ORACLE

Oracle Cloud Innovations for Telcos

Irina Avram – Technology Cloud Sales

Silviu Teodoru – Account Cloud Engineer

Oracle Romania

RITE

ROMANIAN INTERNET TECHNOLOGIES EVENT

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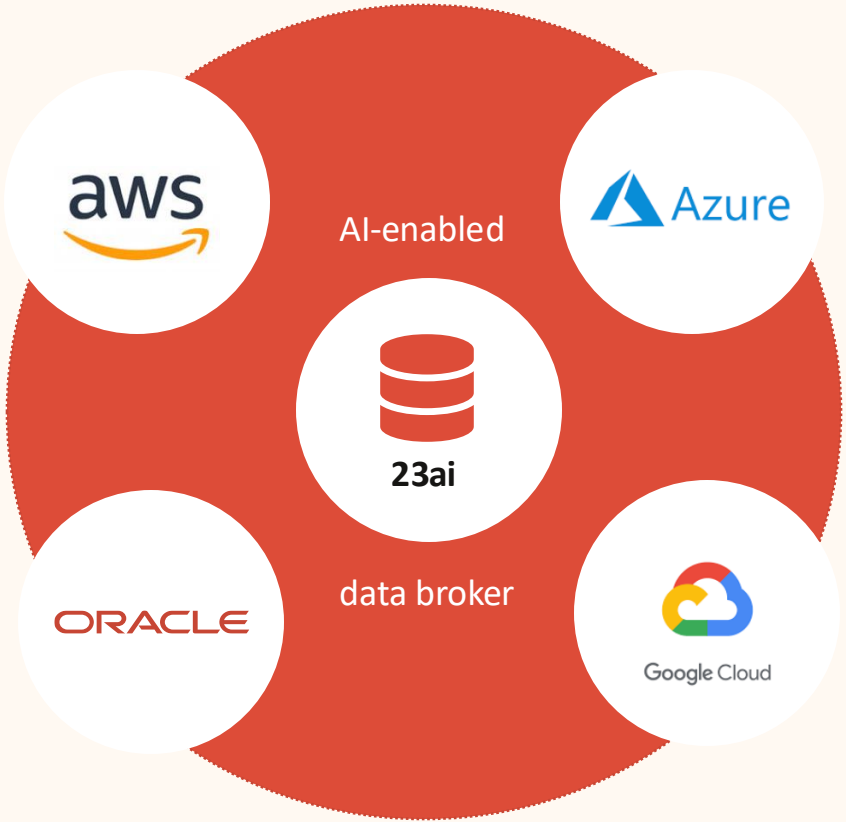
Why Oracle?

Oracle as an Innovator

Both Cloud&AI Leader and Data Broker



<u>Multicloud Strategy:</u>

Oracle AI Vector Search enables searches on business data to be combined with semantic searches.

Any data. Any model. Any cloud.

Our mission is to help people see data in new ways, discover insights, and unlock endless possibilities.

Innovation #1: IaaS, PaaS & SaaS

Enterprise Innovation at every level of the stack to help you create value and drive results

