

Look Book 2nd Edition

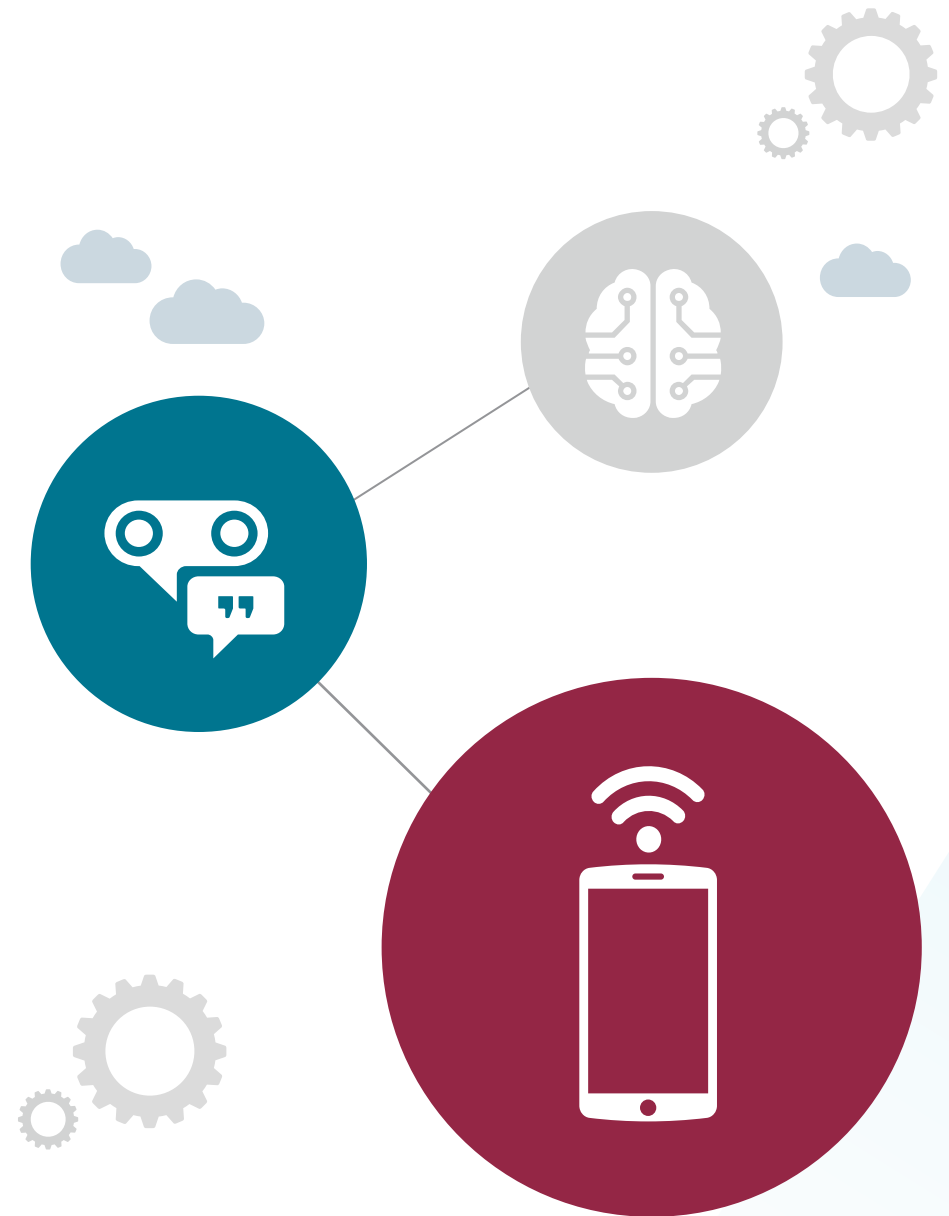
Mobile and AI are Transforming the World

ORACLE®

Introduction

Recent breakthroughs in artificial intelligence (AI) has made the ubiquity of mobile devices even more impactful to our lives. Businesses can now automate customer engagements with AI powered digital assistants (aka. chatbots). Whether it's a simple mobile app, or a sophisticated digital assistant with skills representing multiple backend systems, Oracle Mobile Cloud and Oracle Digital Assistant, enable customers to succeed by simplifying the development, deployment, and management of these new, modern applications. This book celebrates the continued success of our customers.

