Oracle Playbook

AGRICULTURE

Grow Your Possibilities

Enabling a resilient and modern organization for the journey ahead

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Agriculture

Agriculture companies are facing a challenging business environment driven by rapid changes in costs, regulations, workforce availability, and customer expectations. Due to multiple constraints—such as data and organizational silos; data quality and integrity; and regulatory, privacy, and security requirements—business processes do not yet sufficiently provide timely, actionable insights that inform decision-making and, in turn, positively impact revenue.

A new data-powered business model that links cloud computing, machine learning, and artificial intelligence is reshaping the industry. This new paradigm has the potential to create a more responsive industry based on improved visibility and more adaptive processes powered by ongoing innovation.

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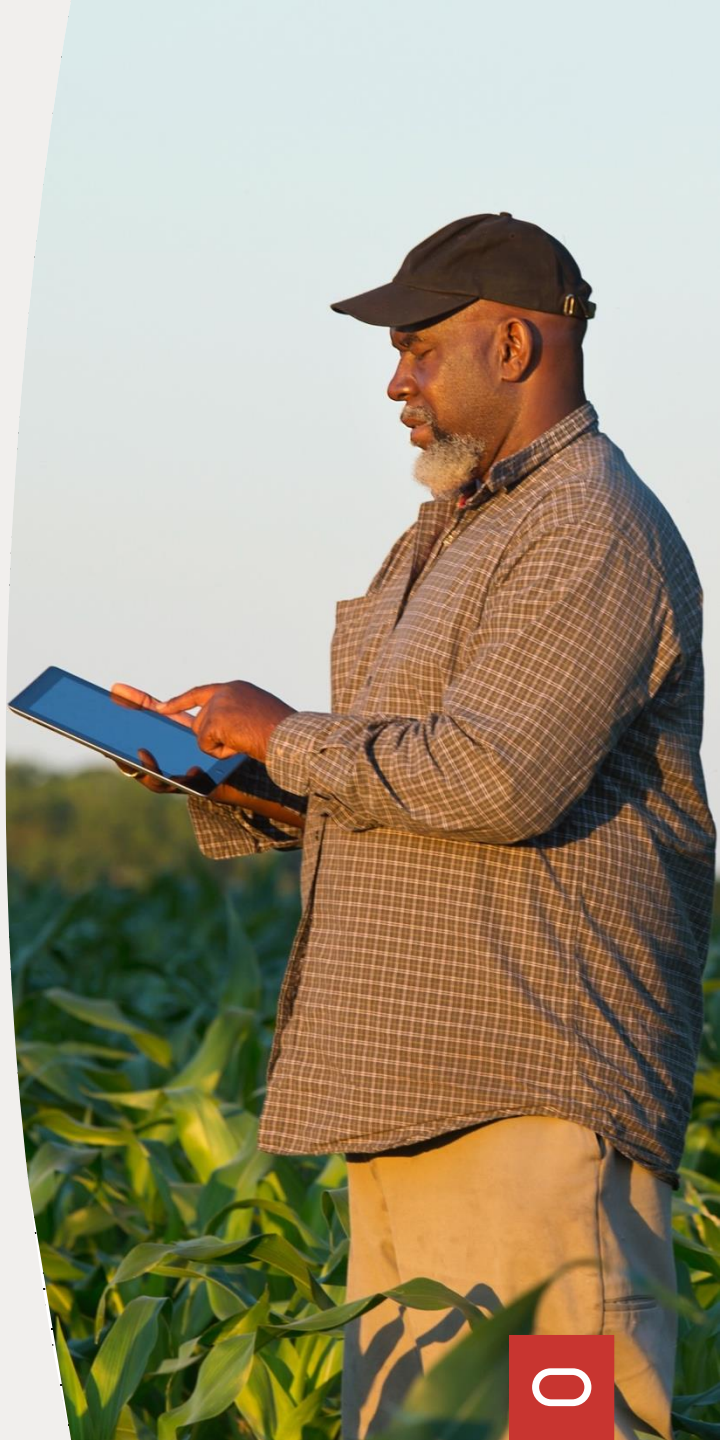
Key imperatives for agriculture