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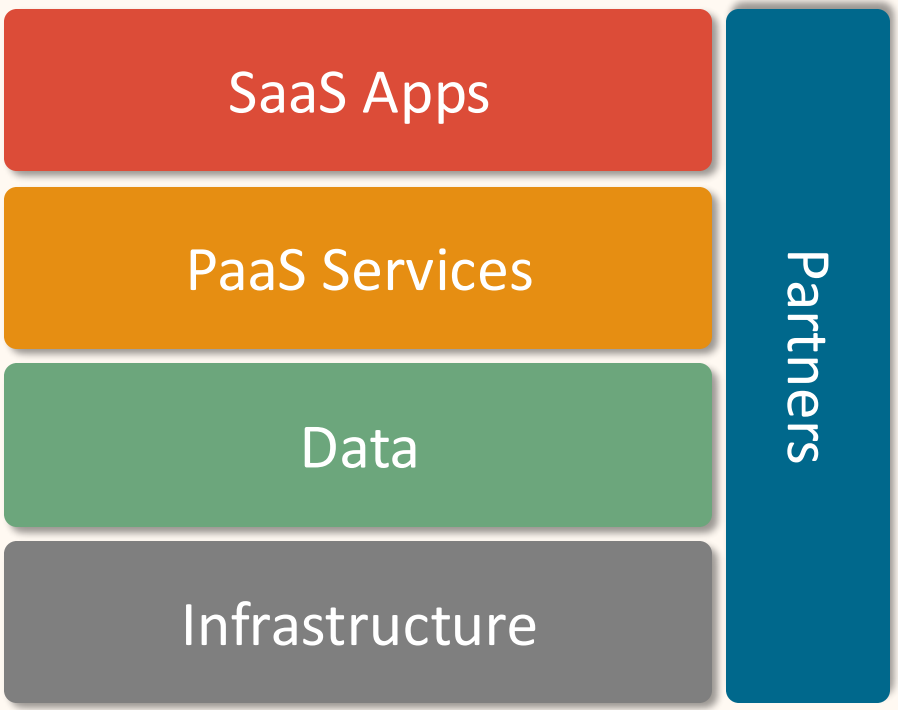
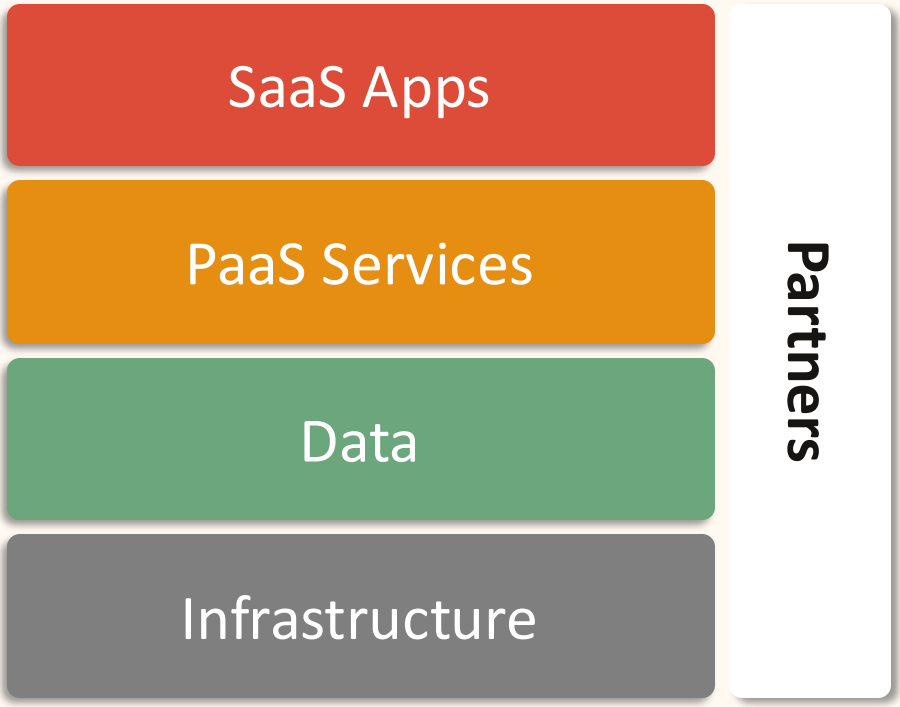
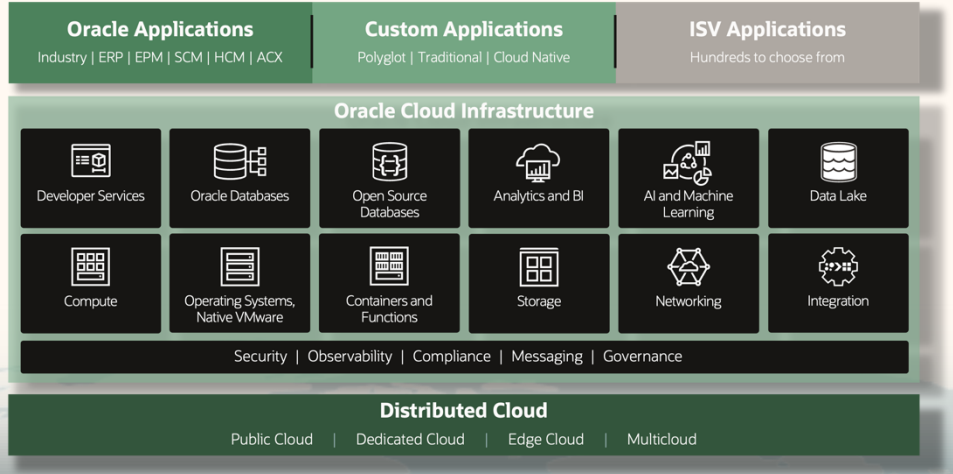



