Oracle Playbook

HIGH TECHNOLOGY

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead

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High technology

High-tech companies face intense challenges and unprecedented opportunities amid volatile demand, supply chain disruptions, and shifting customer expectations. Over the next decade, success will depend on overcoming these disruptions, advancing sustainability, adopting data-driven manufacturing, and capitalizing on connected products and services that align with evolving work models and labor needs.

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Key imperatives for high technology

1. Build resilient and sustainable supply chains while lowering costs.
2. Build the right employee experience for evolving needs.
3. Simplify the tech stack for agility and speed.
4. Grow revenue with new digital buying experiences and service-based business models.

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Forces shaping the high-tech industry

INDUSTRY CHALLENGES

Supply chain risks
Ongoing component shortages and supply chain disruptions due to geopolitical, economic, and environmental forces.

Demand volatility and rising costs
Demand volatility and rising material, labor, and overhead costs that jeopardize performance targets and maintain margins.

Workforce retention and recruitment
Competing for talent amid labor shortages, an aging workforce, and a lack of modern technology to shrink the knowledge gap.

Sustainability shift
Increased public demand for transparency. New government regulations on emissions, conflict minerals, and product disposal.

IT complexity
Friction and inefficiency from complex legacy infrastructures, large data volumes, and data silos.

Pressure on today's business models
Customer desire to shift from buying products to buying outcomes and shifting responsibility of owning and servicing assets from customer to manufacturer.

VISION OF SUCCESS

Click a link to learn more.

1. Improve supply chain efficiency
2. Evolve profitably
3. Transform the workforce
4. Achieve sustainability excellence
5. Run a modern business in the cloud
6. Capitalize on new business models
7. Start your journey

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1: Improve supply chain efficiency

Gain visibility into supply and demand networks and respond quickly to reduce supply chain risk.

Recommended actions

- Build a supplier network with redundancy and resiliency to better adapt to changing conditions, such as new tariffs and regional conflicts.
- Use predictive analytics and forecasting to get ahead of disruptions to supply and price.

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	People	Sustainability	AI/ML	Blockchain

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2: Evolve profitably

Refine processes for greater project profitability. Focus on efficient execution and advanced analytics that show where you're making and losing money.

Recommended actions

- Get granular about profit margins and business results—by region, customer, product, and more.
- Manage your people to think differently about the holistic costs of running the business—and give them tools for actionable insights.

How to get started

- Use AI to do real-time trend and variance analysis via natural language interactions, run event-driven predictions on financial/operational data, and guide "what if" simulations.
- Provide a conversational interface to help users build, modify, calculate, and analyze profitability and cost models.
- Gather key pieces of data that show real profitability—spanning procurement, production, operations, human resources, travel, supplies, and more.

Oracle capabilities enabling strategic goals

Finance	Profitability analysis	Operations	AI	Cloud	Procurement

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3: Transform the workforce

Transform the workforce from hire to retire using AI to support better efficiency and better outcomes.

Recommended actions

- Build consistency at every stage of the employee lifecycle.
- Enhance the employee experience.
- Use data to identify critical roles to drive business value.
- Use agentic AI to automate routine 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

Agentic AI	Human Capital Management

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4: Achieve sustainability excellence

Efficiently track sustainability KPIs, create stakeholder reports, satisfy auditing agencies, and quickly adapt to emerging regulations.

Recommended actions

- Set your sustainability goals, then align measurements and actions to meet them.
- Use analytics and scenario modeling to understand possible adjustments and their impact.

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	Travel	Reporting and analytics	Blockchain	Sustainability reporting

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5: Run a modern business in the cloud

Run a modern business that leverages integrated systems linking finance, operations, product and service information, sales, marketing, service, and more.

Recommended actions

- Modernize your technology stack.
- Connect customer communications with financial and operational truths.
- Run the business in real time, rather than with a backward view.

How to get started

- Analyze product, service, and customer data together for a more complete picture of the business.
- Identify silos where parts of the business aren't integrated into the bigger picture.
- Learn about AI and how it can drive better efficiency and optimization.

Oracle capabilities enabling strategic goals

Finance	Subscription management	People	AI	Customer	Procurement

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6: Capitalize on new business models

Drive new recurring revenue streams, new product innovation, and enhanced sustainability via connected assets and software-driven products.

Recommended actions

- Explore and experiment with new business models, such as pay-as-you-go.
- Offer new bundles and change the role of ecosystem partners.
- Determine pricing and billing needs for new business models.
- Integrate sales, service, and marketing with delivery.

How to get started

- Build an innovation network to define and expand a suite of digital services.
- Analyze pricing models and prices for new product offerings.
- Assemble a list of key partners.

Oracle capabilities enabling strategic goals

Sales, service, marketing	Product management	Cloud	Analytics	Accounting and finance	Marketplace

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Internal questions to get going

Operations

Do we have waste in our operations?

Where can AI benefit us to improve efficiency and accuracy?

What challenges do we face trying to predict and meet demands in a changing competitive environment?

Change management

Do our associates feel like they're working with modern technology?