Follow us on Twitter @OracleMobile
and get a free trial cloud.oracle.com/mobile and cloud.oracle.com/digital-assistant





University of Adelaide

University of Adelaide Rates A+ with Students

! PROBLEM

The University of Adelaide had the great problem of having many student applicants contacting them with regards to their adjusted ATAR scores. ATAR is the Australian Tertiary Admission Rank that is used as a primary criterion for entry into undergraduate university programs. Given the seasonal nature of student applications, the university struggled to staffing to meet the needs of the thousands of applicants being placed on hold, while they checked their adjusted ATAR scores.

REQUIREMENTS

- Reduce staffing pressures by offloading human agents from having to handle simple questions
- Reduced student wait times – especially during peak season, peak hours
- Expand engagement with students through a medium they use regularly – messaging

✓ SOLUTION

- Working with Oracle and its valued partner Rubicon Red, the university was able to quickly train a chatbot to understand the context of related questions and automated responses to incoming queries about their adjusted ATAR adjusted scores through Facebook Messenger
- Oracle Mobile Cloud

RESULTS

- 60% “Awesome” rating from students
- 96% Reduction in call center wait time
- 47% Reduction in call volume



“

Our Adjusted ATAR chatbot meant students didn't have to wait – in the busiest hour we had approximately one user every five seconds! The response has been fantastic, with more than 60 percent of users rating their interaction as 'Awesome'. ”

—Catherine Cherry, Associate Director, Prospect Management,
University of Adelaide



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Exelon

Exelon Delivers Powerful Customer Engagement with Chatbots

! PROBLEM

Exelon is a Fortune 100 company that includes multiple utilities across the united states, that have been brought together through multiple mergers and acquisitions. With millions of customers nation wide, Exelon wanted to deliver a consistent, modern interface, using natural conversational interfaces, to better server its customers in an automated, scalable manner.

📋 REQUIREMENTS

- Fast chatbot implementation with results to be measured in weeks
- Connect to existing IT systems that contain customer data using RESTful services
- Deliver to multiple conversational interfaces including web, Facebook Messenger and voice assistants like Alexa

✅ SOLUTION

- Using Oracles fast chatbot development capabilities from Oracle Mobile Cloud, Exelon was able to connect to existing IT systems, and shape RESTful API results for use with conversational interfaces, delivering intelligent chatbots that could understand natural text/speech, determine user intent and deliver the appropriate answers across a variety of conversational interfaces
- Oracle Mobile Cloud

🏆 RESULTS

- 24/7 Improved and faster response times, 365 days/year
- Lower Cost – Chatbots reduce call center expenses
- Over 10 Million customers served



With Oracle, we are actively developing a 'channel agnostic' technology architecture that allows us to build once and quickly apply the new capability across multiple channels. Not only does this allow us to deliver solutions for emerging channels quickly, it also ensures that our customers have a consistent experience however they choose to interact with us. ”

—Michael Menendez, Vice President, IT, BGE and Exelon Utilities



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Mutua Madrid Open

MatchBot at the Mutua Madrid Open

! PROBLEM

Mutua Madrid Open is an ATP World Tour Masters 1000 tournament. As a world-class event serving thousands of tennis fans, event managers wanted to explore modern and more efficient way to engage fans using more natural, conversational interfaces, such as Facebook Messenger, that could help them scale effectively.

📋 REQUIREMENTS

- Easy to use, easy to implement automation for conversational interfaces
- Offer up to date event information such as logistics, players, schedules, services, parking, via Facebook Messenger and Twitter
- Leverage social media as an engagement channel to expand ticket and related merchandise sales

✅ SOLUTION

- Working with Oracle and its valued partners Crambo and BPM SOA Solutions, the event organizers leveraged the quick chatbot development capabilities of Oracle Mobile Cloud to build an automated digital assistant that could meet their requirements and engage fans through Facebook Messenger and Twitter direct messaging
- Oracle Mobile Cloud Enterprise



🏆 RESULTS

- Natural language conversational interfaces that worked seamlessly with customers
- Multichannel fan engagement via Facebook Messenger and Twitter direct messaging
- Multi-experiences and channels to ticket sales, games, even info, and retail offerings



We always wanted to position this event as the tournament of the 21st century, of today and the future. This development is positioning us at the forefront of technology and innovation. Visitors will experience a pleasant, simpler and more rapid way to get the information they want. ”

—Gerard Tsobanian, President & CEO of Mutua Madrid Open



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Bajaj Electricals

Bajaj Electricals Lights the Path for Millions of Customers with Chatbots

! PROBLEM

With a growing population exceeding 1 billion people, India's population and adoption of technology is growing by leaps and bounds, at varying levels of technology. As a leading vendor of lighting, electric utility and appliances, and nearly 2 billion products in use, Bajaj Electricals was looking for way to creatively serve customers across varying degrees of technology adoption, to help them with their purchases, in a scalable, cost effective way.

