

ORACLE

Build AI That Works for Business

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Oracle AI Data Platform can be your trusted foundation
to build governed and accurate AI at scale.



Why enterprise AI demands a strong foundation

Enterprises adopting AI face mounting pressure to deliver tangible business results. Boards expect meaningful ROI, business leaders want competitive advantage, and employees are eager for intelligent tools that let them work faster and make better decisions.

The opportunity is real: AI can unlock new ways of working, automate complex processes, and surface insights buried inside operational systems. But many organizations run into a common barrier—AI underperforms when it lacks the right foundation. If data lives in many disconnected systems, models can't get the shared business context needed for accuracy. Governance becomes difficult. As AI workloads scale, these issues compound, eroding trust in results and slowing adoption across the business.

Clearly, AI success requires more than powerful models; it demands a unified environment that brings together trusted data for solid decision-making, enterprise semantics, and the ability to embed AI into key workflows. Organizations need AI to understand their business models, respect their policies, and adapt as conditions change—without creating new compliance risk.



Introducing Oracle AI Data Platform

Oracle AI Data Platform provides that foundation. It unifies enterprise data into a governed layer and applies consistent business context through semantic models so teams can build accurate, trusted AI applications that easily integrate into business processes. With Oracle's proven expertise in securing the world's most critical data, enterprises can confidently pursue the benefits of AI at scale.

Enterprise AI success requires the following:

Trusted, AI-ready data

A governed foundation lets organizations unify their enterprise data, helping create consistent, high-quality, AI-driven applications.

Shared business context for accuracy

Business semantic models provide AI applications with the language of your organization.

AI embedded into real workflows

With AI Data Platform, AI is already there where work happens—driving adoption and measurable value.



Top barriers to enterprise-scale AI

Too many AI projects fail to deliver ROI

Without AI-ready data and accurate business context, AI can deliver unreliable answers, undermining both trust and adoption across the enterprise.

Oracle AI Data Platform unifies data into a governed repository that provides consistent semantic models and automated preparation so AI can understand context. Now models can accurately interpret information, generate reliable answers, and avoid the misalignment that can cause AI apps to fail.

Oracle makes AI usable where it matters most—within the business applications people depend on. Teams can build machine learning (ML) models, predictive models, and agentic applications in one environment and use them securely across finance, HR, supply chain, or customer operations. This reduces friction, accelerates time to value, and helps AI become part of everyday work.

37%

are only using AI at a surface level with little or no change to underlying business processes.¹
– Deloitte

70%

of surveyed companies acknowledged the need for a strong data foundation when trying to scale AI.²
– Accenture

