

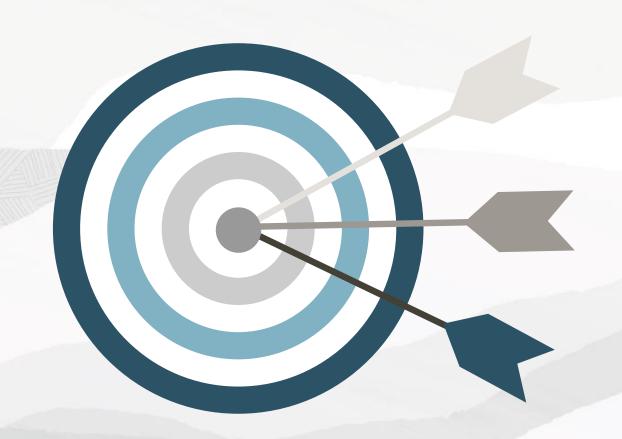
## Oracle Cloud Infrastructure AI Services for Business Innovation

Outpace your Competitors with Oracle's ML & Al- Get Complete Insight

#### Manoj Philip Mathen

Chief Architect
Oracle CE CoE, Japan & Asia Pacific
March 16, 2023

## Agenda

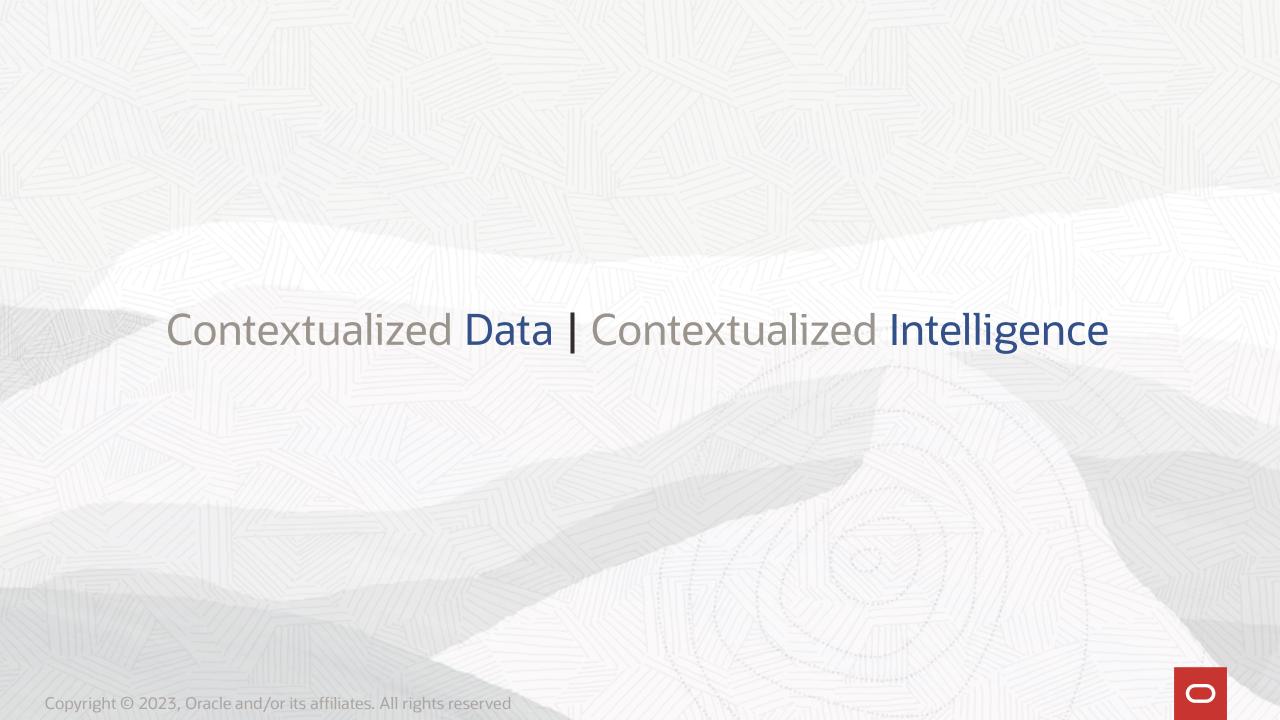








How OCI's unified AI/ML Platform can help address many of the common challenges in this journey? How can it facilitate Business Innovation?



