



AGRICULTURE

Grow Your Possibilities

Enabling a resilient and modern organization for the journey ahead



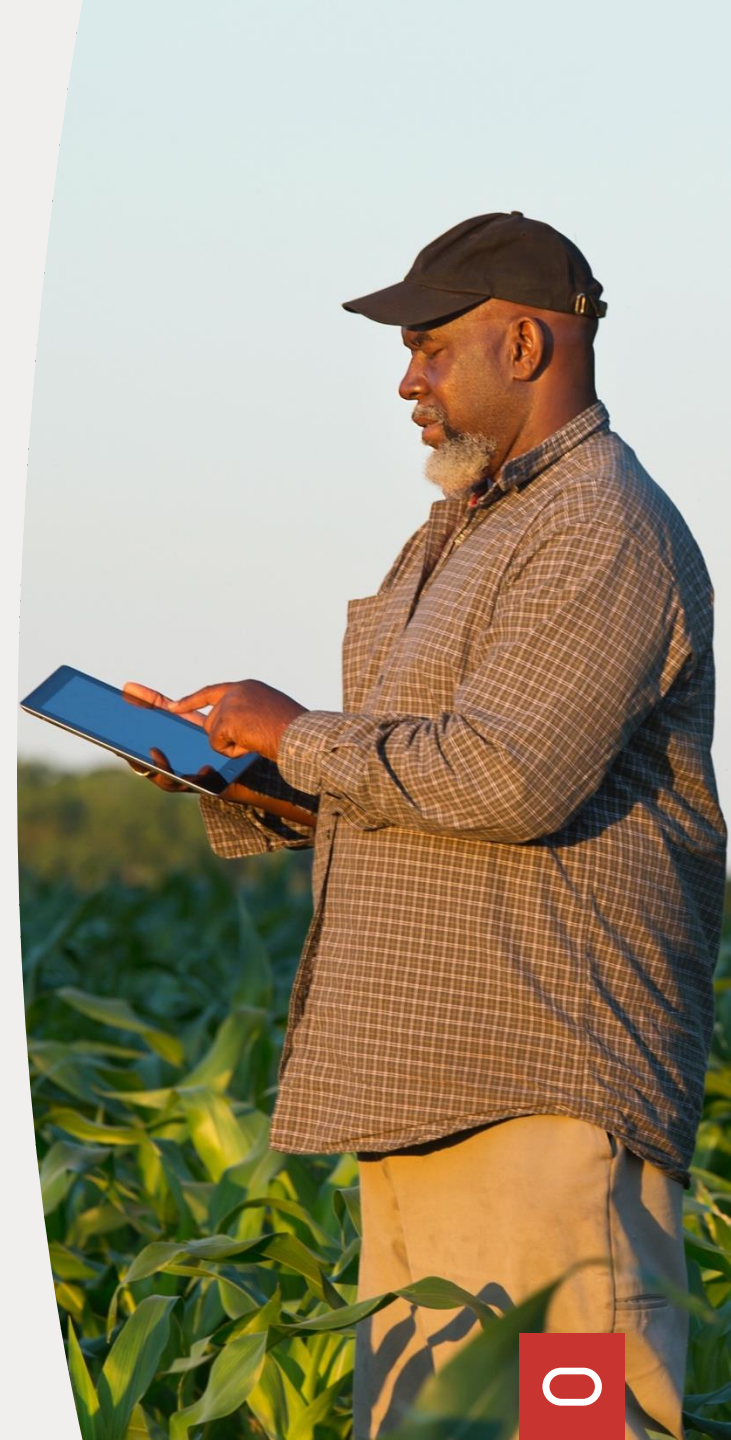
Agriculture

Agriculture companies are facing a challenging business environment driven by rapid changes in costs, regulations, workforce availability, and customer expectations. Due to multiple constraints—such as data and organizational silos; data quality and integrity; and regulatory, privacy, and security requirements—business processes do not yet sufficiently provide timely, actionable insights that inform decision-making and, in turn, positively impact revenue.

A new data-powered business model that links cloud computing, machine learning, and artificial intelligence is reshaping the industry. This new paradigm has the potential to create a more responsive industry based on improved visibility and more adaptive processes powered by ongoing innovation.

