

AGRICULTURE

Unlock Endless Possibilities

Enabling a resilient and modern
organization for the journey ahead



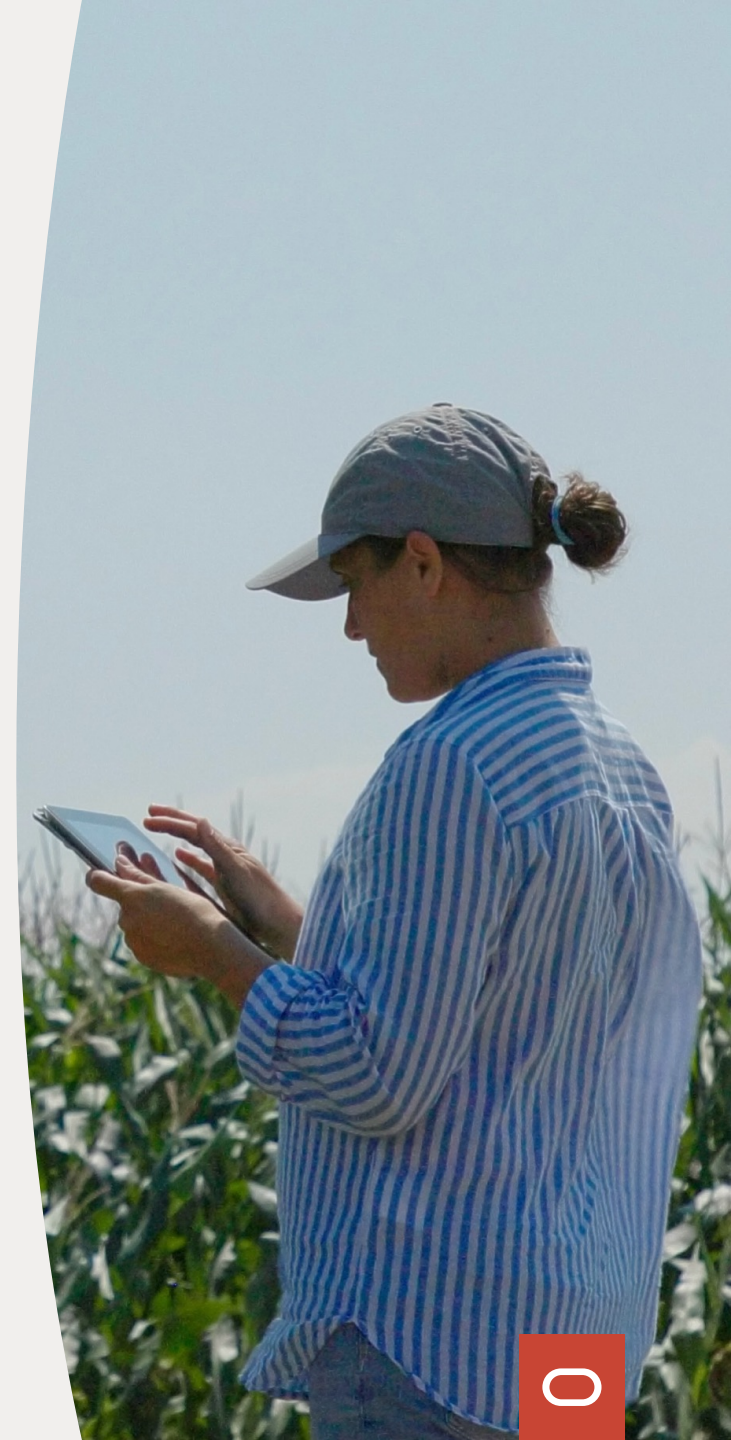
Agriculture

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.

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



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.



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.

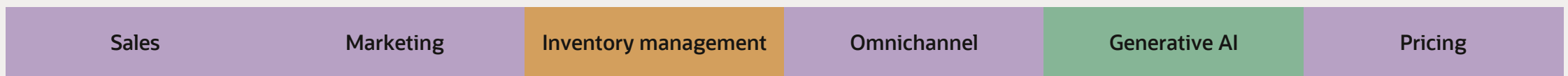
Recommended actions:

- 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)
- Learn about AI possibilities and how generative AI can hyper-personalize customer interactions
- Explore whether it makes sense to expand customer categories

Oracle capabilities enabling strategic goals



2: Improve supply chain efficiency

Gain 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:

- Use AI, automation, and blockchain to improve your supply chain effectiveness and agility
- Build a supplier network with redundancy and resiliency
- Improve accuracy of profitability analysis by collating all relevant data sources

How to get started:

- Analyze existing supplier network and supplier data
- Set up sustainability measurements that matter
- Explore new ways of predictive analytics and forecasting to get ahead of disruptions to supply and price

Oracle capabilities enabling strategic goals



3: Improve product 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



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
- Position HR as a strategic partner rather than as a transactional function