## Converged Data | Meaningful Insights

# Data - The (unused) Capital

74% of the Enterprise Data has not been analyzed82% of the Enterprises are restricted by Data Islands

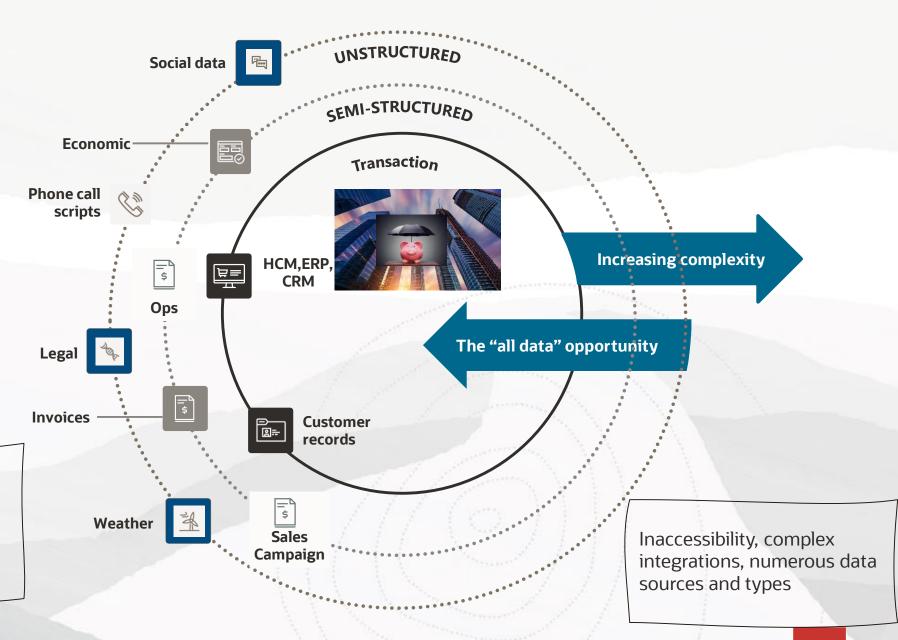


Figure 1: Magic Quadrant for Data Integration Tools



### **Gartner Magic Quadrant Data Integration**

#### Oracle

Oracle is a Leader in this Magic Quadrant, the same as last year. Based in Austin, Texas, Oracle offers the Oracle GoldenGate (GG) platform, Oracle Data Integration Suite (ODI), Oracle Big Data SQL (BDSQL), data integration services within Oracle Integration Cloud and Oracle Cloud Infrastructure (OCI) Data Integration Services. Oracle's customer base for these products is more than 16,000 organizations. Its operations are geographically diversified, and its clients are primarily in the financial services, telecommunications and retail/e-commerce sectors.

#### Strengths

- Technical superiority in data replication: Oracle GoldenGate stands out in the data replication/change data capture space through its multithreaded log capture API, edge deployments and microservices-based architecture. GoldenGate is often deployed to support mission-critical applications that need to always be highly available.
- Balanced focus across OCI and multicloud deployments: Although OCI Data Integration is a strong part of the OCI ecosystem, Oracle continues to deliver enhancements for its stand-alone data integration products for multicloud deployments. Native integration for Snowflake with Oracle GoldenGate (with an option for external staging in other public cloud object stores) is an example of this multicloud focus.
- Clear vision for integration convergence: Oracle's vision of combining data integration with application integration by designing reference architectures utilizing Oracle data integration products alongside Oracle Integration Cloud sets it up for long-term differentiation.



## Immense Possibilities | Supporting Data

## Immense Possibilities | Supporting Ecosystem



## OCI meets you where you are with a comprehensive suite

Maturity Posture | Data Residency | AI/ML Technique | Compute Category | API Language | Business KPI | User Category & Skillset |

#### **OCI OML**

Algorithms meet Data Build & Deploy models using R, Python, SQL, AutoML In-memory processing Eliminates data movements

Oracle Cloud Infrastructure

#### **Oracle Analytics Cloud**

Business User Friendly Explains your Data Unique Insights Smart Predictions and Better Decisions

