Oracle Playbook

TRAVEL AND TRANSPORTATION

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead

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Travel and transportation

The travel and transportation industry has always been complex, but recent years have tested even the most resilient companies. Fluctuating global demand, supply chain disruptions, labor shortages, rising costs, and increasing customer expectations have made it harder than ever for providers to deliver on their commitments.

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Key imperatives for travel and transportation

1. Adapt better to supply chain and workforce disruptions.
2. Modernize to the cloud for better agility, automation, and AI.
3. Capitalize on new technologies and innovate.
4. Delight customers with excellent experiences.

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Forces shaping the travel and transportation industry

INDUSTRY CHALLENGES

Supply chain volatility
The supply chain is affected by changing tariffs, conflict and shutdowns at ports and canals, and shifting regulations around the world.

Labor challenges
Labor shortages, changing demographics, an aging workforce, and evolving compliance mandates.

Embedding sustainability
Developing sustainability initiatives and measuring their success is difficult. Public and regulatory demand for transparency and restrictions on carbon dioxide emissions has increased. Environmental surcharges are hitting consumers.

Business model innovation
Competition from new market entrants, such as budget-friendly commercial airline carriers and drones for last-mile deliveries, has increased.

Customer service frustrations that hurt business
Requirements change as customers decide when, where, and how they want to be served. And social media can amplify their voices.

VISION OF SUCCESS

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1: Create an agile transport network

Have accurate and timely visibility into your supply chain and transportation routes, use AI agents to generate new plans in response to disruptions, compare alternate scenario responses, and rapidly communicate new expectations.

Recommended actions

- Use AI to improve optimization of routes, crews, and supplies.
- Increase your resiliency to better adapt to future disruptions.

How to get started

- Use AI for answering general questions about supplier policies to help users make informed decisions and to help uncover which business partners best adhere to your policies and needs.
- Use AI to help make smarter pricing and discounting decisions, based on real cost factors such as tariffs or fuel costs.

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Transportation	Inventory management	AI/ML	Blockchain

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2: Transform the workforce

Create a modern employee experience to attract and retain the best workers.

Recommended actions

- Build consistency at every stage of the employee lifecycle.
- Enhance the employee experience.
- Enhance employee safety via advanced AI and technology such as sensors, cameras, and drones.
- Use agentic AI to automate HR tasks and free up time for more strategic work.

How to get started

- Provide an AI chat interface to make it easier for employees to get answer to their questions.
- Use skills data to best match your workforce to evolving needs.
- Explore evolving technology such as sensors and drones.
- Use predictive workforce scheduling to adapt to changing needs.

Oracle capabilities enabling strategic goals

Human capital management	Employee health and safety	AR/VR	Analytics	Scenario planning

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3: Achieve sustainability excellence

Efficiently track sustainability KPIs via execution systems, create stakeholder reports, satisfy auditing agencies, and quickly respond to issues.

Recommended actions

- Use scenario planning and AI to help make decisions on business targets and sustainability goals.
- Stay ahead of changing global regulations for sustainability and shareholder reporting.
- Analyze data better to understand how sustainability affects profits and customer sentiment 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.

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Transportation	Shareholder reporting	Blockchain	Track and trace

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4: Capitalize on new business models

Evaluate new business models through end-to-end visibility platforms, brokerage and procurement marketplaces, assets that digitally connect with the workforce, and a sustainable and integrated business solution.

Recommended actions

- Explore new business models, such as pay-as-you-go and subscription models.
- Look for new business models driven by emerging technology, such as drones or cross-selling (media purchases in flight, for example).
- Determine pricing and billing needs for new business models.
- Better integrate sales and marketing with operations.

How to get started

- Build an innovation network to identify or expand a suite of digital services.
- Analyze pricing models and prices for new services.
- Connect disparate customer data to identify high-profile opportunities.

Oracle capabilities enabling strategic goals

Customer, sales, and marketing	Profitability analysis	Billing	Analytics	Accounting and finance	As-a-service models

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5: Turbocharge customer interactions

Efficiently access your target market, track omnichannel engagement, enable AI responses to internal and external inquiries, turbocharge customer service, and closely manage discounting and margins.

Recommended actions

- Create a cohesive customer experience that spans all channels.
- Improve targeting and management of customer opportunities and profitability.
- Link customer communications to operational realities.

How to get started

- Use AI to personalize customer communications at scale including chat interfaces that let customers get fast answers to their questions at any time of day.
- Use predictive AI to optimize field service and technician scheduling to minimize downtime and disruptions.
- Improve service request routing to reduce time it takes for both your employee agents and your customers to get to resolution.

Oracle capabilities enabling strategic goals

Sales	Marketing	Transportation management	Omnichannel	Generative AI	Pricing

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Internal questions to get going

Workforce readiness

Is our workforce taking advantage of modern technology, such as AI, automation, and sensors?

Do we have issues with an aging workforce and workforce skilling?

How strong is our track record of employee health and safety?

Business model shifts

Are we keeping up with new business models in our industry, such as self-driving cars and electric vehicles?

