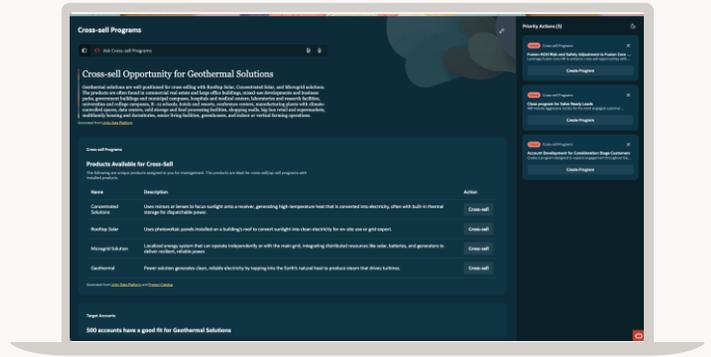


Oracle Fusion Unity Data Platform

Turn your enterprise data into agentic activation, intelligence and revenue growth



Agentic execution is only as good as the data it runs on. When customer context is fragmented across sales, service, marketing, and finance, AI agents will accelerate the wrong actions—at speed and at scale. **Oracle Fusion Unity Data Platform** resolves this by unifying behavioral signals with operational reality—orders, renewals, usage, and service history—into a single governed customer view. Teams get clear “why now” insights to drive pipeline conversion, reduce leakage, and improve retention. Unity also serves as the trusted context layer for agentic workspaces, so agents operate on accurate, permissioned data across the enterprise.

230% increase in leads for a leading automotive brand

158% Return on Investment (ROI) over three years, with a payback period of less than 7 months *

20% boost in successful opportunities for a major telecom provider

19% revenue uplift for a major electronics retailer

Unlike disjointed marketing stacks that require manual stitching across tools, Oracle Unity is built to deliver outcomes in-flow based on five key differentiators:



Enterprise truth, not marketing truth: Most marketing tools only see what marketing can see, like clicks and web visits. Unity uses the same customer reality the business runs on—contracts, assets, service, and finance – alongside real time behavioral signals and third-party enrichment so your programs are anchored in real-time reality.



Reliable relevance with precision timing, no guesswork: Sellers don't need more leads; they need the right accounts with a clear reason for "why now". Unity targets accounts based on true lifecycle signals (renewals, expiries, usage, and service triggers) rather than guessing who might fit.



Governed execution, not 'random acts of marketing': Exporting audience lists to disparate tools makes it hard to manage permissions and explain decisions. Unity ensures activation runs inside a governed enterprise system where access, consent, policies, and auditability are built in.



Marketing and sales act in one closed-loop motion: Traditional automation often stops at sending a campaign, leading to pipeline leaks. Unity is designed for coordinated execution, turning signals into seller-ready actions and using outcome feedback to continuously improve the model.



Single platform economics and security by default: Built natively on Oracle Cloud Infrastructure (OCI), Unity eliminates the "stitching tax" associated with integrating separate CDPs, journey tools, and analytics. This shared data model reduces broken integrations and offers scalable “per profile” based pricing with all mission critical features including AI models and AI Agent workflows built-in.



Core Capabilities in Oracle Fusion Unity Data Platform

The enterprises that win tomorrow are already turning their data into a competitive weapon today. Unity gives you that edge — unifying every customer signal, transaction, and back-office truth into a single, living intelligence layer that your teams and AI agents can act on with confidence. The result is faster pipeline, stronger retention, and coordinated revenue motion across every function that touches your customer.

Unified Enterprise Data & Identity Resolution

Most CDPs unify marketing data. Unity unifies your entire enterprise — stitching front-office engagement with ERP, finance, data warehouse and supply chain records into a real-time, living profile. The result isn't just a better view of your customer. It's the only view built on the full truth of your business.

Dynamic Profile Engine — Know Every Entity That Drives Your Business

Most platforms are built to track one thing: the individual contact. Unity thinks bigger. With rich, relationship-aware profiles across customers, accounts, buying groups, products, and beyond, Unity maps every entity that influences revenue — and how they connect. A product surfaces renewal risk. An account reveals a cooling buying committee. A customer ties service history to expansion potential. Whatever the relationship, Unity models it — turning complex enterprise data into a living map of opportunity your teams can act on.

Embedded Intelligence Workbench (AI/ML)

Unity ships with dozens of production-ready ML models — Next Best Action, Churn Propensity, Account Scoring, Customer Lifetime Value, Attribution, etc — directly where your data lives. No data science bottleneck. No third-party tools. Predictive intelligence at the hands of the people who need it most.

Real-Time Activation & Journey Orchestration

Insights without action are just reports. Unity closes that gap with embedded orchestration across both marketing and sales — email, SMS, push, paid media, task creation, alerts, and more — built directly into the platform. When a signal fires, Unity doesn't alert someone. It acts — launching the right tactic, routing the right rep, across the right channel, at the right moment, without hand-offs, exports, or delays.

Agentic AI, Built-In not Bolted On

Most vendors will sell you an AI agent and leave you to figure out the data. Unity is different. Agents are native to the platform — built to run at scale on the richest possible context, because they're grounded in the same unified enterprise data that powers your Fusion applications. That means agents aren't guessing. They're reasoning over verified system-of-record truth — orders, renewals, financials, service history — and acting on it.

Enterprise-Grade Governance & Analytics

Built natively on Oracle Cloud Infrastructure, Unity brings security, consent management, and role-based controls into the same platform where activation happens — not bolted on after the fact. Enterprises can scale with confidence, knowing privacy, compliance, and performance visibility are built into the foundation, not the fine print.

“By creating a strong foundation of customer data with Oracle Unity, AEGEAN can deliver more relevant and consistent messages across all customer touch points, build more loyal relationships with customers, and create unique experiences.”

Alexandra Christopoulou
Customer Value & Loyalty Director, Aegean Airlines

Click on the below links to learn more about Oracle Unity Data Platform

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[*Unity TEI Report](#)

[Unity AI/ML workbench](#)

[Unity Documentation](#)