ORACLE

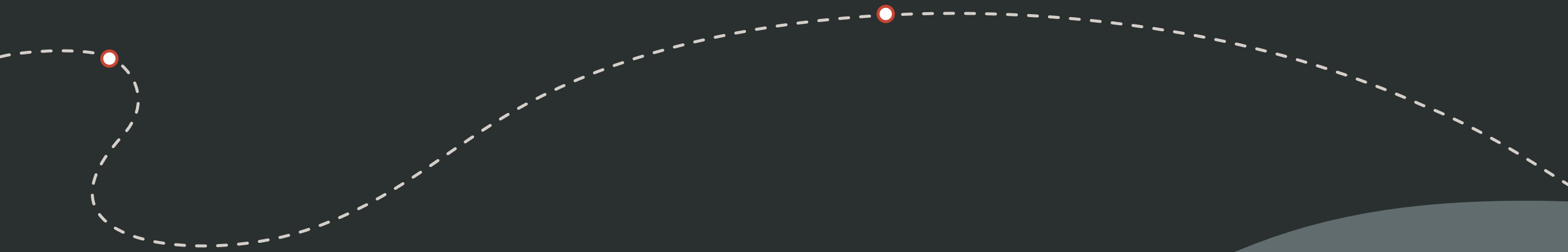
Oracle AI Playbook

For Automotive

Enabling a resilient and modern organization for the journey ahead

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.

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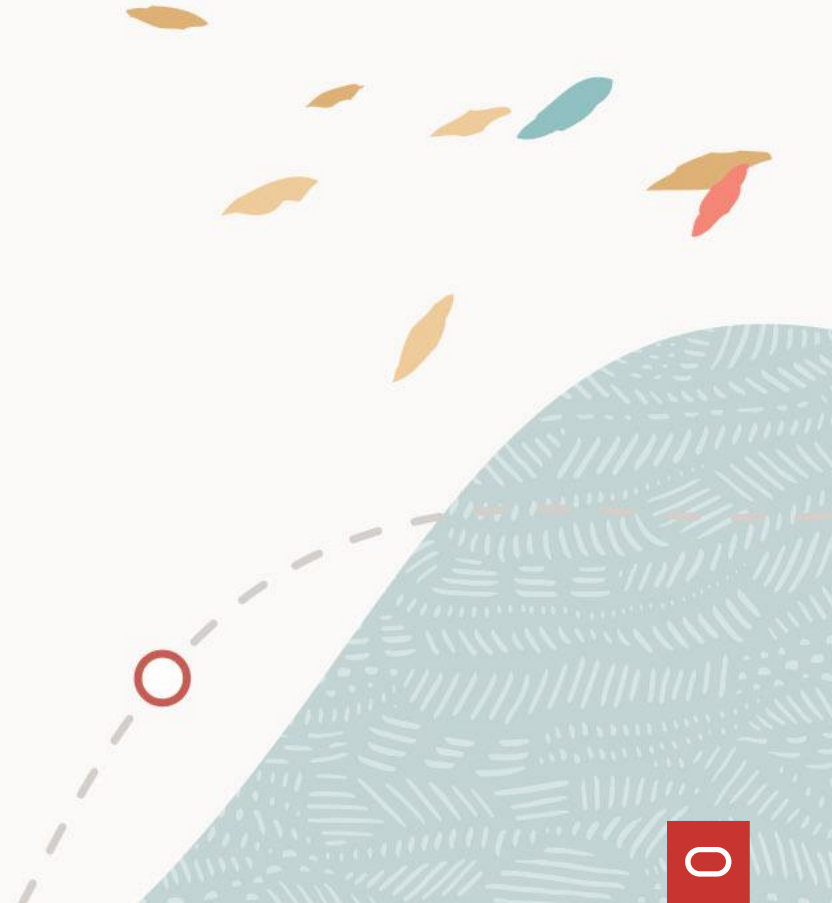
Forces shaping the automotive industry

Vision of success

1. Innovate profitably in the EV shift ❯
2. Capitalize on new business models ❯
3. Keep up with safety and regulatory needs ❯
4. Transform the workforce ❯
5. Achieve supply chain and sustainability excellence ❯
6. Starting your journey ❯



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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.
- Use agentic AI to support profitability analysis, with a human in the loop.

Oracle capabilities enabling strategic goals

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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.

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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.

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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.
- Use agentic AI to support talent assessment, workforce planning, and hiring processes, and promote career development.
- Use agentic AI for scheduling, including adjusting for sick days and vacation time.