SaaS Apps
PaaS Services
Data
Infrastructure
Partners

Everything we offer is available everywhere

For you to focus on innovation, not cloud complexity



Public Cloud

Gov Cloud

Isolated Regions

Cloud@ Customer

Dedicated Regions

Multicloud

Alloy

EU Sovereign

Use-Cases on Top of Innovation #1

(Some of the) Use-Cases

Innovation #1 – IaaS, PaaS & SaaS: All Together & Deployment Options

Fusion ERP & OCI PaaS for Telco
In Public Cloud

Telcos as System Integrators

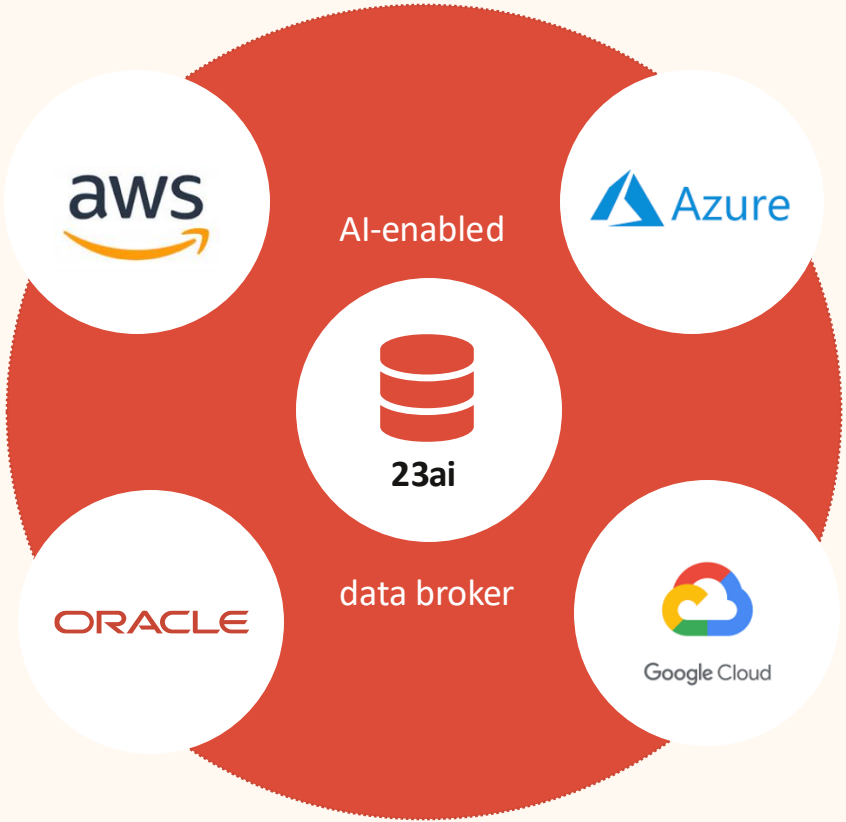
Oracle Cloud Brokers for their Customers
On Cloud at Customer: DRCC, ExaCC, C3...

Databases Consolidation & Performance Improvements
On Exadata Cloud@Customer

Innovation #2: Multicloud

Oracle as an Innovator

Innovation #2 - Multicloud



Multicloud Strategy:

Any data. Any model. Any cloud.