#### **OCI Data Science**

Build Train Deploy &
Manage ML Models at
scale, with ease
OCI ADS
Model LCM

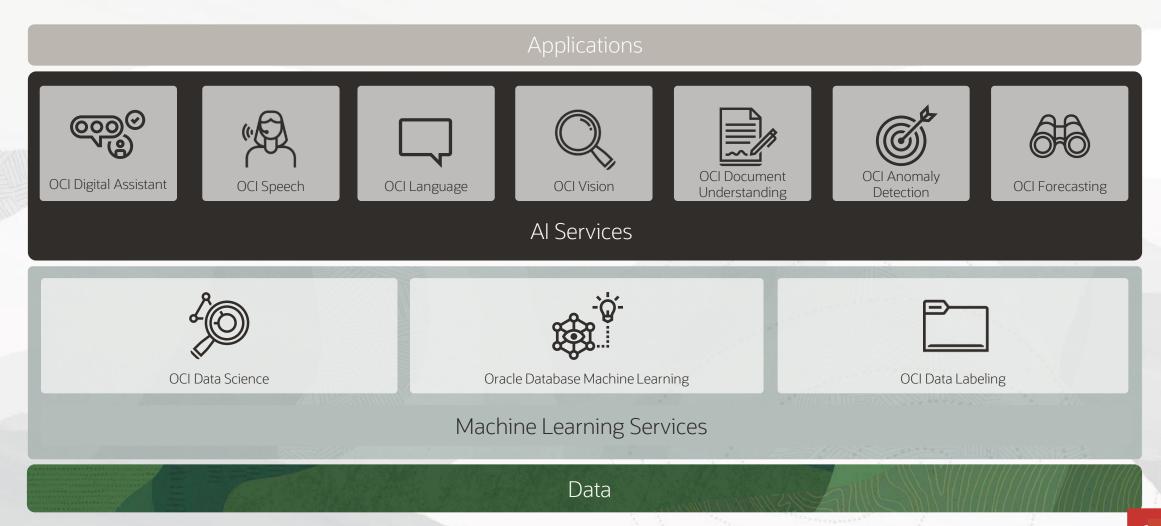
#### **OCI AI Services**

Language, Speech
Vision
Anomaly Detection
Forecasting
Document Understanding
Oracle Digital Assistant



## Oracle Al

OCI AI, Data Science, and Machine Learning services



## Use Cases: Banking

Strategic Pillars

#### Reinforce the Core (Banking IT | FinOps | Revenue)

Strengthen and augment the core operations, uplift efficiency and effectiveness.

#### **Customer Experience**

Become a preferred partner to 3<sup>rd</sup> parties to address new distribution channels and access new markets

#### New Revenue Models

Create new businesses and business models

#### **Banking IT**

Predictive Maintenance
Automated RCA
Auto Heal & Self Learning
Systems, Lower MTTR
Chatbots
Futuristic, Intelligent HR, Legal
Remaining Useful life
Clickstream Analytics
Security Management

#### Optimized FinOps

Financial Risk Modeling
Fraud Detection | AML
Customer Churn
Retail Banking Optimization
Customer Segmentation
Propensity Models
Customer Lifetime Value
Lighter Branches, More
transactions online

#### Revenue: Data Monetization

- Customer behavior (next best action)
- Website / App Stickiness
- (Co)Branded Promotions
- SM Sentiment Analysis
- Decipher Ops data / insights
- Community Detection

#### Transaction -> Experience

- Hyper personalization
- Personalized Offers
- Cobranded Promotions, Product Planning & Improved Customer Understanding
- Chatbot based support sentiment analytics
- Accelerated Grievance Redressal

#### Automated Finance Management

- Assisted Decision Making
- Intelligent Portfolio Assessment
- Taxation and Regulatory advice
- Converged Experience
- Community Detection, Ranking

#### **Self Disruption**

- New Revenue Channels
- New Digital Products
- Upsell Products
- Non-Banking Platform alliances
- Light Branches, Heavy transactions, Branch agnostic engagement

Grow in the Network

Increased Revenue per Customer

Agile IT ecosystem, Reduce cost to serve

Rising customer expectations, Need for differentiated customer experience

Need for new business models and revenue streams

One stop shop for everything Personal Finance

Revenue

Cost

Customer

## Use Cases: HealthCare

Strategic Pillars

#### Reinforce the Core (Providers | Payors | HealthTech)

Strengthen and augment the core operations, uplift efficiency and effectiveness.