Have we determined the optimal way to sell, service, price, and bill in the new economy?

Are we building the right partnerships?

Supply chain and sustainability

Is our transport network prepared for dealing with disruptions and global events?

Have we started to track and measure sustainability and integrity within our network?

How quickly can we adjust?

Are we moving to a sustainable future aligned to regulations and customer sentiments?

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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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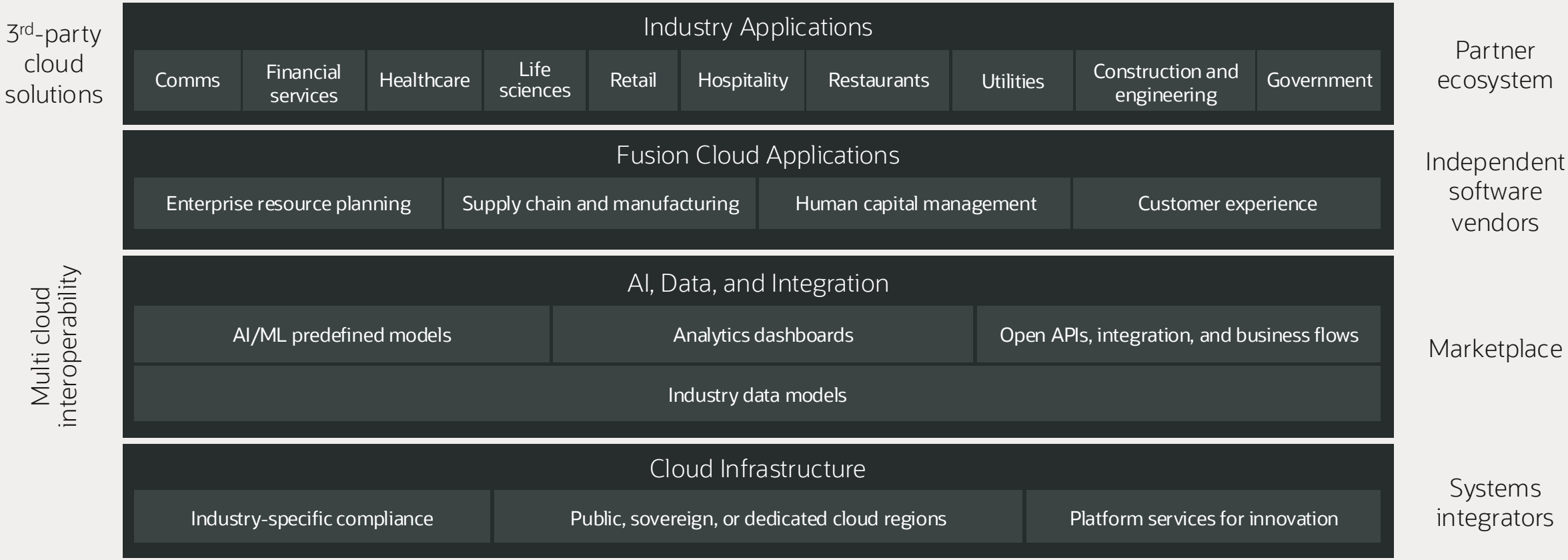
Oracle solutions for every industry



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Additional ways Oracle serves Travel and Transportation

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 Transportation and Logistics Operations

Connect fleets, vehicles, cargo, and logistics systems to collect telemetry, enable digital twins, and transform real-time operational data into actionable insights. Improve fleet utilization, help optimize route efficiency, enhance asset tracking and predictive maintenance, and increase supply chain visibility to help improve transportation operations.

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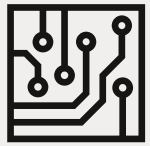
Why Oracle?