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 agentic AI to resolve employee issues more quickly.

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 agentic AI to support supplier evaluation and negotiation workflows aligned with sustainability strategy.
- Stay ahead of changing global regulations for sustainability and shareholder reporting.
- Analyze how sustainability efforts impact profits and loyalty through connected data across operational pillars.

How to get started:

- Use AI to create stakeholder reports on sustainability.
- Use AI agents to advise on sustainability policies based on existing policies, public regulatory inputs, and framework guidelines.
- Identify data you have and any data gaps to understanding your true sustainability picture.

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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?

Are we using agentic AI to automate finance for better outcomes?

Supply chain

Can our supply chain adapt to unforeseen disruptions?

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

Are we using AI to improve supply chain management?

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The Oracle AI Advantage

Connect industry and enterprise processes, trusted data, AI, and cloud infrastructure to improve outcomes.

Oracle Applications

Agentic Applications • AI Agent Studio

Industry Applications

- Capital Projects and Construction
- Retail
- Utilities
- Health and Life Sciences
- Restaurants
- Communications
- Financial Services
- Hospitality
- Public Sector

Enterprise Applications

- Enterprise Resource Planning
- Human Capital Management
- Customer Experience
- Supply Chain

Data Intelligence – Fusion • NetSuite • Industry • Health

AI Database & AI Data Platform

- Multicloud AI Database
- Autonomous AI Database
- Autonomous AI Lakehouse
- Semantic Engine
- Analytics
- GenAI Service

Oracle Cloud Infrastructure

AI Services – Governance • OCI Enterprise AI • Accelerator Packs

- Compute • Networking • Storage
- Supercluster

Public Cloud • Dedicated Cloud • Alloy • Sovereign Cloud • Government Cloud

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Additional ways Oracle serves Automotive

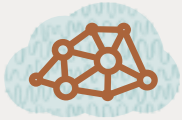
Complete Capital Program Management

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.

Intelligent Communications

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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Oracle AI Success Navigator

Unlocking the Full Potential of Oracle Cloud Applications with AI-Driven Best Practices

Achieve cloud transformation objectives

Leverage Oracle standards with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI

Make confident design decisions

Oracle Modern Best Practice and Oracle University learning modules deepen understanding and reduce customization risk, while hands-on practice through Starter Configuration helps drive experience-based decisions

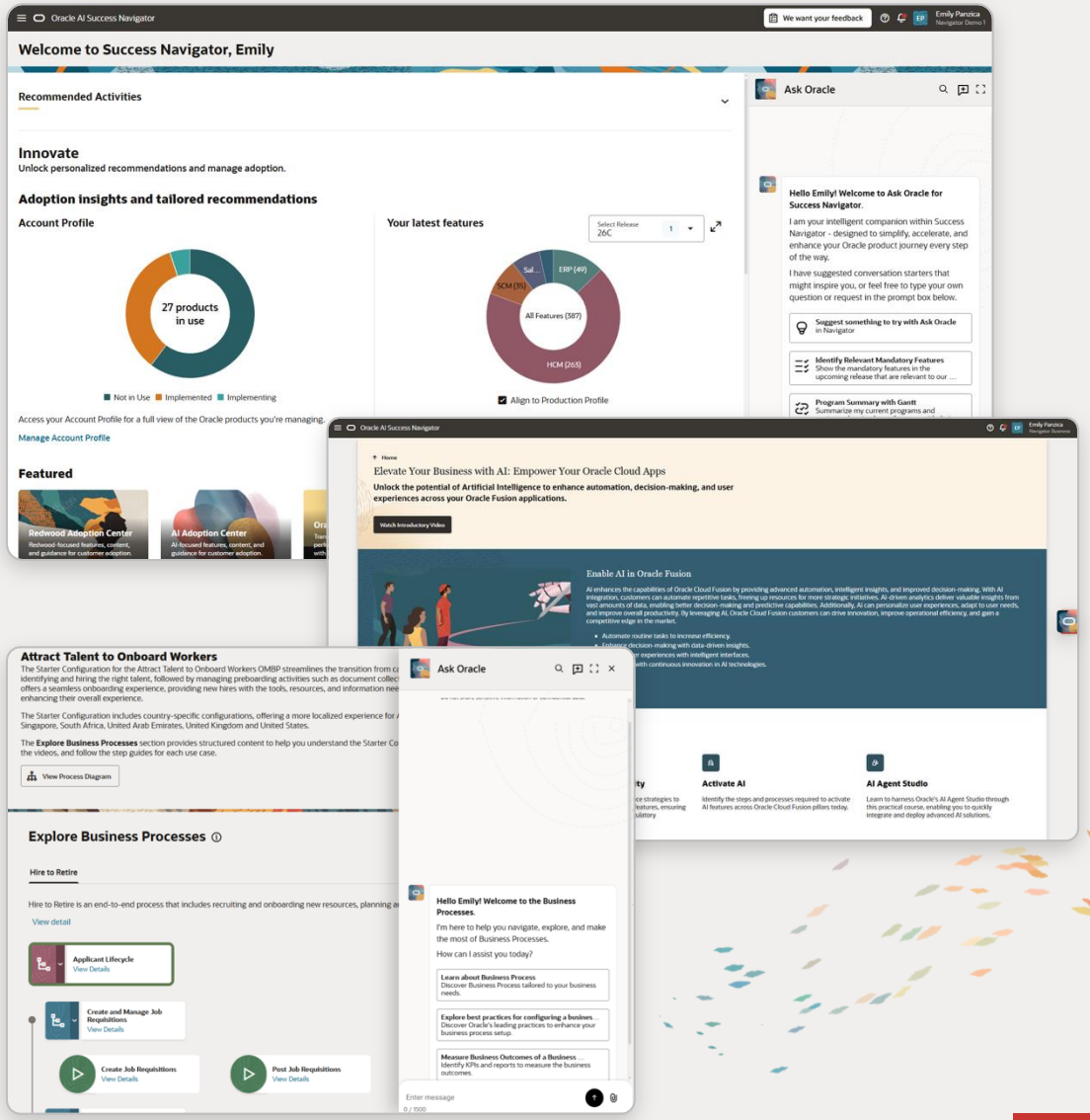
Increase your investment's value with AI innovations