#### **End user Experience**

Become a preferred partner to 3<sup>rd</sup> parties to address new distribution channels and access new markets

#### New Revenue Models

Create new businesses and business models

#### HealthCare Providers

Health Data Convergence
Insights
Data driven decision making
Chatbots
Patient and Clinician (CDS)
experience
Service Augmentation
Automate Redundant HC Tasks

Churn Reduction

Healthcare Pavors

Converge Marketing, Claims and Reimbursement systems Member Population 360 view Customer Churn Personalized Member Journey Customer Segmentation Propensity Models FWA (Fraud, Waste & Abuse) Detection

#### HealthTech

- Wearables
- Digital Platforms | Medical Imaging
- RT ICU Monitoring
- Intelligent Feeds
- Individualized Diagnosis
- Real Time Decision Support
- Ambi-Intelligence

#### Transaction -> Experience

- Value based Care
- Personalized Health Care Journey
- Hyper personalized Treatment Plan, Accurate Diagnosis
- Personalized Offers
- Accelerated Grievance Redressal
- Real Time Decision Support

#### Personalized Diagnosis

- Radiology, Dermatology, Oncology, Cardiology – DL Solutions
- Predictable Expense(s)
- Converged Experience
- Community Detection, Ranking
- Predict Health Risk given EHR & vitals+ (eg: Covid)

#### **Self Disruption**

- Affordable Health Care
- New Digital Products
- Preventive Medicine
- EHR & Vitals based
   Personalized
   Recommendation
- Converged Medicine

Precise Medicine

Reduced Cost for Treatment

Agile IT ecosystem, Reduce cost to serve

Rising customer expectations, Need for personalized customer experience

Need for new business models and revenue streams

One stop shop for everything HealthCare

Revenue via Affordable Medical Care

Cost

Customer

## Use Cases: Microfinance | Small Finance

#### Reinforce the Core (Banking IT | FinOps | Revenue)

Strengthen and augment the core operations, uplift efficiency and effectiveness.

#### **Customer Experience**

Become a preferred partner to 3<sup>rd</sup> parties to address new distribution channels and access new markets

#### New Revenue Models

Create new businesses and business models

#### Banking IT

Predictive Maintenance
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Customer Lifetime Value
Lighter Branches, More
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#### Revenue: Data Monetization

- Customer behavior (next best action)
- Website / App Stickiness
- (Co)Branded Promotions
- SM Sentiment Analysis
- Decipher Ops data / insights
- Community Detection

#### Transaction -> Experience

- Hyper personalization
- Fast and Efficient Lending
- Product Planning & Improved Customer Understanding
- VoC based sentiment analytics
- Accelerated Grievance Redressal

#### Automated Finance Management

- Assisted Decision Making
- Automated Loan
   Origination, Servicing and Collection
- Converged Experience
- Community Detection, Ranking

#### Self Disruption

- Scoring to assist loan groups and loan officers
- Engage | Educate on Internet, EV etc.
- Customers
- Upsell Products
- Non-Banking Platform alliances

Grow in the Network

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Rising customer expectations, Need for differentiated customer experience

Need for new business models and revenue streams

One stop shop for everything Personal Finance

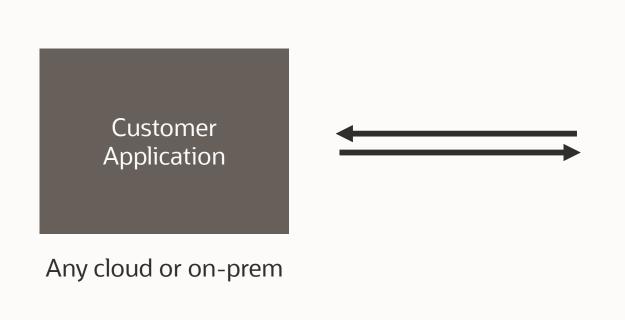
Revenue

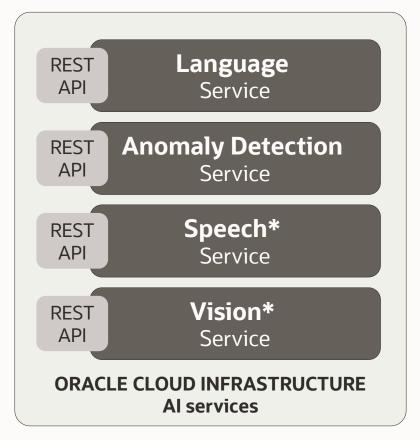
Cost

Customer

### Easily add AI to your applications with Oracle AI Services

Prebuilt and customizable Al models tailored to your business context









#### Add Intelligence to your Applications without Coding

#### **Business challenge:**

SS Global's transportation sector customers collect data from vehicles, cargo, drivers and other environmental conditions such as traffic. Because identifying anomaly in real-time is key to delivering desired service levels, SS Global needed a compelling anomaly detection solution.