1. Evolving customer expectations
2. Supply chain optimization
3. Driving faster innovation
4. Competition for talent
5. Compliance with regulatory and sustainability commitments
6. Grower management and accounting



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Forces shaping the agriculture industry

INDUSTRY CHALLENGES

Evolving customer expectations
Address changing consumer sentiment—sources, GMO, demographics, response time

Supply chain optimization
Respond to demand and supply variability. Evolving automation and capabilities

Driving faster innovation
Continuous packaging adjustments, sizing, sustainability, consumer demands

Competition for talent
Manage employee turnover, training, and oversight

Compliance with sustainability and regulatory commitments
Regulatory compliance including reporting and track-and-trace

Grower management and accounting
Managing complex ownership and supply chains

VISION OF SUCCESS

Click on a section to learn more.

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1: Turbocharge customer interactions

Efficiently reach your target market, track omnichannel engagement, enable AI-driven responses to standard internal and external inquiries, enhance customer service speed, and maintain close control over discounting and profit margins.

Recommended actions:

- Create a cohesive customer experience that spans all channels.
- Use generative AI to hyper-personalize customer interactions in all channels.
- Improve targeting and management of customer opportunities and profitability.

How to get started:

- Identify disparate sources of customer and product data (e.g., direct consumer if applicable versus food service versus grocer versus farmer).
- Use generative AI to personalize communications.
- Enable chat to improve responses to customer questions at any time of day.

Oracle capabilities enabling strategic goals

Sales	Marketing	Inventory management	Omnichannel	Generative AI	Pricing

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2: Improve supply chain efficiency

Gain more accurate and timely visibility into your supply chain, leverage machine learning to create new plans in response to disruptions, compare alternative scenario outcomes, and quickly communicate updated expectations.

Recommended actions:

- Improve supply chain effectiveness and agility through AI.
- Use AI agents to optimize routes.
- Improve accuracy of profitability analysis by collating all relevant data sources.

How to get started:

- Use AI for answering general questions about procurement policies to help users make informed decisions.
- Use AI to receive guidance on internal sustainability policies based on relevant policies, public regulatory inputs, and framework guidelines.
- Use AI to help make better decisions about which suppliers to use.

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Transportation	Sustainability	AI/ML	Blockchain

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3: Improve innovation

Implement stage-gate innovation project management, streamline online reviews and approvals, clearly define product and quality processes along with expected outcomes, and confidently oversee product revisions.

Recommended actions:

- Manage product innovation with precision.
- Define and manage product quality.
- Connect product information to customer feedback and approvals.

How to get started:

- Understand your current sources of product data and where there are gaps.
- Learn how AI and automation can improve accuracy and efficiency.

Oracle capabilities enabling strategic goals

Product information management	Product lifecycle management	Customer orders	Sustainability	AI/ML	Blockchain

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4: Transform the workforce

Transform your workforce from hire to retire using AI to expedite and improve hiring, training, and promotions.

Recommended actions:

- Build global consistency at every stage of the employee lifecycle.
- Enhance employee experience.
- Use data to identify critical roles to drive business value.
- Use AI agents to automate HR tasks and free up time for more strategic work.

How to get started:

- Leverage data and analytics for informed decision-making in hiring, promotions, and project resourcing decisions.
- Use skills data to better match resources to roles.
- Use AI to answer employee questions faster and with more consistency.

Oracle capabilities enabling strategic goals

Human capital management	Agentic AI

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5: Achieve sustainability excellence

Efficiently track sustainability KPIs by integrating with execution systems, generate stakeholder-friendly reports, and address emerging sustainability auditing requirements.

Recommended actions:

- Use scenario planning and AI to make the best decisions given business targets and sustainability goals.
- Stay ahead of changing global regulations for sustainability and shareholder reporting.
- Analyze how sustainability efforts impact profits and loyalty.

How to get started:

- Use generative AI to create stakeholder reports on sustainability.
- Use AI to provide guidance on internal sustainability policies based on relevant policies, public regulatory inputs, and framework guidelines.
- Identify data you have and any data gaps to understanding your true sustainability picture.