Accelerated process optimization and AI-driven recommendations maximize value of your Oracle investment, while 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 provide strategies for ongoing evolutions, so teams can focus on the differentiating, higher-value work

ORACLE
AI Success Navigator



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Co-innovate with Oracle to turn business challenges into AI solutions

Oracle's AI co-innovation motion brings Oracle product engineers, industry experts, and adoption expertise together with customer teams.

Bring your AI use case

Solve priority problems with measurable value

Co-innovate in pods

Partner with experts to understand workflow, data and requirements

Prototype-pilot

Build quickly and prove impact against KPIs

Sustain innovation

Evolve validated solutions beyond the pilot

Customer outcomes

Working production solution

A priority workflow built and run in your environment

Measured value

Progress tied to a North-Star KPI, not just a demo

Enterprise-ready execution

Security, run-readiness guardrails and full telemetry

Direct product influence

Validated learning informs reusable capability and future product direction

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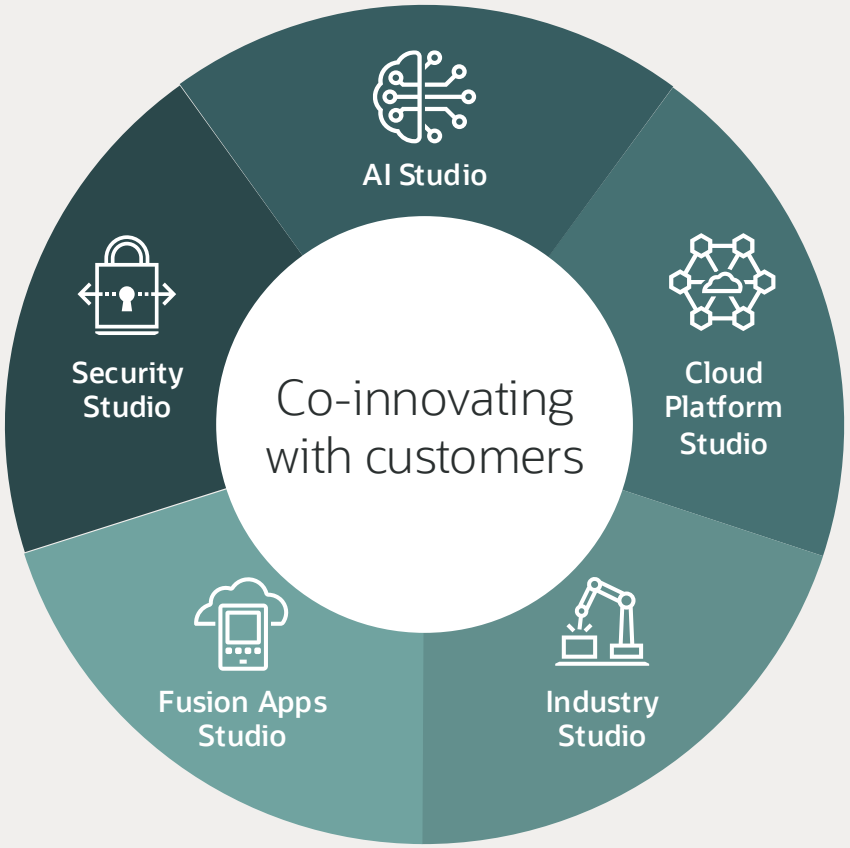
Driving value realization with CSS innovation studios