Use-Cases on Top of Innovation #2

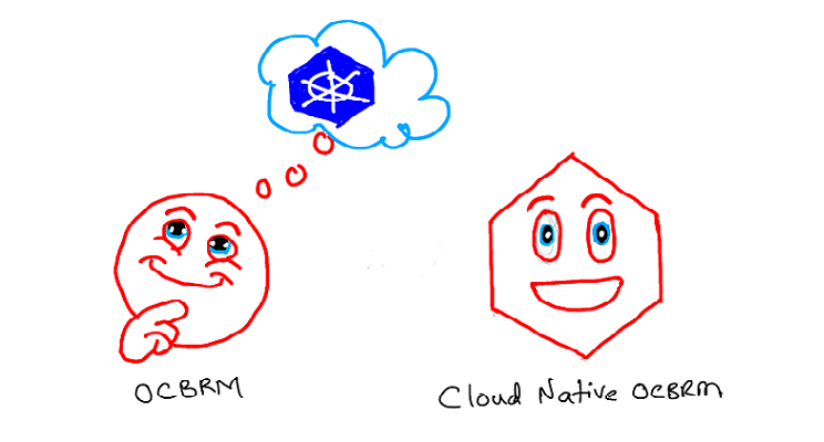
(Some of the) Use-Cases

Innovation #2 – Multicloud

Align Telco Group Standards

e.g.Database/DWH -> Oracle

Data Science Platform -> Gemini @ GCP



Transition towards BRM Cloud Native

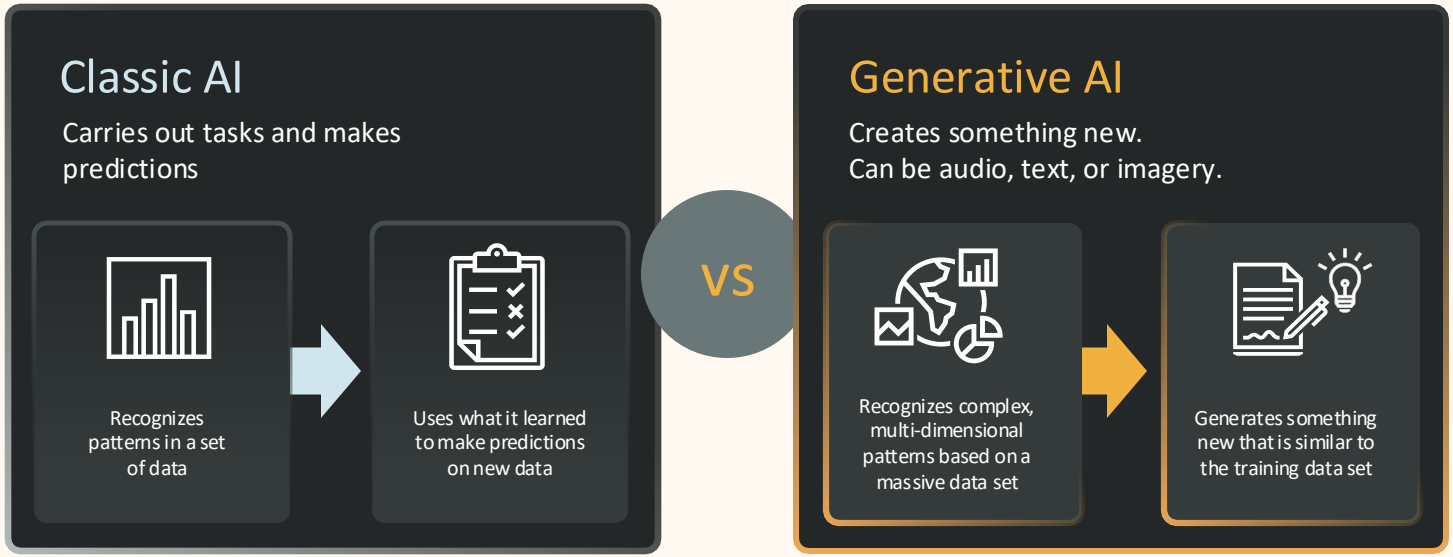
On-premises -> Current BRM Solution

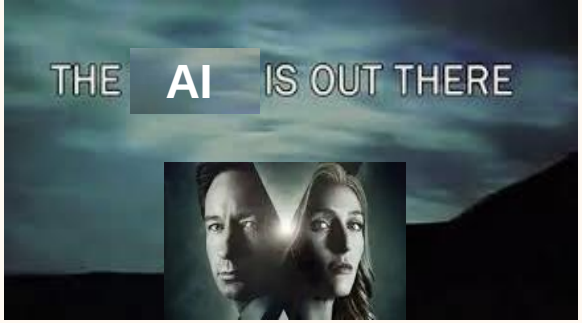
In Cloud (Public or @Customer) -> Cloud Native

Innovation #3: AI & GenAI

Artificial Intelligence is not new

AI is a half-century-old discipline where machines are trained to think and act like humans





Enterprise AI at every level of the stack to help you create value and drive results