What kind of upskilling will our teams need to administer and adopt this cloud technology?

Can we risk losing top talent to other firms with more modern technology?

Which teams do we foresee being the hardest to enable? The fastest?

Modern tech stack

How modern are the technologies our employees use?

How modern are the technologies that drive product and customer engagement?

Are we slowed down by our technology?

Do employees feel they have the right tools to meet fast-paced demands?

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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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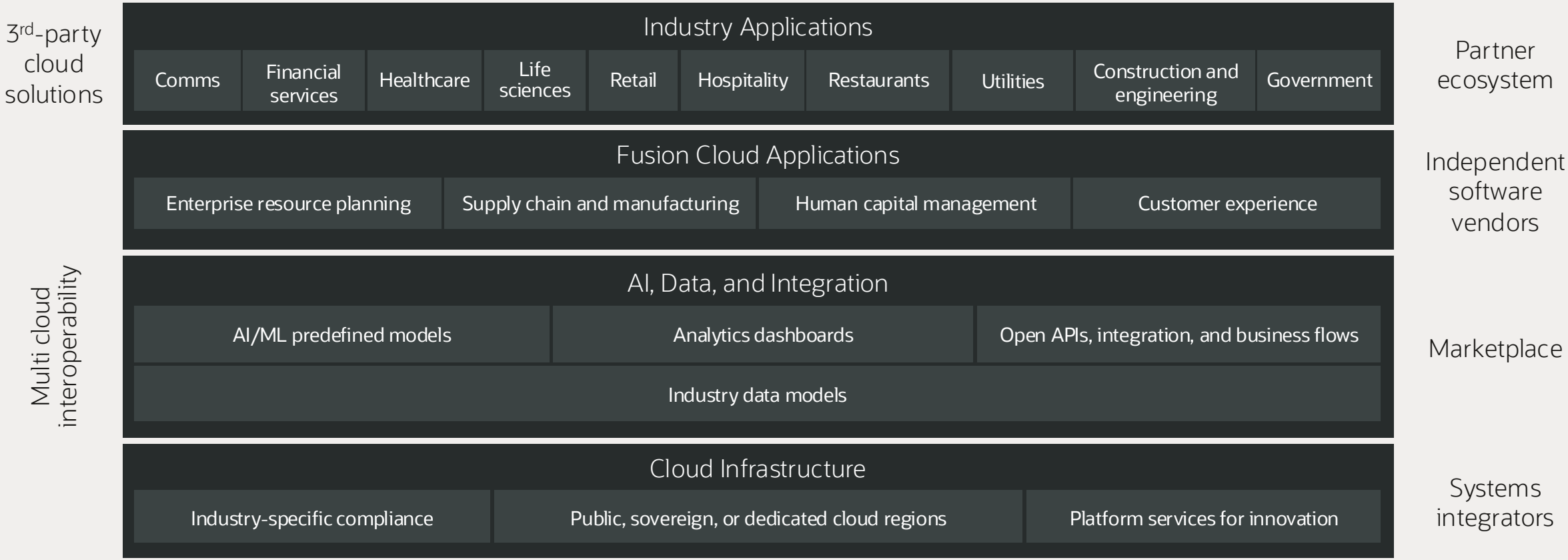
Oracle solutions for every industry



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Additional ways Oracle serves High Tech

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 High-Tech Supply Chain Operations

Connect manufacturing systems, warehouses, suppliers, transportation assets, and operational platforms to collect telemetry, enable digital twins, and transform real-time operational data into actionable insights. Improve supply chain resiliency and inventory visibility, support predictive maintenance, help optimize production and logistics operations, and accelerate decision-making.

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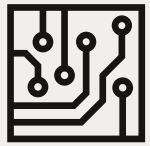
Why Oracle?

