AI also offers a free and low-cost pricing tier, making it affordable to experiment with building machine learning models or adding prebuilt AI models to applications.

1 AI designed for enterprise workflows

With Oracle AI, users at all skill levels can use machine learning capabilities in the way that best suits their needs. Oracle Cloud Infrastructure (OCI) AI Services enable developers to bring in data and industry-specific language to custom train ML models for business scenarios, ensuring that models understand your business's context. Data scientists can also use OCI Data Science or Machine Learning on Oracle Database for the entire ML lifecycle, from building ML models to deploying and managing them.

Seattle Sounders FC gets data science in the game with Oracle Cloud

Professional soccer club Seattle Sounders FC needed to apply machine learning at scale to optimize its tactical game strategies. With Oracle AI and OCI, they can accomplish the following:

✓ Manage 100x more data than before on a weekly basis and generate insights 100x faster

✓ Build a data model for detecting line-breaking passes

✓ Automate the identification of a player's pattern with pattern detection

✓ Reach the MLS Cup Finals by building more effective game strategies

✓ Reduce database management by 100%

Read more about Seattle Sounders FC »

"Almost all sports now have huge datasets with unique characteristics. Investing in a secure, stable analytics and data science infrastructure from Oracle Cloud Infrastructure will empower teams like ours to focus on what we're good at: using our data to deliver more wins."

— Ravi Ramineni, Vice President of Soccer Analytics and Research, Seattle Sounders FC

2 Improved integration across services

The services in Oracle AI are designed for consistency, so users don't have to start from scratch and relearn new UIs. OCI AI Services make model training and deployment easier with a consistent set of APIs that simplify both. Oracle provides many services and tools across its cloud platform to better serve your data and AI needs, from OCI Object Storage to OCI Data Integration.

3 All of your favorite ML tools

Oracle has provided curated environments so data scientists can access the open-source tools they need to solve business problems faster. For more customized use cases, Oracle enables users to bring in their own tools. Oracle also provides access to open-source libraries and one of the most comprehensive sets of pre-built environments. With AI from Oracle, data scientists can work with all the open-source tools and libraries they need to innovate more efficiently.

CHILDREN'S MEDICAL RESEARCH INSTITUTE

CRMI performs analyses faster with Oracle Cloud Infrastructure

Children's Medical Research Institute (CRMI) is a premier Australian medical research institute that needed to modernize its machine learning capabilities. With OCI AI Services, CRMI saw the following results:

- ✓ A numerical simulation that once took 30 days to perform now only takes 5 days
- ✓ Reduced costs by 25%
- ✓ Currently experimenting with OCI Vision and OCI Data Labeling to analyze images from microscopes

Read more about CRMI »

UNIVERSITY OF OXFORD

University of Oxford researchers predict career pay using Oracle Cloud

University of Oxford uses deep learning to help job seekers make informed decisions based on salary differences for similar jobs. Needing a performant technology provider, the team chose OCI Data Science since researchers could easily scale compute resources. With OCI, University of Oxford can now:

- ✓ Analyze 1 million job ads
- ✓ Train neural network algorithms for salary predictions
- ✓ Test and train models while keeping data private
- ✓ Gain easy, secure access to high-speed computing resources for predictive deep learning models
- ✓ Provide jobs seekers and policy-makers with a glimpse into the future of the workforce

Read more about University of Oxford»

Explore why companies choose Oracle AI

Oracle AI	OCI AI Services	OCI Data Science