REQUIREMENTS

- Scale into the billions of users
- Reach varying levels of technology adoption and sophistication with conversational interfaces
- Easy to build, maintain and manage

✓ SOLUTION

- Given the varying levels of technology adoption, Bajaj Electricals chose to implement intelligent chatbots, using Oracle Mobile Cloud chatbot technology, to build conversational interfaces that could help users via SMS, as well as its website
- Oracle Mobile Cloud

RESULTS

- Over 2 billion products in use
- 20 million products under warranty
- Win-Win Improved customer experience while reducing costs

“

Cloud because it's an easy way of provisioning new infrastructure and new services so local IT can focus on the business processes and improvement of the processes, not on the infrastructure. ”

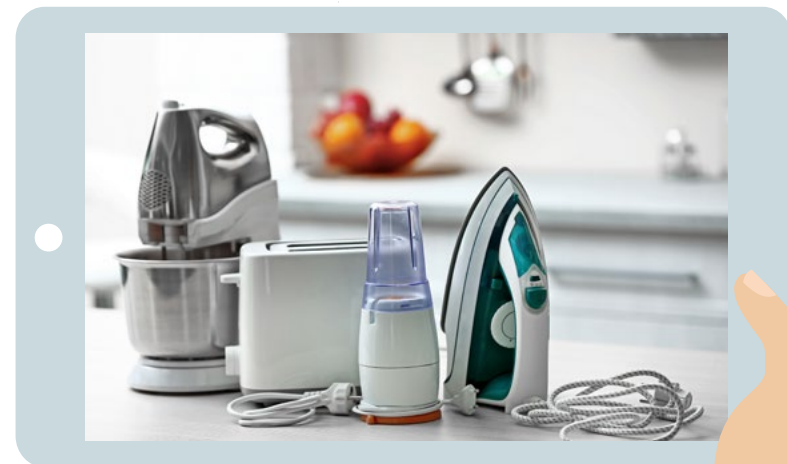
—Rajnish Sinha, Chief Digital Officer Bajaj Electricals



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Trek Bicycle

Enhance and Connect your Apps with Mobile

! PROBLEM

Desire to modernize how Trek worked with its global network of more than 10,000 dealers. Existing claims process was manual and time intensive. Trek dealers wanted a faster, more efficient way to submit customer claims.

📋 REQUIREMENTS

- Streamline processes from manual to digital
- Ease of use thru mobile client capabilities
- Connect to existing on premise JD Edwards instance
- Connect to 3rd party marketplaces

✅ SOLUTION

- Oracle Mobile Cloud Service
- Oracle SOA Cloud Service

🏆 RESULTS

- Reduced manual claims processing to just a few taps on their mobile screen – a **time effort reduction of more than 70%**
- Freed staff time to **focus more on products and helping customers**



We want to get out of the business of owning, operating, maintaining, and upgrading on-premises information systems. ”

—Tom Spoke, Director, Global ERP, Trek Bicycle Corporation



We're taking a lot of functionality that dealers can currently get only via their computers or by calling us on the telephone, and putting it on their handheld devices. ”

—Girish Washikar, Technical Manager, Global ERP, Trek Bicycle Corporation



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AW Rostamani Group

Increasing Productivity Through Mobile

! PROBLEM

AW Rostamani, a Dubai-based conglomerate that sells 60,000 vehicles a year across its 72 auto dealerships, had multiple challenges in mobilizing its salesforce, its inventory, and in engaging its customers through mobile devices.

📋 REQUIREMENTS

- Easy-to-use, modern, mobile apps for lead & opportunity management, locating/leasing cars, and showroom customer engagement
- Integration with backend ERP, Oracle E-Business Suite, and 3rd party platforms to provide a seamless service experience

✅ SOLUTION

- Oracle Mobile Cloud Service
- Oracle Mobile Application Framework

🌟 RESULTS

- **4x faster** decision-making with real time data capture
- Reduced job card creation from 22 minutes to **real time**
- Increased bay allocation time by **30%**
- First time close rate increased by **45%**
- **50%** improvement in productivity and faster EBS extensions on mobile devices led to a new "Express Service" offering for customers





Doosan Heavy Industries

Mobilize Workforce and Partners

! PROBLEM

Doosan Heavy Industries is a heavy industrial company headquartered in Changwon, Korea. Doosan wanted to streamline the field construction job process and approvals between Doosan managers and business partners thru a modern, mobile infrastructure.