Accelerate Value Realization

Optimize business processes, minimize human error, and streamline labor-intensive tedious tasks through customer-centric industry solutions

Drive Innovation Adoption

Leverage Design Thinking workshops and MVPs to prioritize Oracle innovations and AI relevant for your business and then scale to production

Maximize Investment

Gain the benefits of AI, data infrastructure, and applications with CSS solutions, best practices, and guidance

Delivery Advantage

FDE approach blends functional, technical, and AI specialists to accelerate end-to-end delivery—from business design to scalable, value-led deployment.

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Extensive partner ecosystem

+20,000

Partners and ISVs

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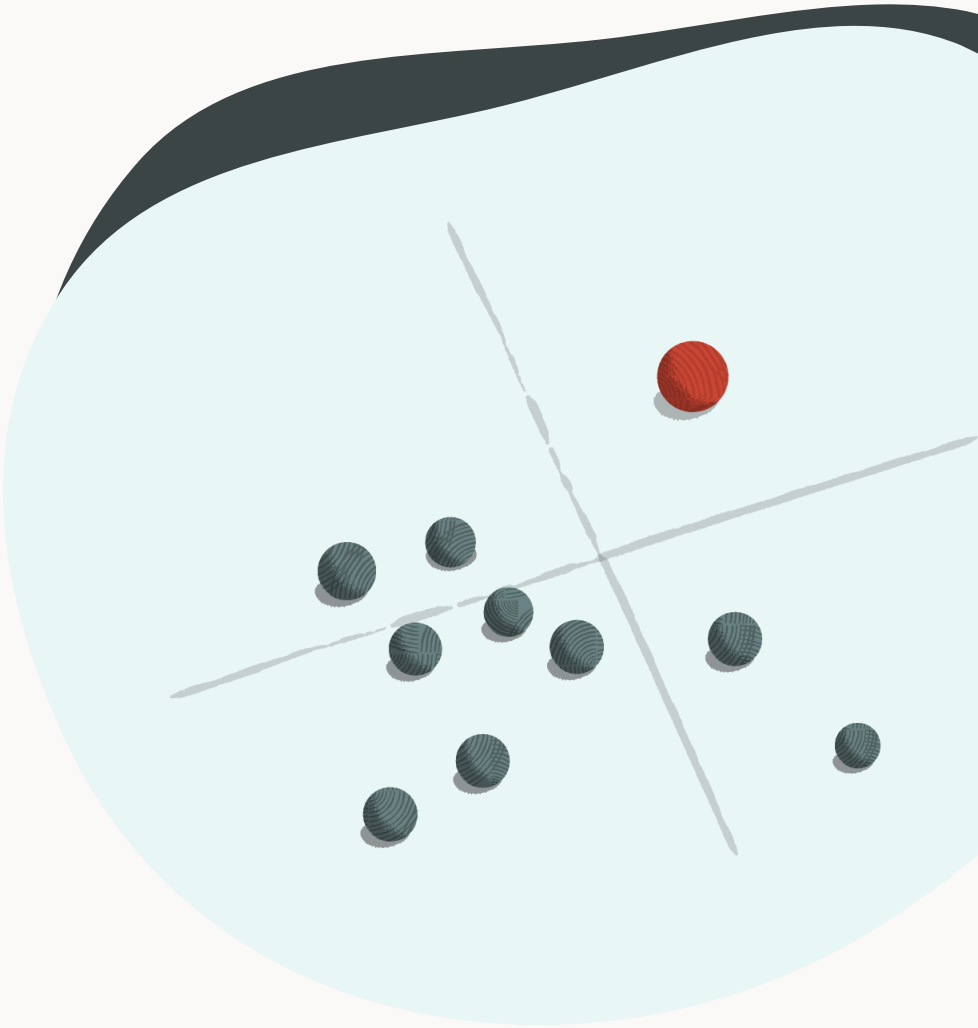

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