SaaS Apps

AI Services

Data

Infrastructure

Partners

Latest updates from Oracle AI

What you can expect

NEW

OCI Generative AI Agents

- GA of RAG Agent

Oracle Code Assist Beta

- Available now

OCI Generative AI

- GA of Meta Llama 3.1 405B hosting, 70B fine-tuning and hosting
- Coming to more regions

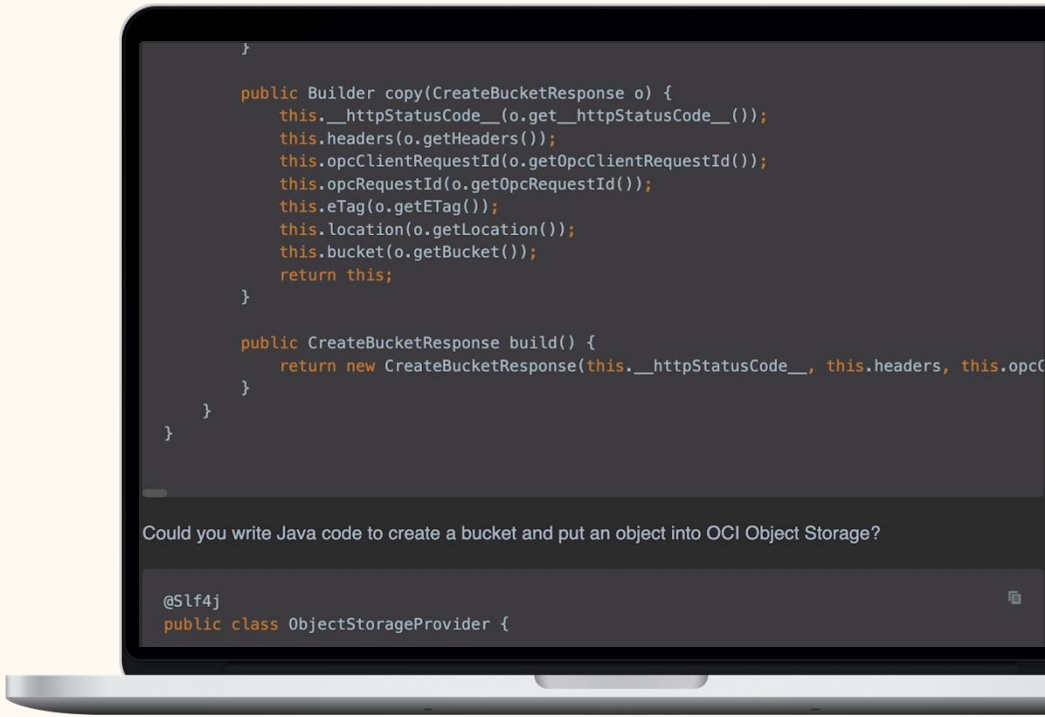
OCI Data Science AI Quick Actions

- Hugging Face partnership
- Support for ARM shapes

COMING SOON

OCI Generative AI Agents

- Integration with HeatWave Vector Store
- SQL Agent
- NL to RQS, NL 2 billing capabilities for OCI Console



Use-Cases on Top of Innovation #3

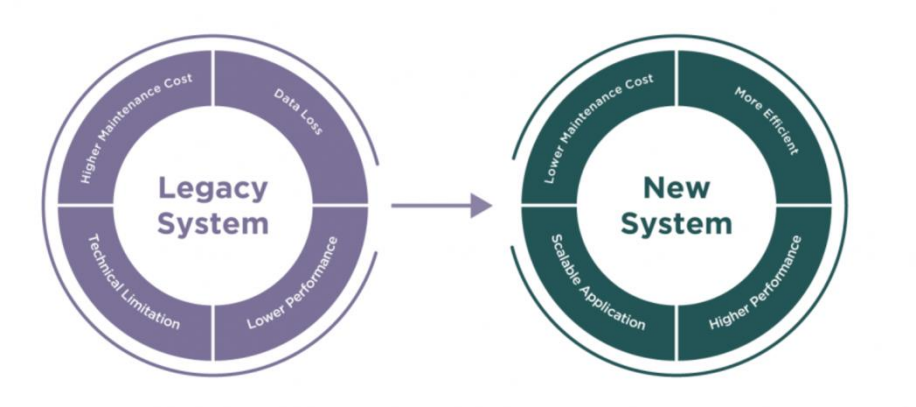
(Some of the) Use-Cases

Innovation #3 – AI & GenAI

ChatBots with GenAI

GenAI Agent/LLM in Cloud
Data in RAG @ Telco premises

It's Time for Down the Legacy forever



Migrate Legacy Technologies/Apps

e.g. From Cobol to Java

Manage Legal Complexity with GenAI

No-Matter Legislation Dynamics,
Manage it without Headaches

Endless use cases across business functions

Customer Operations

Automated customer service based on customer's product suite, experience and language