¹ *The State of AI in the Enterprise Report*

² *The frontrunners' guide to scaling AI*

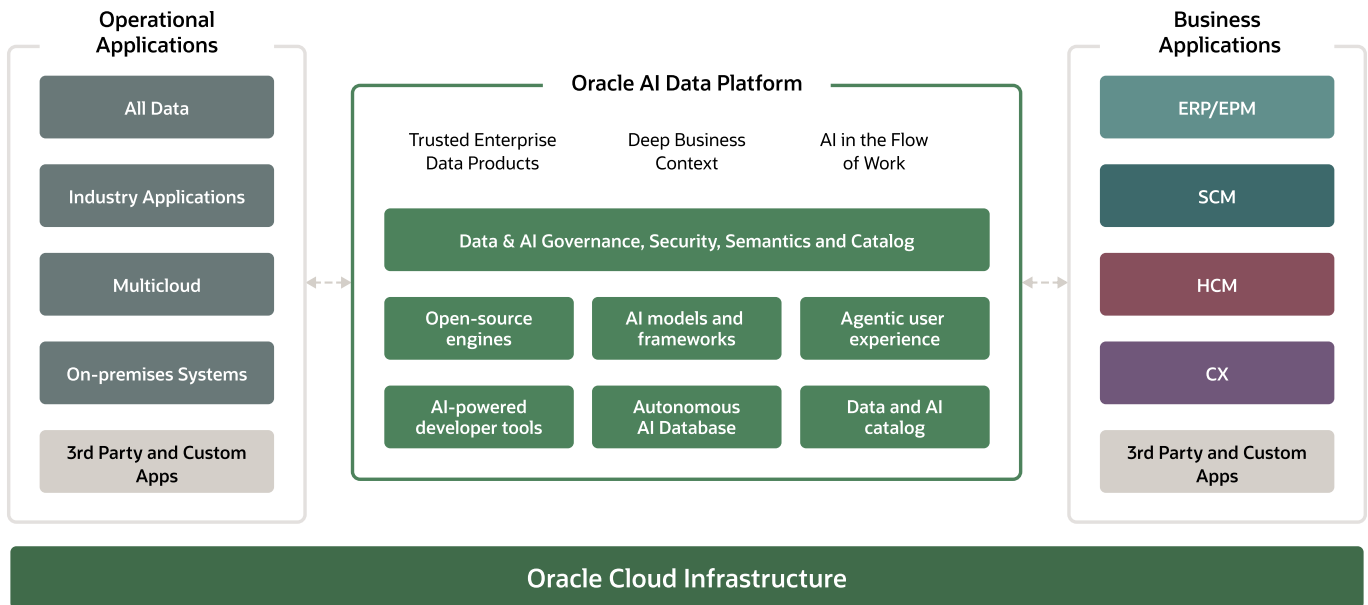


Why Oracle?

Oracle's long business application and data management history paves the way for unique insights into business processes, data structures, and the semantics of how enterprises operate. AI Data Platform leverages that history, providing a trusted system to securely build AI applications that meet business needs.

Stop moving data. Start powering AI

Oracle connects the dots between data, semantic understanding, and AI so every model and application operates on a single, governed view of the truth.





The Oracle AI Data Platform architecture lets enterprises activate AI by unifying data, context, and workflows in a single, cohesive system.

Data ingestion

The process begins with aggregating all enterprise data—internal and external, structured and unstructured, spanning applications, databases, documents, and events. With zero-copy access, downstream analytic and AI workloads use data without duplicating it. Now, all workloads rely on consistent, governed information.

Refinement and processing

Designated bronze, silver, and gold architecture levels organize and refine data as it moves through the platform. Automated quality checks, enrichment, and transformations reduce the need for teams to manually build pipelines between disconnected tools. Support for open data formats and engines means organizations can use their preferred methods without sacrificing governance.

Semantics and governance

Above the data layer, the semantic and governance engine establishes shared business meaning across models, analytics, and agents. It lets AI interpret entities, processes, and relationships exactly as the business intends while applying lineage and access controls to all data. AI applications report on consistent inputs and drive decisions from a unified view of the business.

Action and integration

End users gain insights, predictive models, and agentic workflows. AI is embedded directly into Oracle Cloud Infrastructure (OCI) services, Fusion and NetSuite applications, and other enterprise systems. This powers the full operational cycle—data becomes context, context becomes action, and AI becomes a reliable part of daily business operations.

Six key capabilities

Here's how Oracle AI Data Platform turns context into ROI

These six capabilities form Oracle's ecosystem for helping enterprises adopt AI with confidence, anywhere work happens.



Unified data foundation

Fully governed lakehouse integrates structured, unstructured, batch, and streaming data. Semantic enrichment, vector indexing, and a unified catalog deliver AI-ready data sets while limiting data movement and duplication.



AI development and orchestration

Built-in notebooks, Apache Spark, SQL, and low-code and code-first tools simplify data science and model creation, while the OCI GenAI service supports APIs. Orchestrate pipelines, agents, and models across all data sources—including hyperscaler clouds—from a single environment.



Enterprise analytics and insights

Oracle Analytics Cloud delivers self-service business intelligence, dashboards, and Auto Insights powered by shared semantics. Embedded ML, natural language query support, and explainable AI help surface actionable insights in context and support decisions using consistent data.



Autonomous AI Database for AI

The [gold medallion layer](#) provides query-ready, trusted data products with automated scaling and optimization. In-database ML and vector search enable high performance inference and analytics—without moving data into external systems.