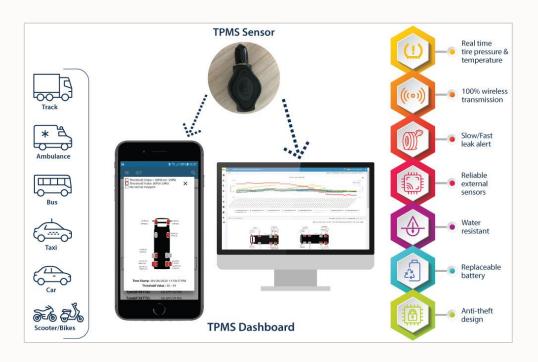
#### **Results:**

The application now monitors tire and vehicle condition including tire leaks and tread via a variety of sensors and identifies anomalies in vehicle and tire conditions using OCI Anomaly Detection service that applies state-of-art multivariate anomaly detection algorithms. It generates alerts and determines whether vehicle can reach the destination.

"We chose OCI Anomaly Detection service for its capability to determine anomalies in multivariate complex datasets and for the significant investment Oracle is making in this AI service."

Sunil Sharma CEO, SS Global LLC







## SAILGP

SailGP boosts performance, lowers carbon footprint with OCI

"I think this is a fundamental shift in what sports do in using data to go faster or be more efficient. We're really trying to push the boundary of technology, sustainability, and the use of tech for good. And with Oracle's help, we're really pushing the boundaries."

#### **Warren Jones**

Chief Technology Officer, SailGP

Founded by Oracle Founder Larry Ellison and champion yachtsman Sir Russell Coutts, SailGP is a high tech global racing series in its second season. Thousands of sensors are attached to the catamarans and their crew members, generating millions of data points that are shared with broadcast partners, fans, race officials, and importantly, across the fleet.

SailGP runs its computing environment on the cloud using OCI compute and storage, Oracle Autonomous Data Warehouse, and Oracle Stream Analytics.

- ✓ Analyzes in a matter of seconds more than 240,000 data points collected from 800 sensors
- ✓ An average batch size of 15,000 to 20,000 messages, is sent every 500 milliseconds
- ✓ The data points collected are transferred for analysis within two-tenths of a second
- ✓ SailGP lowers the carbon footprint of the league's events, managing most of the IT work remotely
- ✓ Autonomous Data Warehouse is also used to make data available to media partners

Oracle Cloud Infrastructure

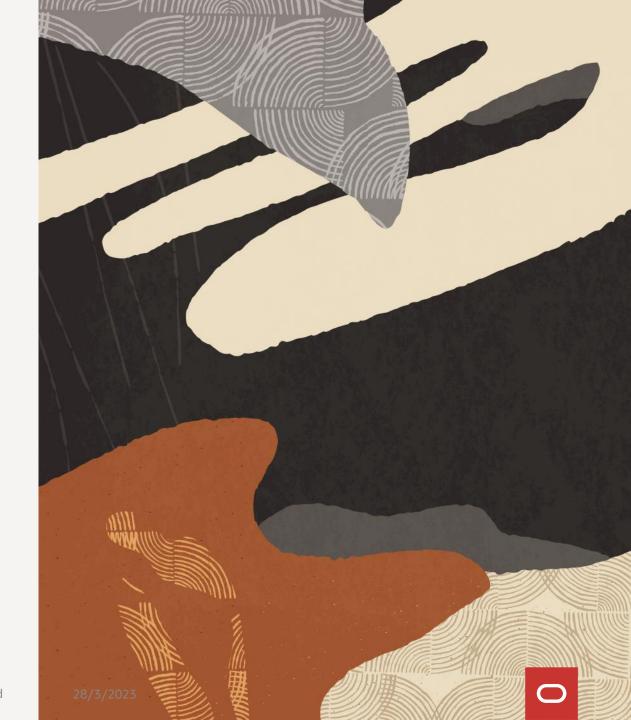
Oracle Autonomous Data Warehouse

**Oracle Stream Analytics** 

Read full story here



## Thank you



## LLM