Real-time AI call scripts based on conversation history and caller context

Post call agent feedback on call performance, ways to optimize future calls

Marketing

Content generation for ecommerce (product descriptions), B2B (articles optimized for SEO) in brand voice

Mass personalization of search, outreach, customer nurture based on buyer profile and usage history

Synthesis, clustering of unstructured customer data to identify new trends and personas

Sales

Custom sales outreach based on interaction history, prospect profile to free up sales rep time

Virtual sales representatives that guide prospects through offerings through to a sale

Custom sales pitch generation for new customers based on existing content

Product Development

Analysis, cleaning, and labeling large volumes of data, such as user feedback, market trends, logs

Coding and API auto-completion to speed up development,, refactoring, and systems integration

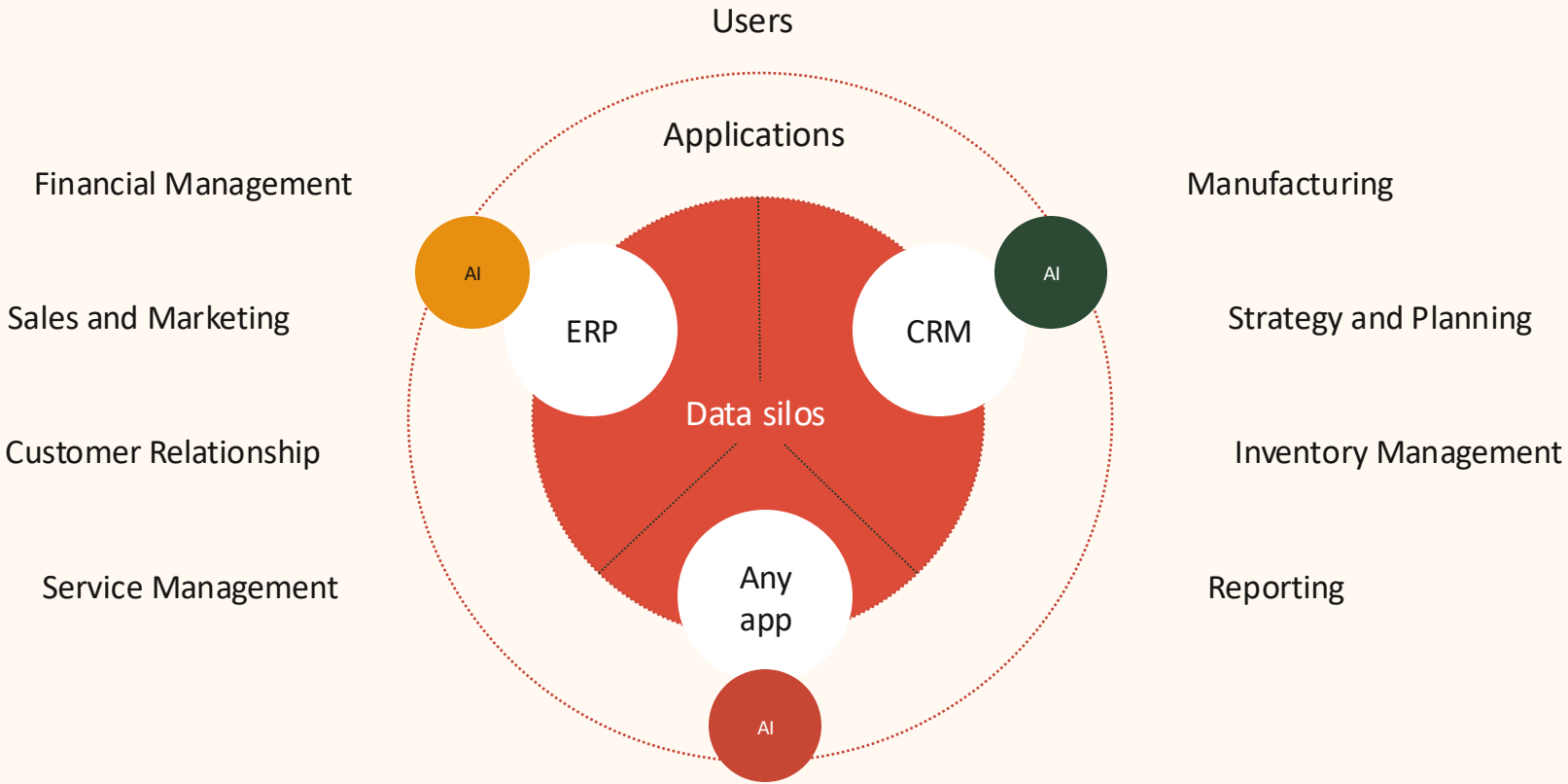
Testing automation through creation of synthetic data, and compilation of log data