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Transportation	Reporting and analytics	Blockchain	Track and trace

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6: Streamline complex accounting

Manage complex ownership stakes and quality agreements, help ensure accurate contract-based payments, and document planned versus actual outcomes to support grower negotiations.

Recommended actions:

- Create a chart of accounts that can accurately manage complex ownership structures.
- Implement smarter planning within your organization.
- Streamline financial operations.
- Improve accuracy of payments.

How to get started:

- Use AI to do real-time trend and variance finance analysis via natural language interactions.
- Provide a conversational interface to help users build, modify, calculate, and analyze profitability.
- Use AI agents to automate financial reporting and empower finance employees to become more strategic.
- Process supplier invoices quickly using AI to reduce manual work.

Oracle capabilities enabling strategic goals

Chart of accounts management	Financial period close and consolidations	Subledger and source system accounting	Planning and analytics	AI	Analytics

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Internal questions to get going

Data and analytics readiness

Do we take advantage of modern technology such as AI, automation, and mobile?

Are we able to automate routine work?

Are we using technologies like drones and sensors to get more granular, real-time data?

Sustainability shift

Are we keeping up with new sustainability demands from regulators and customers?

Can we measure sustainability?

Do we know how to be sustainable and profitable at the same time?

Finance and profitability

What kind of analytics and insights do we need on day one of going live?

Do we have a clear understanding of our chart of accounts?

Are we able to accurately measure product and customer profitability?

Supply chain

What are the biggest regulatory and compliance risks we often face?

Can we adequately manage complex supplier relationships?

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Four key elements to your success

Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.

Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.

Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.

Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

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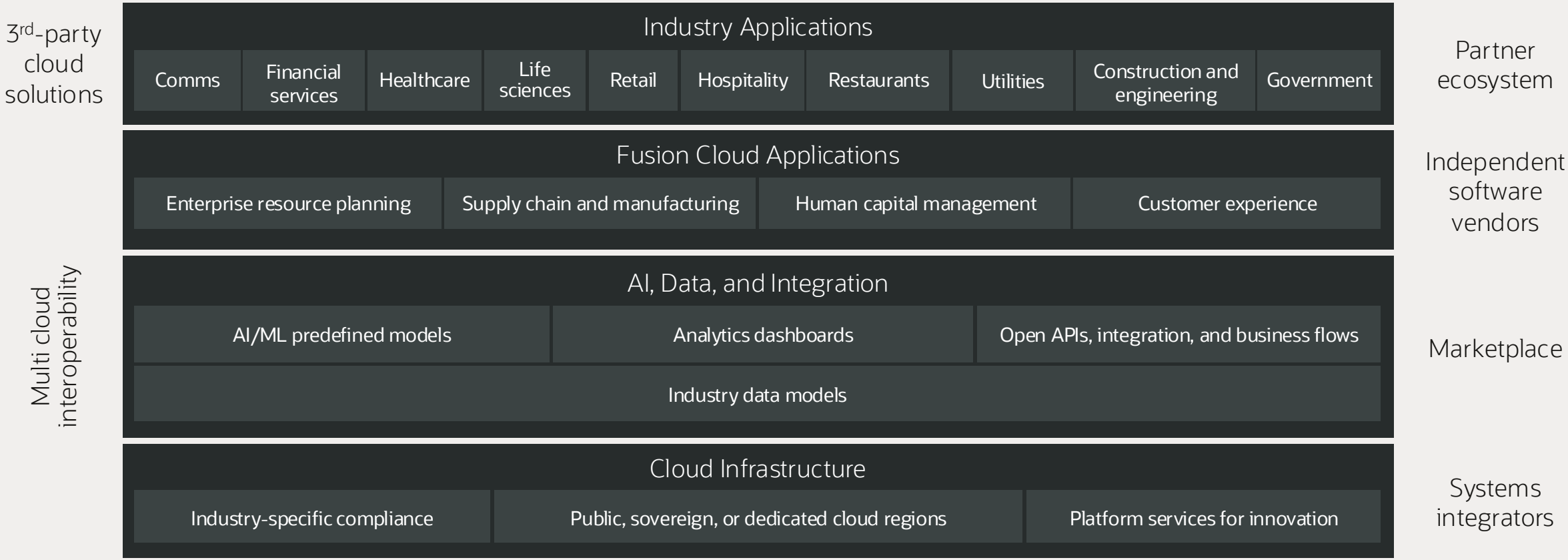
Oracle solutions for every industry