Key imperatives for agriculture

- 1 Evolving customer expectations
- 2 Supply chain optimization
- 3 Driving faster innovation
- 4 Competition for talent
- 5 Compliance with regulatory and sustainability commitments
- 6 Grower management and accounting



Forces shaping the agriculture industry

INDUSTRY CHALLENGES

Evolving customer expectations

Address changing consumer sentiment—sources, GMO, demographics, response time

Supply chain optimization

Respond to demand and supply variability. Evolving automation and capabilities

Driving faster innovation

Continuous packaging adjustments, sizing, sustainability, consumer demands

Competition for talent

Manage employee turnover, training, and oversight

Compliance with sustainability and regulatory commitments

Regulatory compliance including reporting and track-and-trace

Grower management and accounting

Managing complex ownership and supply chains

VISION OF SUCCESS

Click on a section to learn more.



1: Turbocharge customer interactions

Efficiently reach your target market, track omnichannel engagement, enable AI-driven responses to standard internal and external inquiries, enhance customer service speed, and maintain close control over discounting and profit margins.

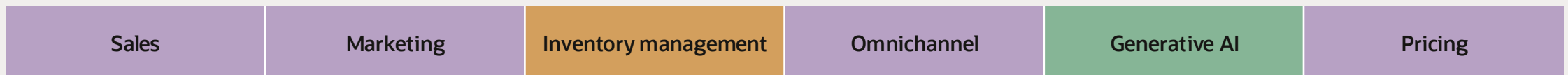
Recommended actions:

- Create a cohesive customer experience that spans all channels
- Use generative AI to hyper-personalize customer interactions in all channels
- Improve targeting and management of customer opportunities and profitability

How to get started:

- Identify disparate sources of customer and product data (e.g., direct consumer if applicable versus food service versus grocer versus farmer)
- Learn about AI possibilities and how generative AI can hyper-personalize customer interactions
- Explore whether it makes sense to expand customer categories

Oracle capabilities enabling strategic goals



2: Improve supply chain efficiency

Gain more accurate and timely visibility into your supply chain, leverage machine learning to create new plans in response to disruptions, compare alternative scenario outcomes, and quickly communicate updated expectations.

Recommended actions:

- Improve supply chain effectiveness and agility through AI
- Use AI agents to optimize routes
- Improve accuracy of profitability analysis by collating all relevant data sources

How to get started:

- Analyze existing supplier network and supplier data
- Set up sustainability measurements that matter
- Explore new ways of using predictive analytics and forecasting to get ahead of disruptions to supply and price
- Learn about AI, including agentic AI

Oracle capabilities enabling strategic goals



3: Improve product innovation

Implement stage-gate innovation project management, streamline online reviews and approvals, clearly define product and quality processes along with expected outcomes, and confidently oversee product revisions.

Recommended actions:

- Manage product innovation with precision
- Define and manage product quality
- Connect product information to customer feedback and approvals

How to get started:

- Understand your current sources of product data and where there are gaps
- Learn how AI and automation can improve accuracy and efficiency

Oracle capabilities enabling strategic goals



4: Transform the workforce

Transform your workforce from hire to retire using AI to expedite and improve hiring, training, and promotions.

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
- Position HR as a strategic partner rather than as a transactional function
- Use AI agents to automate HR tasks

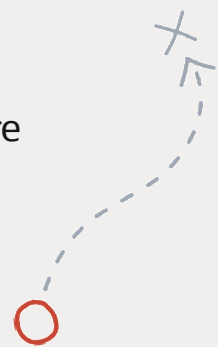
How to get started:

- Identify sources of employee turnover, which may lead to workplace technology that will make their jobs easier
- Leverage data and analytics for informed decision-making in human capital strategies, aligning HR support with broader business goals
- Prioritize employee retention by fostering a corporate culture that aligns with your workforce's values and work-life balance needs

Oracle capabilities enabling strategic goals

Human capital management

Agentic AI



5: Achieve sustainability excellence

Efficiently track sustainability KPIs by integrating with execution systems, generate stakeholder-friendly reports, and address emerging sustainability auditing requirements.

