Oracle Playbook

AUTOMOTIVE

Drive Endless Possibilities

Enabling a resilient and modern organization for the journey ahead

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Automotive

The automotive industry is in the midst of a tech-driven revolution. Sales of electric vehicles are surging, fueled by the push for environmental sustainability, while AI is steering autonomous driving forward. 5G connectivity is transforming in-car experiences, enabling smart vehicle communication. Meanwhile, mobility-as-a-service is disrupting the traditional car ownership model. These shifts present ripe opportunities for tech companies to innovate in software, data analytics, and integrated mobility solutions.

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Key imperatives for automotive

1. Build supply chains that monitor and quickly respond to demand signals.
2. Integrate planning and execution across business and operations.
3. Use data insights from connected supply chain, finance, sales processes.

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Forces shaping automotive industry

INDUSTRY CHALLENGES

Innovation and Electrification
Ability to navigate transition from combustion engines to electric vehicles with rapid research and development to hit revenue and profit targets.

Mobility Ecosystem Opportunity
Driving growth through new ownership models and cloud-based digital services such as in-car purchasing and advertising.

Regulatory And Compliance Changes
Evolving regulatory and compliance mandates require operational and reporting changes.

Labor Shortage
Intense competition for talent amid shortages of skilled labor to support digital manufacturing.

Supply Chain Management and Sustainability
Disconnected processes and data silos limit agility to respond to fast-changing demand signals, to make process and quality improvements, to adhere to sustainability requirements and goals.

VISION OF SUCCESS

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1: Innovate profitably in the EV shift

The shift to electric and hybrid vehicles presents both a challenge and an opportunity for auto manufacturers. That shift demands not only new products and services, but also partnerships with government entities to navigate regulations and financial incentives. Manufacturers must also consider the expansion of charging infrastructure, including public stations and home installations, potentially forging new collaborations with utility companies.

Recommended actions:

- Understand customer demand to find the right balance.
- Implement smarter ways of planning and manufacturing.
- Test and innovate.

How to get started:

- Understand demand and regulatory changes by region.
- Identify data sources for accurate profitability analysis.
- Determine the right KPIs to measure investments and outcomes.
- Enable a chat interface that lets users ask real-time questions about profitability for better decision making.

Oracle capabilities enabling strategic goals

Customer signals	Manufacturing	Cloud	Simulations	CI/CD	Marketplace

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2: Capitalize on new business models

Use technology to drive and execute new business models in a connected world. Build a marketplace of partner solutions that consumers can buy on their phones and in their vehicles.

Recommended actions:

- Experiment and explore new business models such as pay-as-you-go and subscription models.
- Identify key partners for the modern automotive world.
- Determine pricing and billing needs for new business models.
- Align marketing and sales teams to drive repeat business, cross-sell, and upsell.

How to get started:

- Build an innovation network to define and expand suite of digital services.
- Analyze pricing models and prices for new product offerings.
- Assemble a list of key partners in areas such as in-car advertising and 5G.
- Connect disparate customer data to identify high-value opportunities.

Oracle capabilities enabling strategic goals

Customer	Product Management	Cloud	Analytics	Accounting and Finance	Marketplace

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3: Keep up with safety and compliance needs

Protect systems from security threats. Keep up with changing sustainability and other regulatory requirements. Help ensure customer and worker safety and immediately respond to any issues.

Recommended actions:

- Leverage secure cloud technology for always-current compliance and threat protection.
- Implement modern employee health and safety systems.
- Track and measure adherence to changing regulations.

How to get started:

- Use AI to make it easier for workers to understand key safety and regulatory requirements.
- Improve driver and worker safety using sensors and VR/AR.
- Plan a cloud modernization for aging systems that are security risks.

Oracle capabilities enabling strategic goals

Manufacturing	Employee Health and Safety	Cloud	Training	Governance, Risk, and Compliance	In-Car Systems

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4: Transform the workforce

Transform hiring, training, and corporate culture through AI-driven human capital management.

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.
- Free up HR employee time for more strategic work.

How to get started:

- Use skills data to better match resources to roles.
- Enable AI-based chat for faster, more consistent answers to employee HR questions.
- Use AI agents to automate routine tasks.