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Additional ways Oracle serves Agriculture

Complete Capital Program Management

Support project governance, visibility, and performance across capital project portfolios. Address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.

Secure Network

Connect unified communications, contact centers, carriers, security, compliance, and AI across hybrid and multicloud environments. With open, policy-driven orchestration, you retain carrier control, preserve dial plans, and unify security and compliance.

Connected Agricultural Operations

Connect farm equipment, field sensors, irrigation systems, and operational platforms to collect telemetry, enable digital twins, and transform real-time operational data into actionable insights. Improve crop yields, help optimize resource utilization, support predictive equipment maintenance, and enable precision agriculture practices that increase sustainability and operational efficiency.

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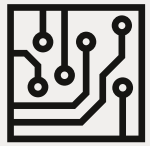
Why Oracle?

Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.

Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

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Committed to your success

Oracle Cloud Success Navigator

Achieve Cloud transformation objectives

Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.

Confident design decisions deliver exceptional results

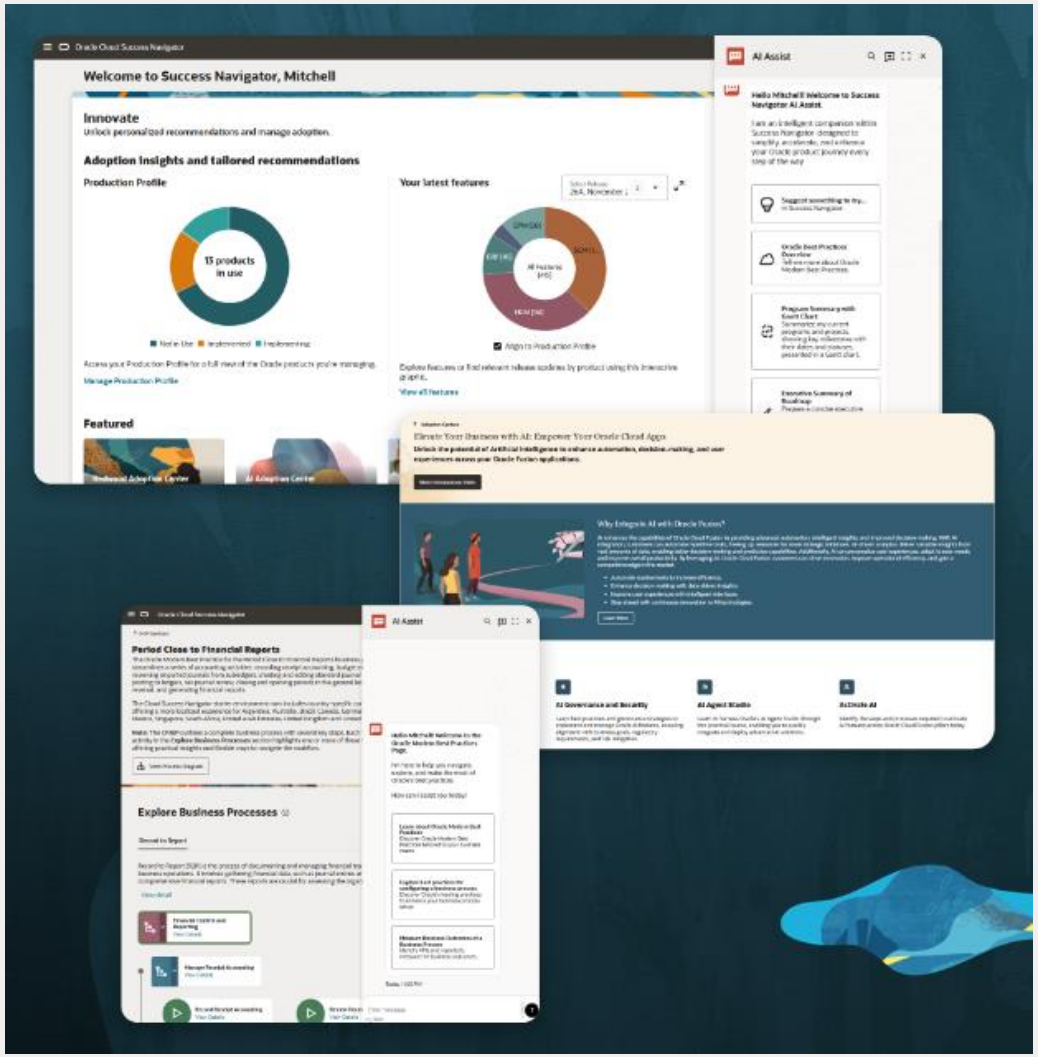
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