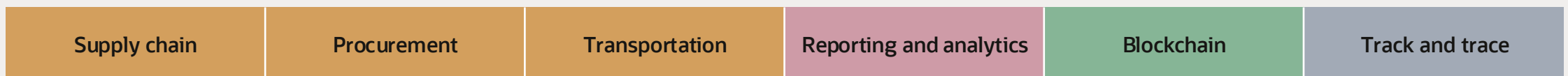
Recommended actions:

- Use scenario planning and AI to make the best decisions given business targets and sustainability goals
- Stay ahead of changing global regulations for sustainability and shareholder reporting
- Analyze how sustainability efforts impact profits and loyalty

How to get started:

- Analyze existing supplier network and supplier data
- Set up sustainability measurements that matter
- Explore new ways of predictive analytics and forecasting to get ahead of disruptions to supply and price

Oracle capabilities enabling strategic goals



6: Streamline complex accounting

Manage complex ownership stakes and quality agreements, help ensure accurate contract-based payments, and document planned versus actual outcomes to support grower negotiations.

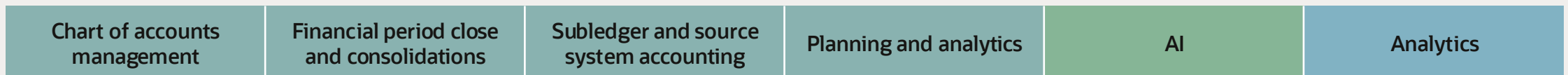
Recommended actions:

- Create a chart of accounts that can accurately manage complex ownership structures
- Implement smarter planning within your organization
- Streamline financial operations
- Improve accuracy of payments

How to get started:

- Eliminate redundant data, analysis, and planning tools
- Organize your chart of accounts
- Identify manual or redundant steps in your financial close process
- Determine the right KPIs to determine the success of your project
- Learn how AI can transform the finance process

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Internal questions to get going

Data and analytics readiness

- Do we take advantage of modern technology such as AI, automation, and mobile?
- Are we able to automate routine work?
- Are we using technologies like drones and sensors to get more granular, real-time data?

Sustainability shift

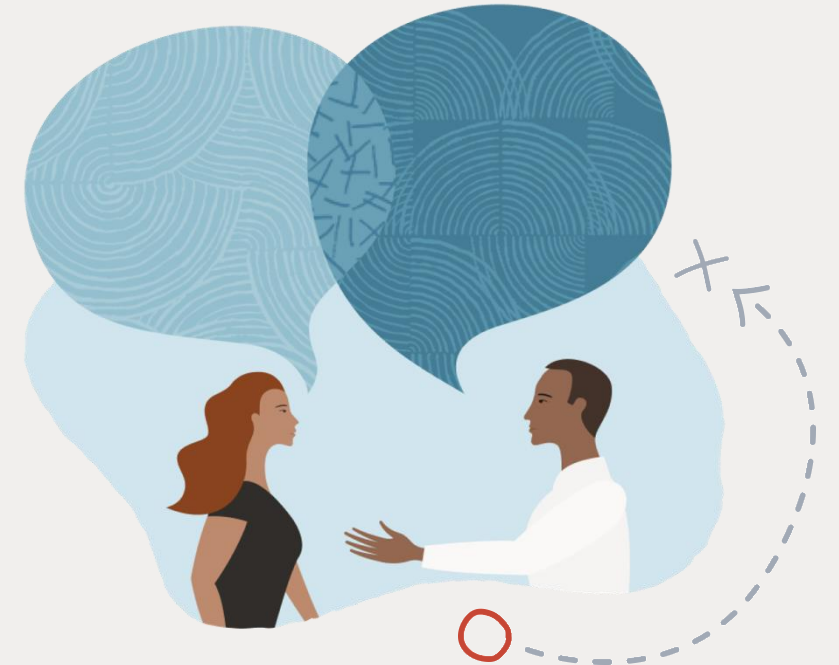
- Are we keeping up with new sustainability demands from regulators and customers?
- Can we measure sustainability?
- Do we know how to be sustainable and profitable at the same time?