How to get started:

- Identify sources of employee turnover, which may lead to workplace technology that will make their jobs easier
- Leverage data and analytics for informed decision-making in human capital strategies, aligning HR support with broader business goals
- Prioritize employee retention by fostering a corporate culture that aligns with your workforce's values and work-life balance needs

Oracle capabilities enabling strategic goals

Human capital management

Optimized talent retention



5: Achieve sustainability excellence

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

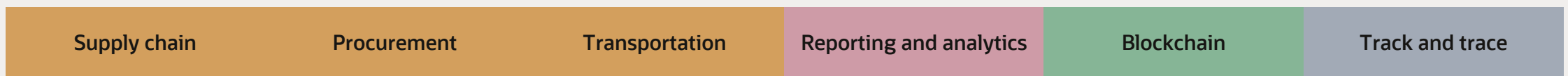
Recommended actions:

- 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:

- Analyze existing supplier network and supplier data
- Set up sustainability measurements that matter
- Explore new ways of predictive analytics and forecasting to get ahead of disruptions to supply and price

Oracle capabilities enabling strategic goals



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.

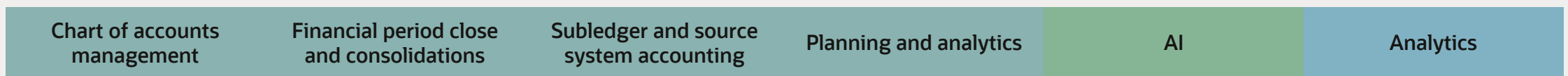
Recommended actions:

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

How to get started:

- Eliminate redundant data, analysis, and planning tools
- Organize your chart of accounts
- Identify manual or redundant steps in your financial close process
- Determine the right KPIs to determine the success of your project
- Learn how AI can transform the finance process

Oracle capabilities enabling strategic goals



Internal questions to get going

Data and analytics readiness

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

Are our employees able to do the best job with the tools we provide?

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

Sustainability shift

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

Can we really measure sustainability?

Do we know how to be sustainable and profitable?

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?

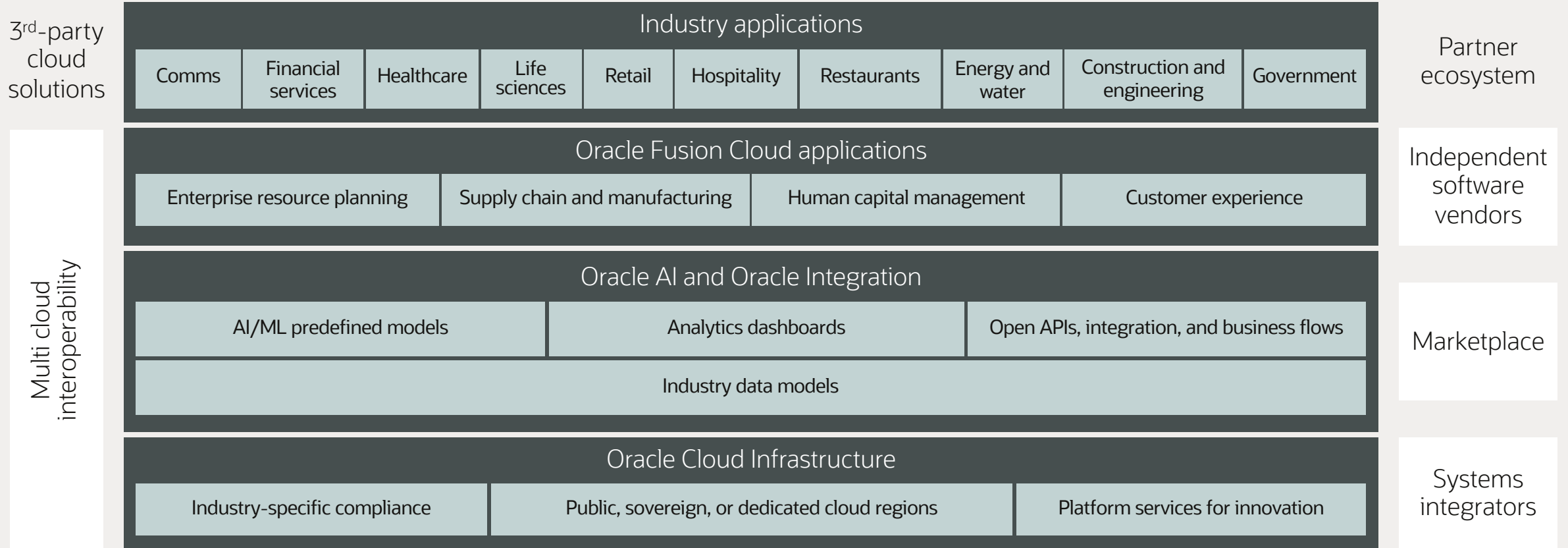
Supply chain

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

Can we adequately manage complex supplier relationships?