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

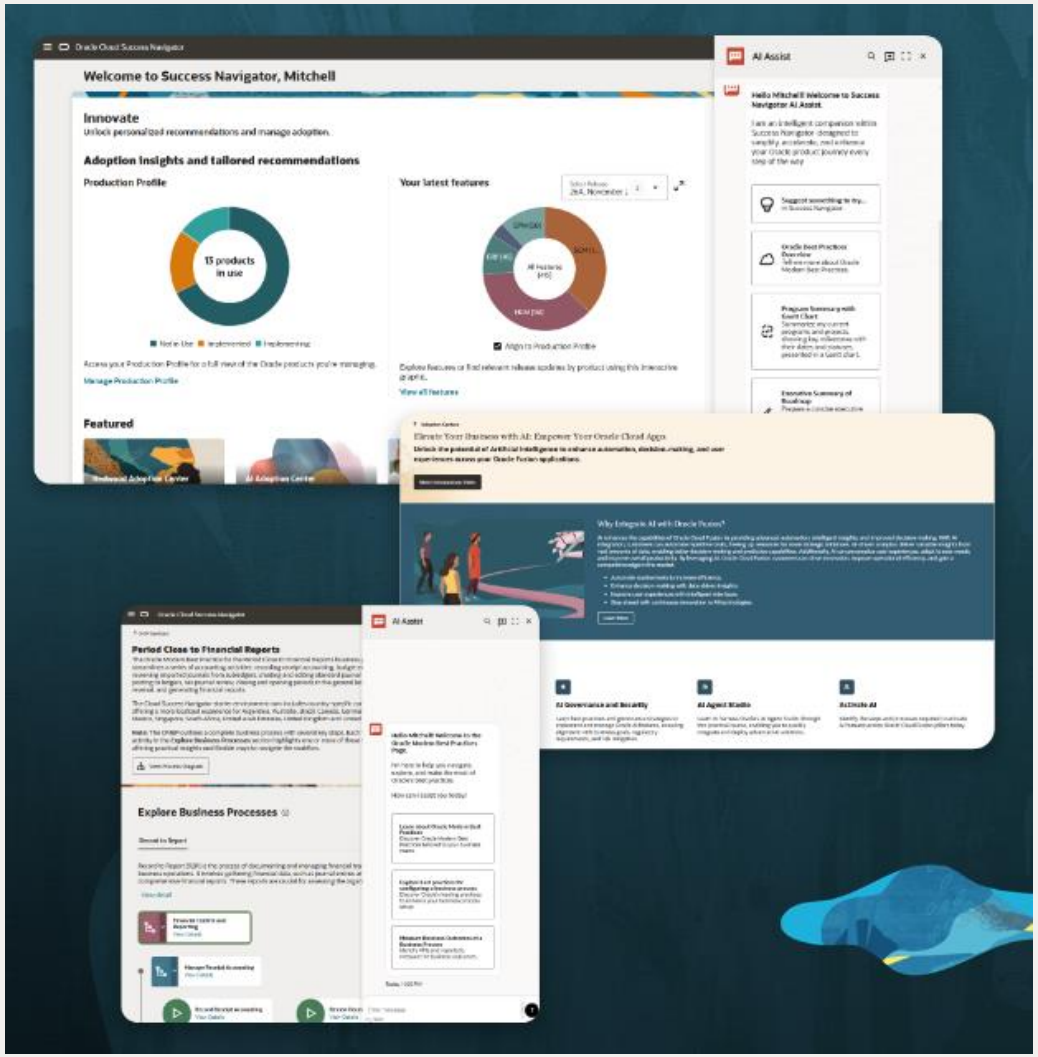
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

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

NVIDIA

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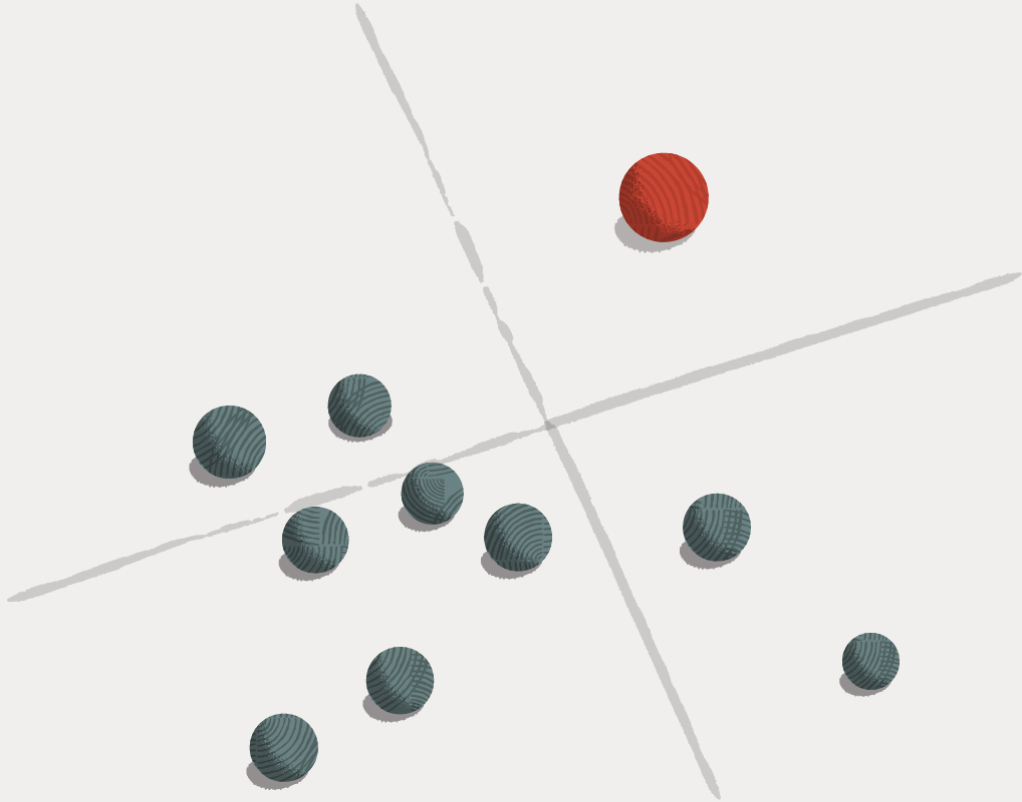

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