Finance and profitability

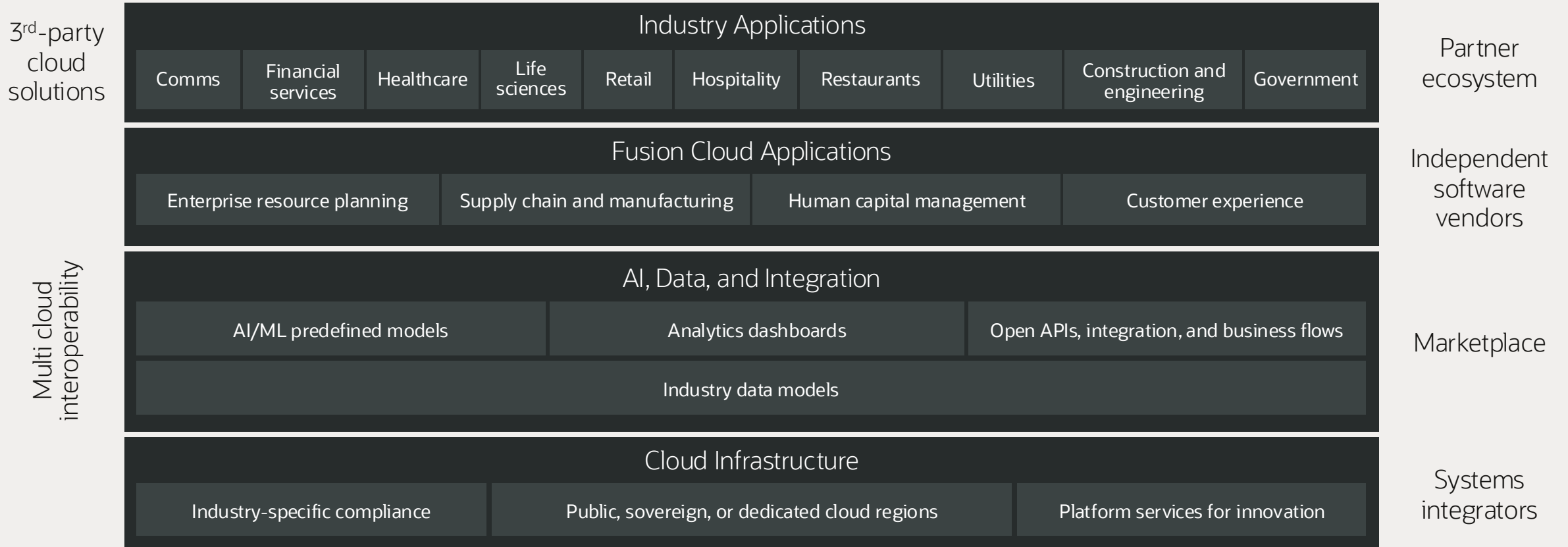
- What kind of analytics and insights do we need on day one of going live?
- Do we have a clear understanding of our chart of accounts?
- Are we able to accurately measure product and customer profitability?

Supply chain

- What are the biggest regulatory and compliance risks we often face?
- Can we adequately manage complex supplier relationships?



Oracle solutions for every industry



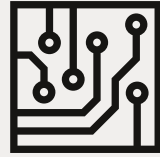
Why Oracle?



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.

Committed to your success

Oracle Cloud Success Navigator: An interactive digital platform to help guide you



Get your bearings

Understand what's possible with your cloud solution using preconfigured starter environments to support your design decisions.



Chart a proven course

Access Oracle expertise, reference Oracle Modern Best Practice, and use Cloud Quality Standards to inform your implementation approach.



Find value at every turn

Get more from your quarterly releases using AI assistance and preview environments to experience and adopt the latest features that matter to you.



Blaze new trails

Build your own cloud roadmap based on your organization's goals keeping you focused on the capability you need for today and the road ahead.

Welcome to Navigator, Emily

Recommended actions
Complete these activities to get started

- Innovate**
Review and set up your production profile
Establish production details for tailored insights and recommendations. Complete
- Team Members**
Manage team members
Assign roles and permissions to ensure a collaborative setup. Complete
- Implement**
Manage programs and projects
Set up and track programs, projects, and milestones. Complete
- Feature Roadmaps**
Build feature roadmaps
Plan future feature adoption aligned with organizational goals. Complete

My Team
Manage your team by adding members and assigning them to tasks.