Increase your investment's value with AI and innovations

Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment.

Leverage AI every step of the cloud journey

AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration.



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Extensive partner ecosystem

+20,000

Partners and ISVs

accenture

Deloitte.

KPMG

pwc

cohere

Palantir

Red Hat

THOMSON REUTERS

VERTEX

aws

Google Cloud

Azure

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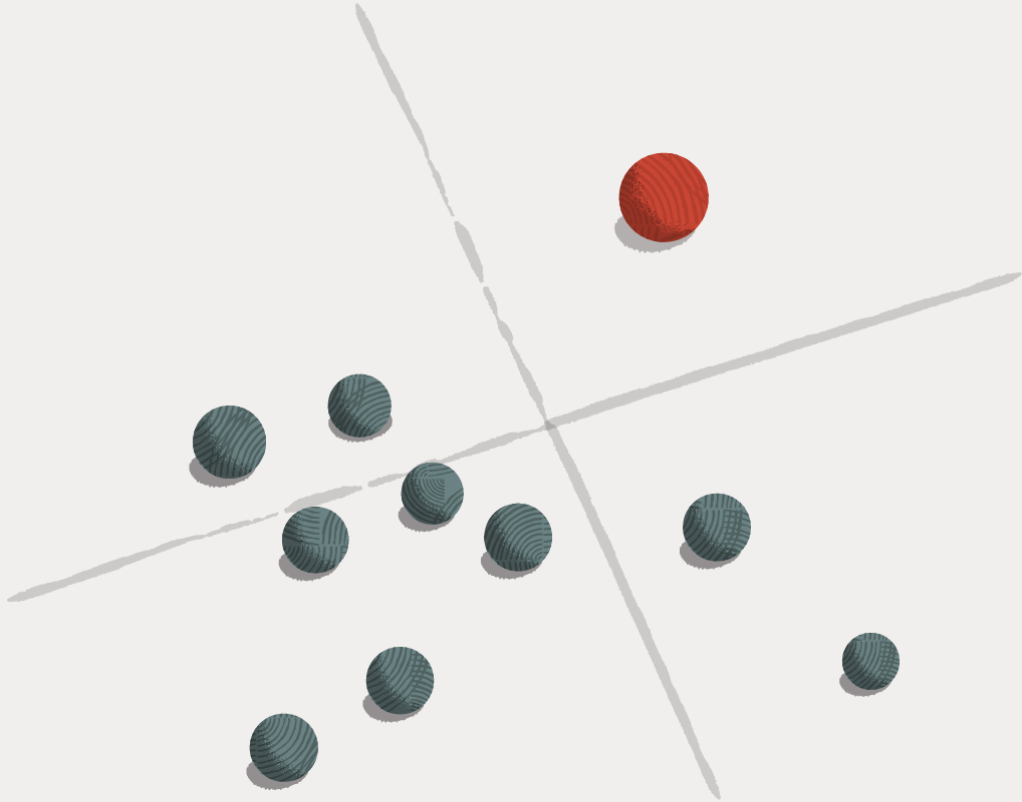

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