Oracle solutions for every industry



Why Oracle?

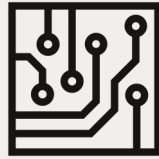


Complete Suite

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.

100s of new features each quarter.



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.

Extensive partner and ISV ecosystem

+20,000

Partners and ISVs

 **accenture**

Deloitte.


pwc

 **cohere**

 **Palantir**

 **Red Hat**

 **THOMSON REUTERS®**


VERTEX

aws


 **Google Cloud**

 **Azure**

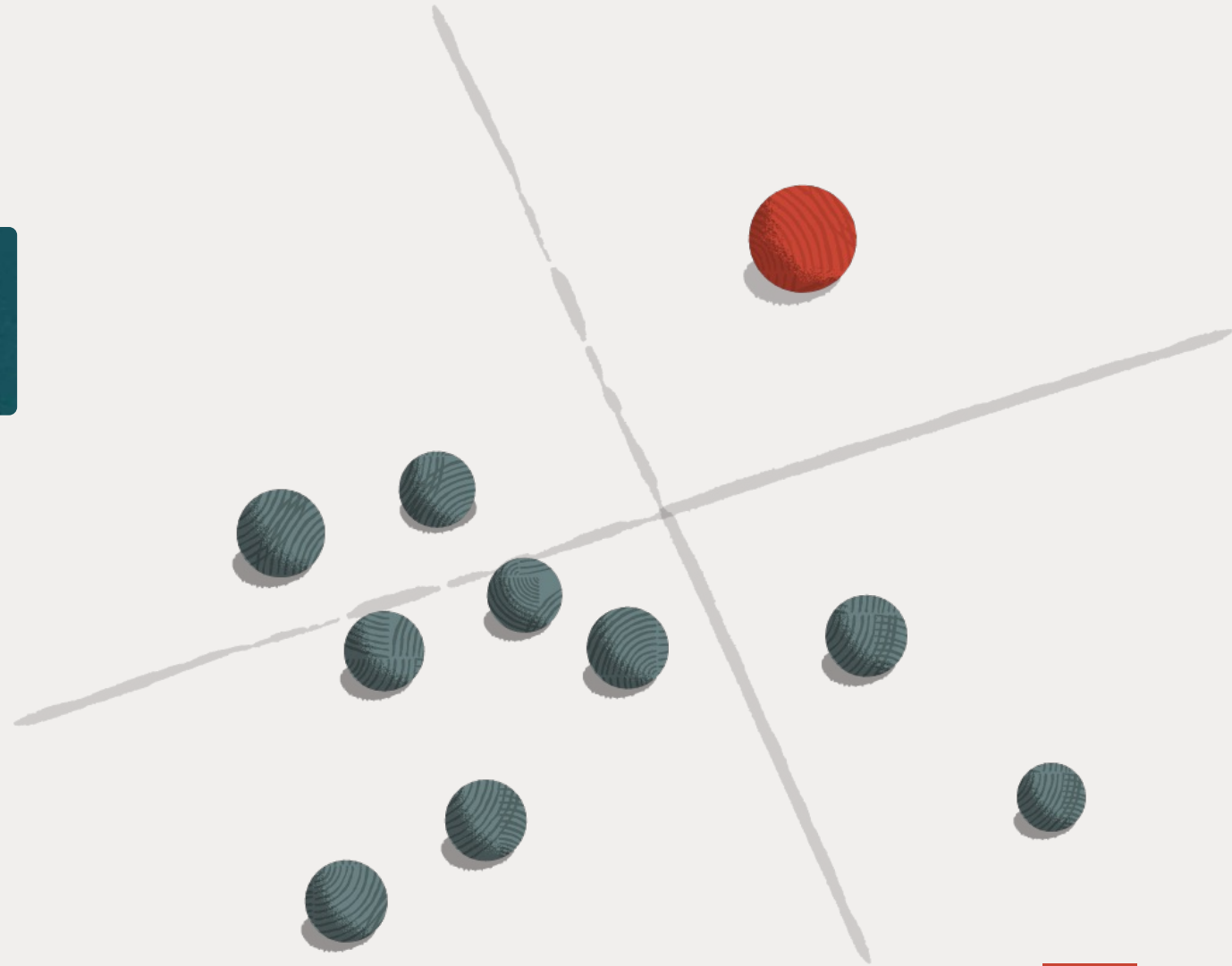

NVIDIA®

More industry and leadership awards than any other SaaS company

ERP	SCM	HCM	CX
28	10	8	22

Gartner, Forrester, IDC, Omdia

Number of times top-tier analyst firms placed Oracle in a leadership position over the last 36 months





Thank you



To learn more, please visit:

[oracle.com](https://www.oracle.com)