Oracle capabilities enabling strategic goals

Human capital management	AI Agents

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5: Achieve supply chain and sustainability excellence

Create a more agile supply chain, efficiently track sustainability KPIs, generate stakeholder-friendly reports, help ensure audit compliance, and swiftly react to demand signals and supplier problems.

Recommended actions:

- Use AI, automation, and blockchain to create an agile and resilient supply chain with sustainability goals in mind.
- Use agentic AI for route optimization.
- Improve accuracy of profitability analysis by collating all relevant data sources and factor profit into supply chain choices.

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.
- Explore new ways of predictive analytics and forecasting to get ahead of disruptions to supply and price.

Oracle capabilities enabling strategic goals

Supply chain	Procurement	Transportation	Reporting and analytics	Blockchain	Track and trace

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Internal questions to get going

Workforce readiness

Is our workforce taking advantage of modern technologies such as AI, automation, drones, and digital twins?

Do we have issues with an aging workforce and the need for new skills?

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

Business model shift

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, such as with 5G providers and advertisers?

Finance, planning, and profitability

Which kinds of analytics and insights do we need?

Are we able to accurately measure profitability?

Is our profitability analysis holistic and accurate?

Supply chain

Can our supply chain adapt to unforeseen disruptions?

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

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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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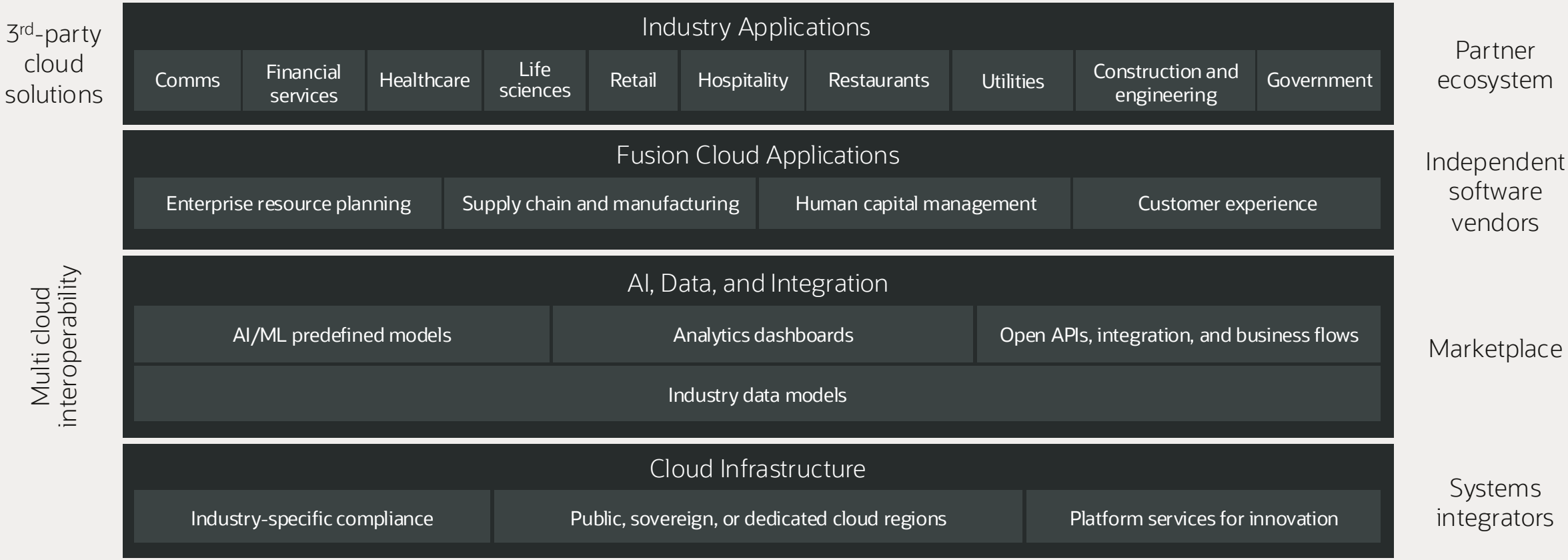
Oracle solutions for every industry



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Additional ways Oracle serves Automotive

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 Automotive Operations

Connect vehicles, manufacturing equipment, and operational systems to collect telemetry, enable digital twins, and transform real-time operational data into actionable insights. Improve production efficiency, enhance vehicle quality and predictive maintenance, support connected vehicle services, and accelerate innovation across manufacturing and mobility operations.