Show All | Team | Oracle | Partner

- AS Abhieshek Srinivas
Oracle | Architect
- Adrian Hill
Team Member | Architect
- AC Aj Collette
Oracle | Project Manager
- Aislinn Krumar

Upcoming Events

- FEB 27** HCM - Let's Talk Tech: Personalizing HCM Redwood Pages Using VB Studio #1 - Key Concepts (Part I) 11:00 AM - 12:00 PM
- MAR 5** HCM - New Features in Talent Management 25A 10:00 AM - 11:00 AM
- MAR 5** HCM - Let's Talk Tech: Personalizing HCM Redwood Pages Using VB Studio #2 - Key Concepts (Part II) 11:00 AM - 12:00 PM
- MAR 5** ERP - Oracle Fusion Cloud Student Financial Aid: Year In Review and What's Ahead 11:00 AM - 12:00 PM

[View all](#)

Innovate
Unlock personalized recommendations and manage adoption.

Adoption insights and tailored recommendations

Production Profile

6 products in use

- Not in Use
- Implemented
- Implementing

Your latest features Expand

All Features (2227)

- ERP (339)
- HCM (1152)
- SCM (7...)



Extensive partner ecosystem

+20,000
Partners and ISVs

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Deloitte.

 **KPMG**

 **pwc**

 **cohere**

 **Palantir**

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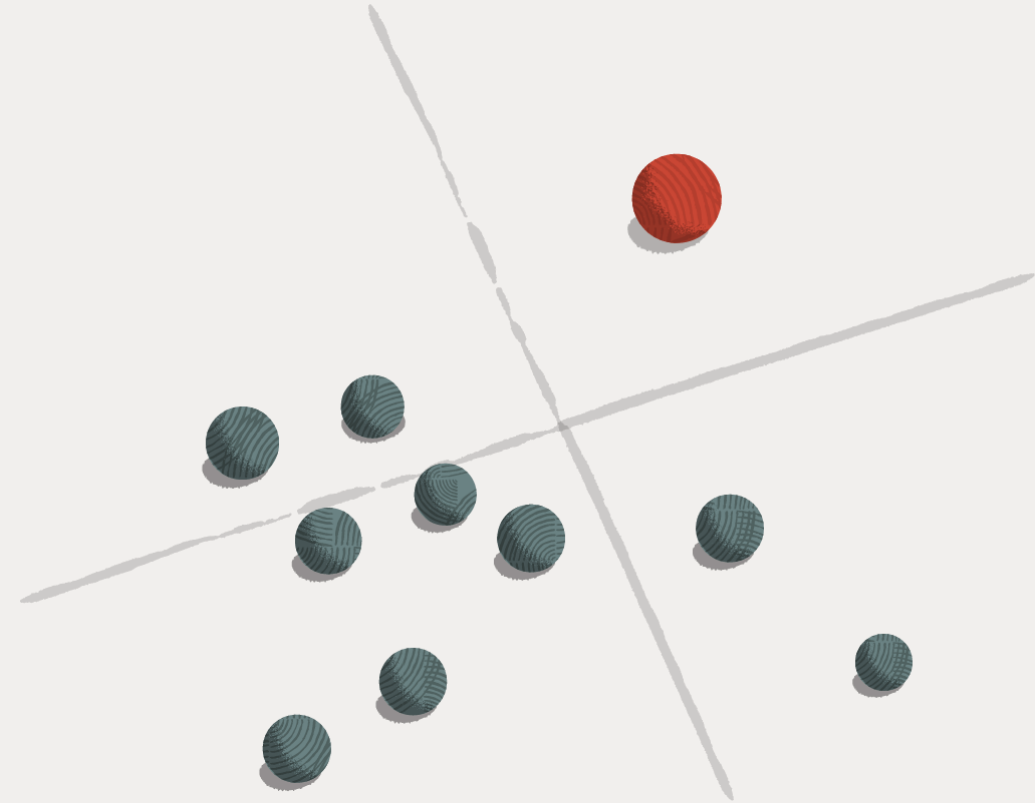

 **Google Cloud**

 **Azure**

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Thank you



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