📋 REQUIREMENTS

- Help managers and partners register, allocate and approve work orders in a timely and efficient manner

✅ SOLUTION

- Oracle Mobile Cloud Service
- Oracle Mobile Application Framework
- Oracle SOA

🏆 RESULTS

- **50%** reduction in business complexities
- Reduced job processing times from 4 to 8 hours, down to **10 to 30 minutes**
- Increase productivity between Doosan managers, staff and business partners



Oracle Mobile Cloud Service, we gained workforce mobility across construction sites and allowed us to process work-orders in real-time. This helped to significantly improve employee productivity and business agility. ”

—Hee Moon Yang, Senior Manager, Process Innovation Team, Doosan Heavy Industries & Construction Co., Ltd.



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Dubai Airports

Modernizing Customer and Employee Engagement

! PROBLEM

Dubai Airport is the fastest growing airport in the world. It uses Oracle Human Capital Management (HCM) applications to manage its employees but wanted to extend and enhance that ability, with a focus on “Mobile-First” applications.

📋 REQUIREMENTS

- Extend and enhance Oracle HCM Cloud
- Mobile-first solution for all employees

✅ SOLUTION

- Oracle HCM for out-of-the-box functionality
- Oracle Java Cloud Service (JCS) for building custom app functions
- Oracle Mobile Cloud Service (MCS) to integrate HCM Mobile & custom app, as well as Push Notification functionality

🌟 RESULTS

- **Go Live:** 16 weeks; Mobile in **3 WEEKS!**

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! PROBLEM

Estapar, the largest car parking company in Latin America with more than **1,000** lots across **72 cities** in Brazil, was looking for ways to make parking easier for its mobile-first user base, while increasing both customer engagement and overall revenue growth.

✓ REQUIREMENTS

- A hybrid mobile development platform to build both a native mobile app, and an app for the mobile web
- A platform that could analyze in-app usage to better understand the customer journey

✓ SOLUTION

- Oracle Mobile Cloud Service
- Oracle Mobile Application Framework

🌟 RESULTS

- **Live** and in production **in 30 days!**
- Launched new product features that **increased retention** by using built-in analytics to identify drop-offs in mobile app usage
- Improved mobile app **user experience** and **increased revenue** by easily building simple, in-app payment screens and additional segmented product offerings

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National Pharmacies

Personalised Consumer Engagement

! PROBLEM

National Pharmacies had troves of customer data but needed a modern, scalable, way to connect that data to engage with its users.

📋 REQUIREMENTS

- New mobile app that would increase customer membership and engagement by providing a better connection to pharmacy employees and resources
- Cloud based platform and software that would keep up with fast paced changes in technology and a growing customer base

✅ SOLUTION

- Oracle Mobile Cloud Service (MCS) provides an open mobile backends-as-a-service (MBaaS) that scales, performs and provides mobile analytics of user behavior

🏆 RESULTS

- Member **on-boarding time reduced** from 14 days to a few minutes
- Call center volume **reduced by 30%**
- Postage costs **reduced by 50%**

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NY Metro Transport Authority

Collision Accident Reporting System (CARS)

! PROBLEM

Accidents were being recorded on paper at the scene of the accident and then typed into an app on a desktop system.

📋 REQUIREMENTS

- Integrate to existing Oracle Forms system without making any changes to the backend application
- Ability to run application in an offline mode
- Scan driver license and integrate with other state and federal systems of record
- Integrate with device camera and location services

✅ SOLUTION

- Oracle MAF for cross platform client application
- Oracle MCS for simplifying all mobile backend services – offline, identity management, security, push notification, storage
- AuraPlayer partnership for RESTful interfaces

🏆 RESULTS

- Increase revenue while reduced operational costs
- Improved worker safety and productivity

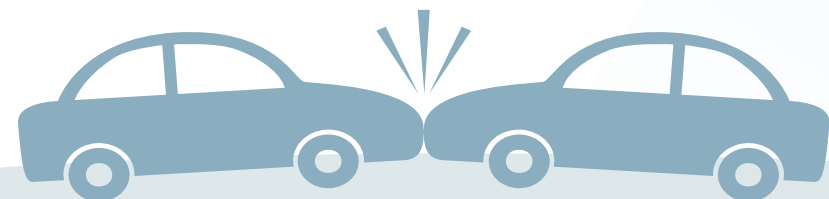
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The ability to process citations on location, faster, and with greater accuracy allows us to reduce errors and increase revenues over time. ”

—Carolyn Ortega, Chief of Enterprise Applications, MTA



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IFC Group

Enhancing Sales Productivity

! PROBLEM

IFC develops, manufactures and commercializes dermatological technologies, pharmaceuticals, cosmetics and nutraceuticals based in Spain, Germany, Italy, Brazil and Portugal. It needed to enable modern, mobile-first apps for its sales team members.