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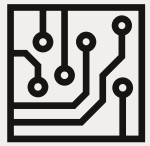
Why Oracle?

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

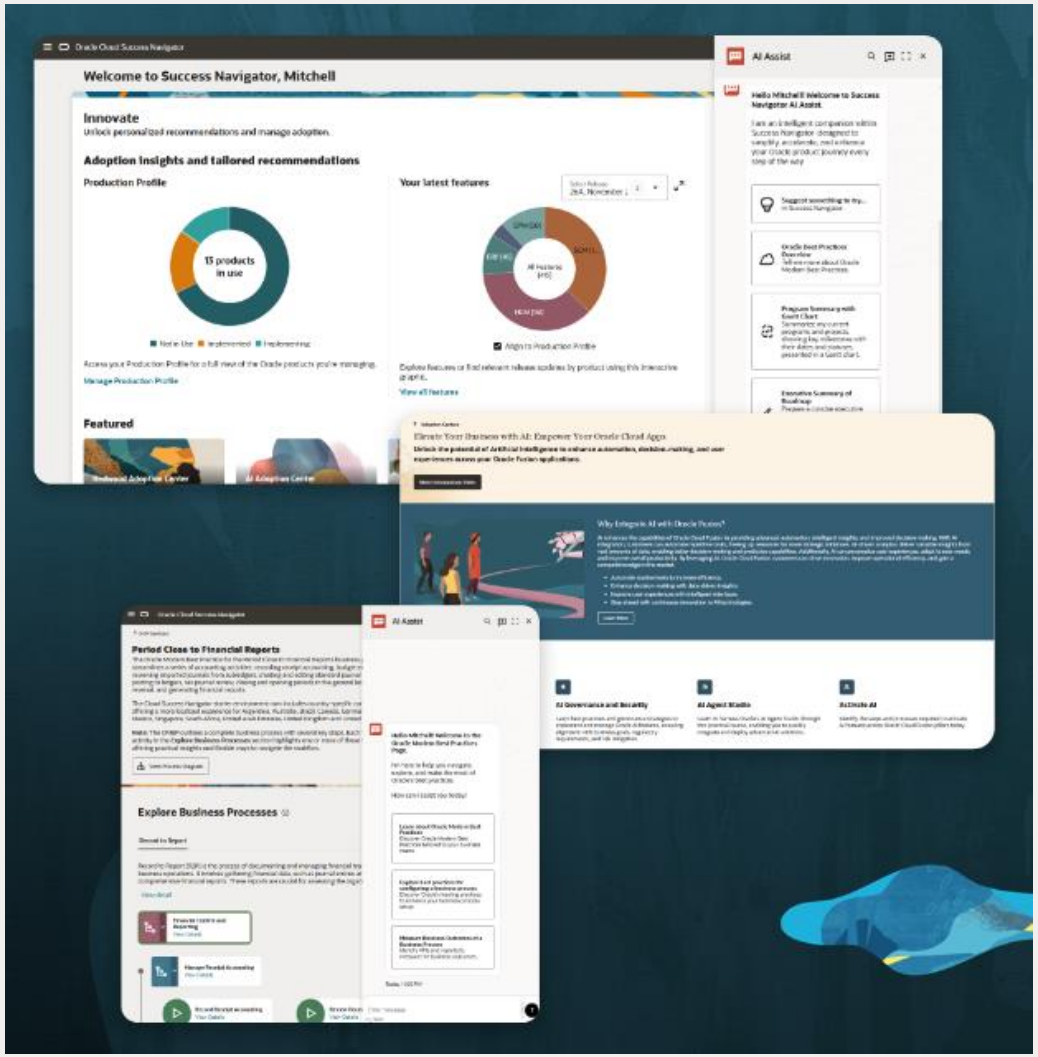
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

