

TRAVEL AND TRANSPORTATION

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



Travel and transportation

The travel and transportation industry has always been complex, but recent years have tested even the most resilient companies. Fluctuating global demand, supply chain disruptions, labor shortages, rising costs, and increasing customer expectations have made it harder than ever for providers to deliver on their commitments.

Key imperatives for travel and transportation

- 1 Adapt better to supply chain and workforce disruptions.
- 2 Modernize to the cloud for better agility, automation, and AI.
- 3 Capitalize on new technologies and innovate.
- 4 Delight customers with excellent experiences.

Forces shaping the travel and transportation industry

INDUSTRY CHALLENGES

Supply chain volatility

The supply chain is affected by changing tariffs, conflict and shutdowns at ports and canals, and shifting regulations around the world.

Labor challenges

Labor shortages, changing demographics, an aging workforce, and evolving compliance mandates.

Embedding sustainability

Developing sustainability initiatives and measuring their success is difficult. Public and regulatory demand for transparency and restrictions on carbon dioxide emissions has increased. Environmental surcharges are hitting consumers.

Business model innovation

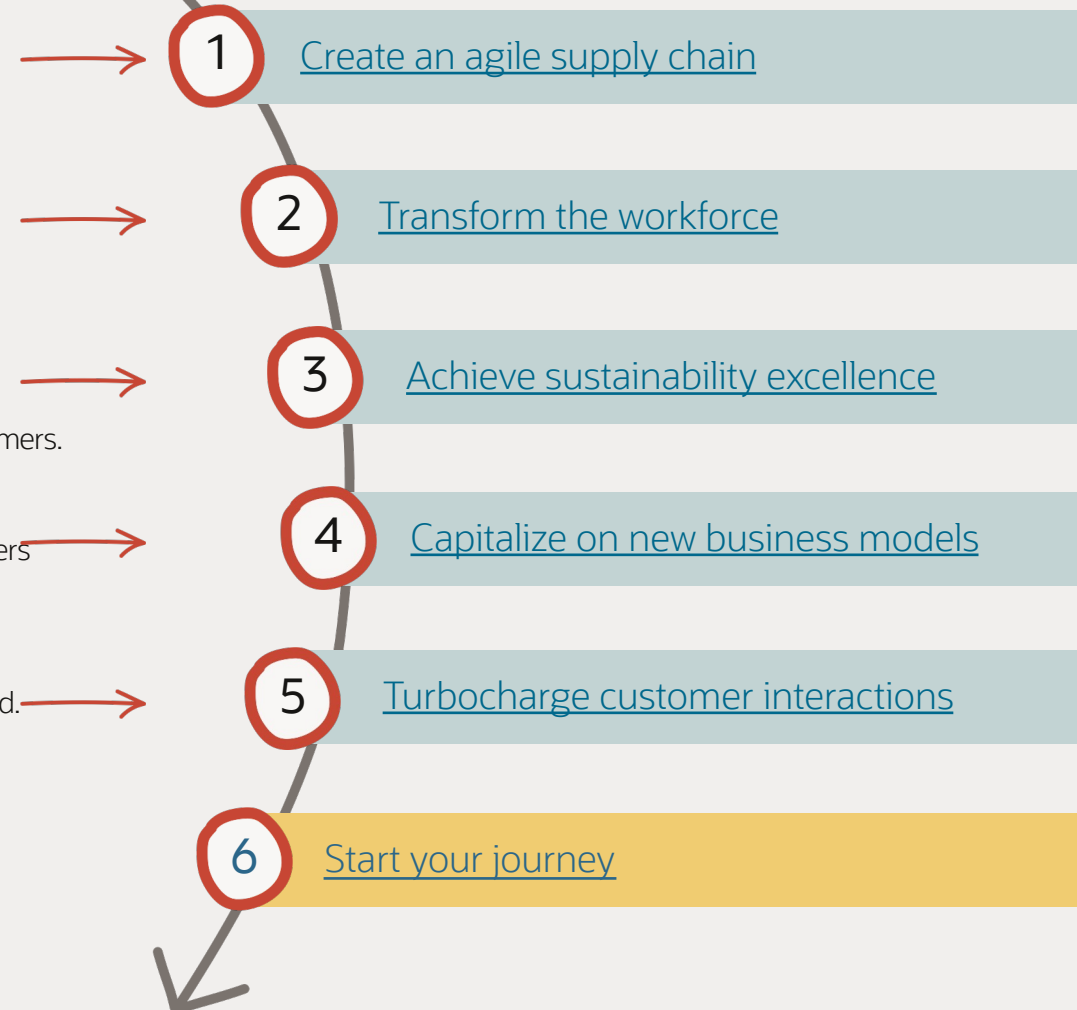
Competition from new market entrants, such as budget-friendly commercial airline carriers and drones for last-mile deliveries, has increased.