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

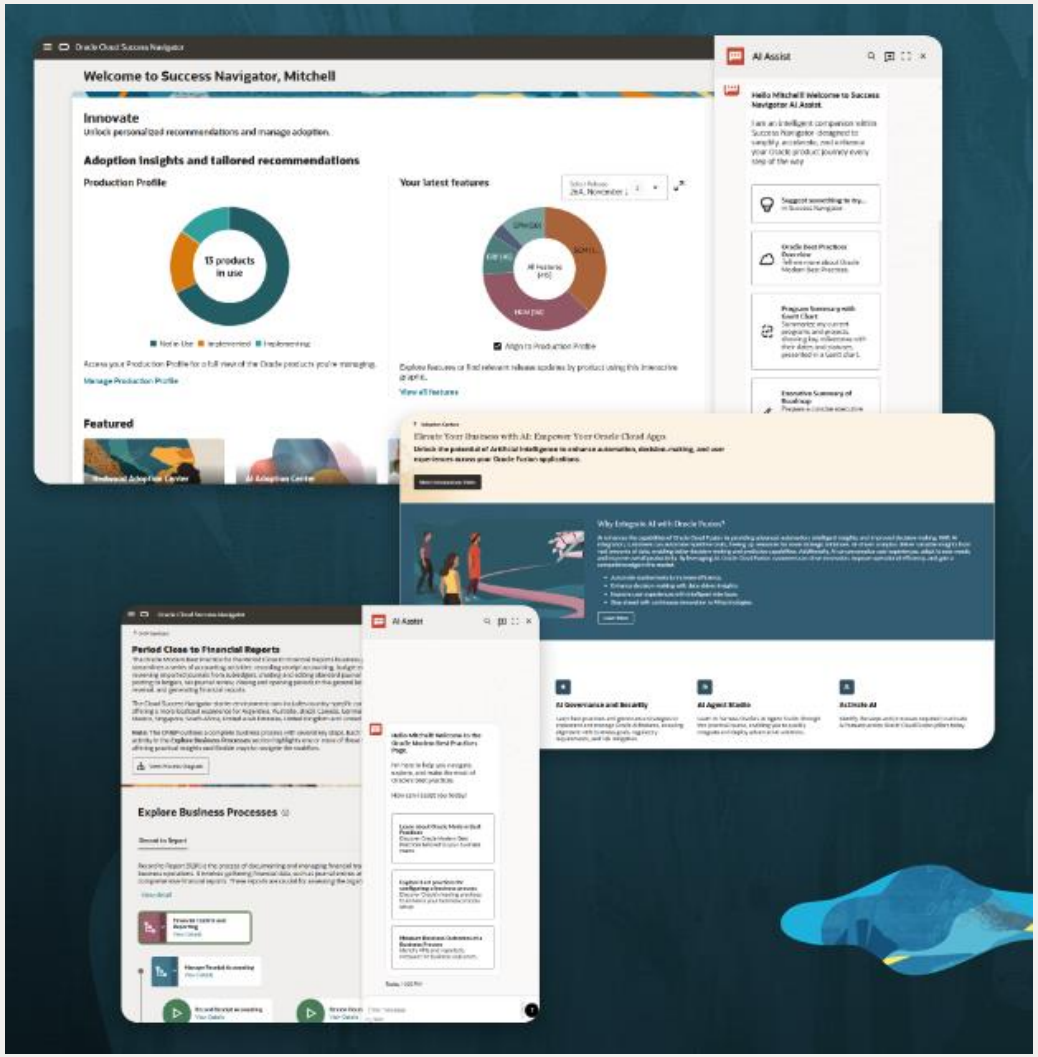
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

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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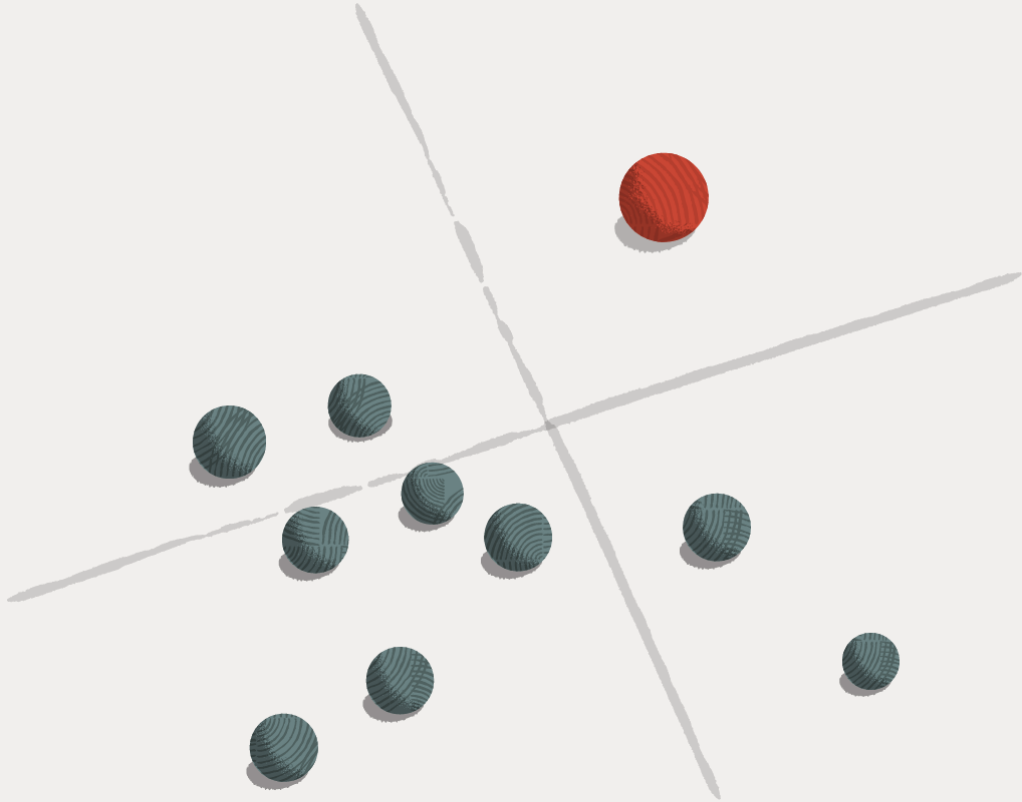

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