📋 REQUIREMENTS

- Offline use and sync of sales reps accounts
- Ability to take orders on the device
- Create and send electronic invoices

✅ SOLUTION

- Oracle MAF (Client Apps)
- Oracle MCS (Mobile Services)
- Mobile App Integrated with Siebel
- Used the out-of-the-box MCS platform for Push Notifications and Analytics





Rogers Construction

Empowering On-Site Managers

! PROBLEM

Rogers Group Inc. is the largest privately owned, crushed stone company in the United States, with over 100 quarries and asphalt plants. Previously, all on-site data, from crew member hours to construction equipment use, was tracked using paper forms and manually entered into Rogers' E-Business Suite software. Site managers often had to wait up to a week for Rogers to receive, enter, approve, and analyze each submission.

📋 REQUIREMENTS

- Increase productivity and efficiency of site managers
- Extend existing Oracle E-Business Suite to mobile

✅ SOLUTION

- Oracle Mobile Cloud Service
- Oracle E-Business Suite Integration
- Partners: AuraPlayer (EBS exposure + mobile extension); Sofbang LLC (mobile app development)

🏆 RESULTS

- Data collection and processing time reduced from one week down to one day
- Managers able to make decisions instantly by comparing production costs with proposed budget on-site



This ability to plug any business functionality trapped in Oracle E-Business Suite into Oracle Mobile Cloud Service has given us a kind of a sky-is-the-limit view of how we can bring data to our business. ”

—Kim Lockhart, Applications Development Manager, Rogers Group

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Ledcor Group

Modern Mobile Apps to JD Edwards

! PROBLEM

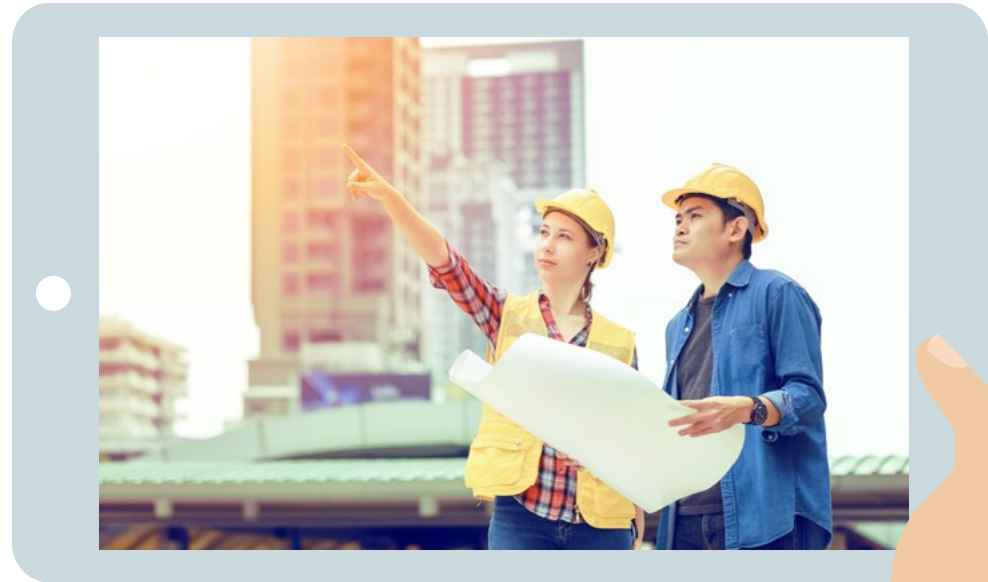
Business is looking to build out a portfolio of modern, mobile-first apps that extend its JD Edwards Application Interface Services (AIS)

📋 REQUIREMENTS

- Integrate to current JDE AIS without any change to backend
- Run application in an offline mode
- Support both Mobile & Web applications

✅ SOLUTION

- Mobile Developers have C# skills and used Xamarin to develop client apps
- Oracle MCS: Single sign-on with AD Azure and user identity in JDE, Offline Sync in the cloud, API Shaping and mobile developer API mock creation
- Elastic in pricing and usage – designed to grow as apps are developed and adopted; low maintenance cost and no on-premise software required
- AFE/Requisition Approvals, PO Approvals, Flash Reporting, Construction – Site Inspections, Contractors / Industrial – Time Capture, Manager Self Service, Supply Chain / Inventory, Hazard Assessments



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Integrated Cloud

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