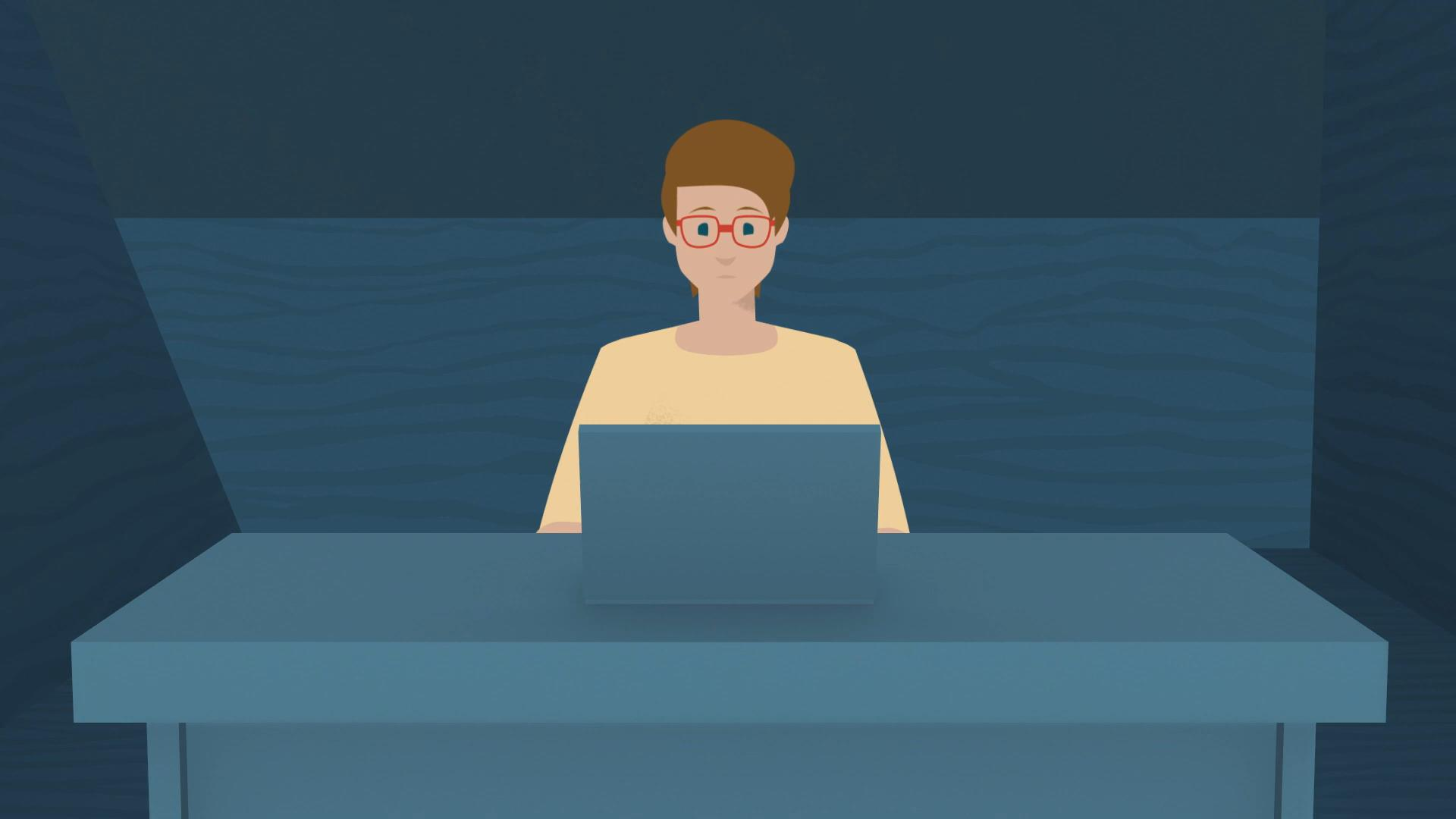
Strategy and Finance

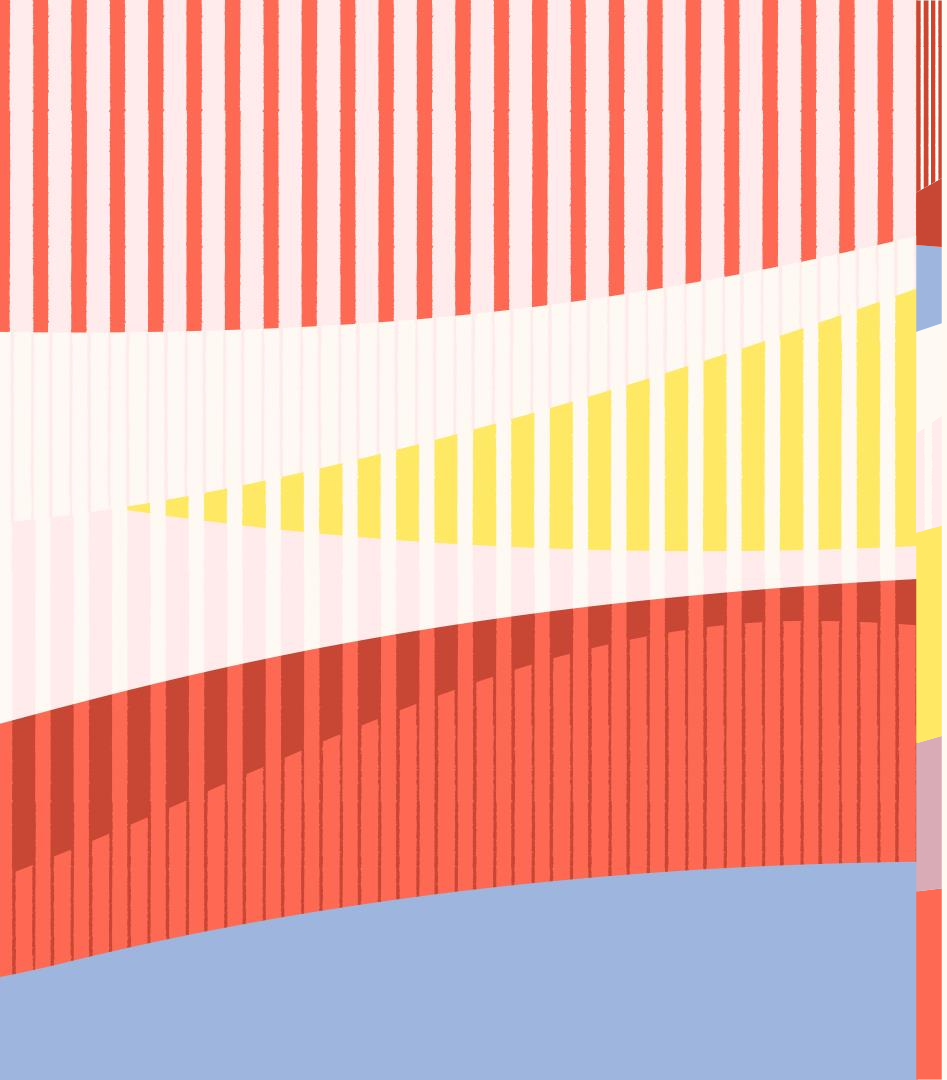
Synthesis of unstructured data from earnings calls, analyst reports and other sources

Automation of complex, context heavy processes like expensing, AR

At scale monitoring of competitors, customers, across public, private sources


Users
Applications
Financial Management
Sales and Marketing
Customer Relationship
Service Management
Manufacturing
Strategy and Planning
Inventory Management
Reporting
AI
AI
AI
ERP
CRM
Data silos
Any app





Thank you!