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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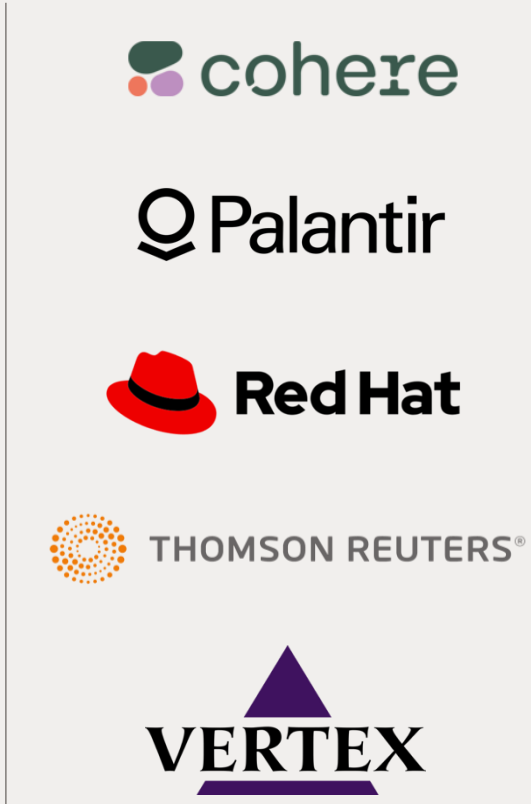
Extensive partner ecosystem

+20,000

Partners and ISVs



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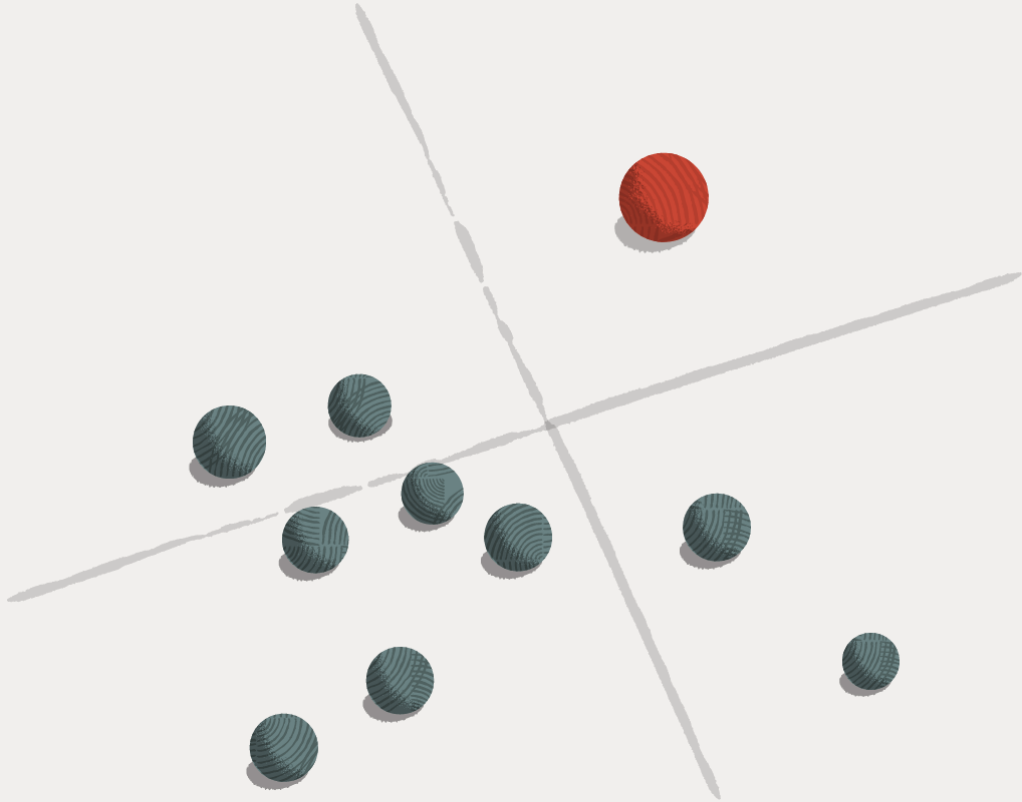

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