Governance, security, and compliance

End-to-end lineage, metadata tracking, and policy enforcement help maintain control as AI use expands. Role-based access, observability, and explainability keep AI outputs transparent, highly secure, and aligned with enterprise and regulatory requirements.



Agentic AI and automation frameworks

Enterprise-ready tools support the creation, governance, and deployment of AI agents across Oracle Fusion, NetSuite, and third-party systems. Multi-agent orchestration, monitoring, and safety controls help maintain accuracy and trusted automation at scale.

How Oracle Helps

Finance transformation with AI-ready data

Bank reconciliation with automated ERP

Finance teams with multiple ERP systems often spend considerable time matching ERP transactions. AI Data Platform slashes complexity by unifying internal and external financial data into a governed foundation. Automated rules normalize formats and detect anomalies, while semantic models apply shared meaning across accounts, vendors, and cost centers. AI-driven matching identifies exact and fuzzy alignments, flags exceptions with explanations, and routes issues to approvers through workflow automation. The result: faster close cycles, fewer errors, and transparent lineage that supports audit readiness.

AI-driven workforce intelligence

Attrition risk modeling

Managers need early insights into employee disengagement and flight risk. AI Data Platform unifies HCM data, performance trends, engagement surveys, and external signals into consistent, AI-ready data sets. Semantic models define roles, levels, skills, and organizational structures so predictions are anchored in business context. ML models surface patterns such as sentiment decline, career stagnation, or workload imbalance. Built-in explainability shows managers why a risk score is rising and suggests targeted interventions. The result: proactive retention strategies and stronger workforce planning.

Conversational knowledge assistant

Employees often waste time searching through policy documents, benefits guides, case histories, and legal guidelines to answer routine HR questions. Basic chatbots help. But by adding advanced capabilities, AI Data Platform powers a governed retrieval-augmented generation (RAG) assistant that retrieves accurate, role-appropriate information and generates clear guidance. The system ensures responses cite sources, respect access rules, and minimize hallucinations. When integrated into HR portals and chat tools, the assistant reduces ticket volumes, shortens onboarding cycles, and improves the employee experience through fast, consistent answers.

Operational intelligence across CX and IT

Customer sentiment intelligence

Customer sentiment data is spread across social media, surveys, support logs, and product telemetry, making it difficult to detect issues early. AI Data Platform unifies structured and unstructured data sources into a governed lakehouse with AI-driven automated enrichment and classification. Semantic models link informal language to official product, region, and service taxonomies, helping align insights with business meaning. Vector search and LLM summaries highlight emerging trends, while dashboards and automated alerts route insights to CX, support, and product teams for rapid action.

Multi-agent incident response

Operations teams face alert fatigue and slow triage due to fragmented logs, monitoring systems, and security tools. AI Data Platform enables multi-agent workflows that coordinate detection, root-cause analysis, and recommended remediation steps. Build agents that enrich events with business context—affected assets, services, and SLAs to prioritize high-impact incidents. Workflow integration automates ticket creation, approvals, and cross-team collaboration. All actions are traceable and policy-aligned, reducing MTTR and strengthening resilience.



A trusted path to enterprise AI success

AI success depends on a foundation that brings together trusted data, shared business context, and the ability to use AI directly within the workflows that run your business. Oracle AI Data Platform provides this foundation with a unified, governed environment built for accuracy, security, and scale.

By integrating data management, analytics, AI development engines, semantics, and governance into one platform, Oracle helps enterprises bridge the gap from pilot to production. Instead of relying on rigid, brittle models that break when data changes, build predictive models and AI agents on a flexible semantic layer. Now, as your business evolves, your AI adapts instantly to support innovation with the confidence that comes from enterprise-grade governance and observability and the freedom that comes with open formats and engines.

As AI reshapes business functions, organizations need partners that understand their data, applications, and mission-critical systems. Oracle has spent decades securing and supporting the world's largest enterprises. Now we're helping unlock the full value of AI with a trusted platform that delivers high performance at predictable cost. Enterprises can scale AI initiatives sustainably, without the steep price and infrastructure penalties common with other clouds and vendors.

[Learn more](#)

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