Customer service frustrations that hurt business

Requirements change as customers decide when, where, and how they want to be served. And social media can amplify their voices.

VISION OF SUCCESS

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1: Create an agile supply chain

Have accurate and timely visibility into your supply chain and transportation routes, use machine learning to generate new plans in response to supply chain disruptions, compare alternate scenario responses, and rapidly communicate new expectations.

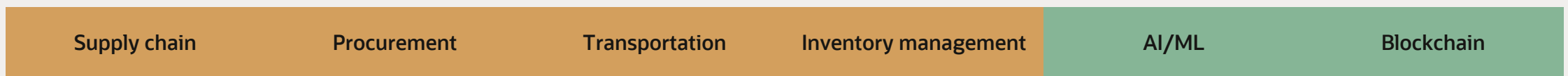
Recommended actions

- Use AI, automation, and blockchain to improve the efficiency and agility of your supply chain.
- Build a supplier network with redundancy and maximize your resiliency to better adapt to future disruptions.

How to get started

- Analyze your supplier network and supplier data.
- Explore new ways of predictive analytics and forecasting to get ahead of disruptions to supply and price.
- Identify the biggest areas of risk and prioritize those in planning.

Oracle capabilities enabling strategic goals



2: Transform the workforce

Create a modern employee experience to attract and retain the best workers.

Recommended actions

- Build global consistency at every stage of the employee lifecycle.
- Enhance the employee experience.
- Use predictive workforce scheduling to adapt to changing needs.
- Enhance employee safety via advanced AI and technology such as sensors, cameras, and drones.

How to get started

- Identify sources of employee turnover
- Leverage data and analytics for informed decision-making in human capital strategies, aligning HR support with broader business goals.
- Explore evolving technology such as sensors and drones.

Oracle capabilities enabling strategic goals

Human capital management

Employee health and safety

AR/VR

Analytics

Scenario planning



3: Achieve sustainability excellence

Efficiently track sustainability KPIs via execution systems, create stakeholder reports, satisfy auditing agencies, and quickly respond to issues.

Recommended actions

- Use scenario planning and AI to help make decisions on business targets and sustainability goals.
- Stay ahead of changing global regulations for sustainability and shareholder reporting.
- Analyze data better to understand how sustainability affects profits and customer sentiment and loyalty.

How to get started

- Identify data gaps that limit your view of sustainability.
- Set up sustainability measurements that matter.
- Explore new ways of using predictive analytics and forecasting.

Oracle capabilities enabling strategic goals



4: Capitalize on new business models

Evaluate new business models through end-to-end visibility platforms, brokerage and procurement marketplaces, assets that digitally connect with the workforce, and a sustainable and integrated business solution.

Recommended actions

- Explore new business models, such as pay-as-you-go and subscription models.
- Look for new business models driven by emerging technology, such as drones or cross-selling (media purchases in flight, for example).
- Determine pricing and billing needs for new business models.
- Better integrate sales and marketing with operations.

How to get started

- Build an innovation network to identify or expand a suite of digital services.
- Analyze pricing models and prices for new services.
- Connect disparate customer data to identify high-profile opportunities.

Oracle capabilities enabling strategic goals



5: Turbocharge customer interactions

Efficiently access your target market, track omnichannel engagement, enable AI responses to internal and external inquiries, turbocharge customer service, and closely manage discounting and margins.

Recommended actions

- Create a cohesive customer experience that spans all channels.
- Use generative AI to hyperpersonalize customer interactions in all channels.
- Improve targeting and management of customer opportunities and profitability.
- Link customer communications to operational realities.

How to get started

- Identify disparate sources of customer and product data.
- Collect data on discounts and pricing.
- Learn about AI possibilities.
- Identify gaps where customer promises don't meet operational realities.

Oracle capabilities enabling strategic goals



Internal questions to get going

Workforce readiness

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

Do we have issues with an aging workforce and workforce skilling?

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

Business model shifts

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, advertisers, and others?

Supply chain and sustainability

Is our supply chain prepared for dealing with disruptions and global events?

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

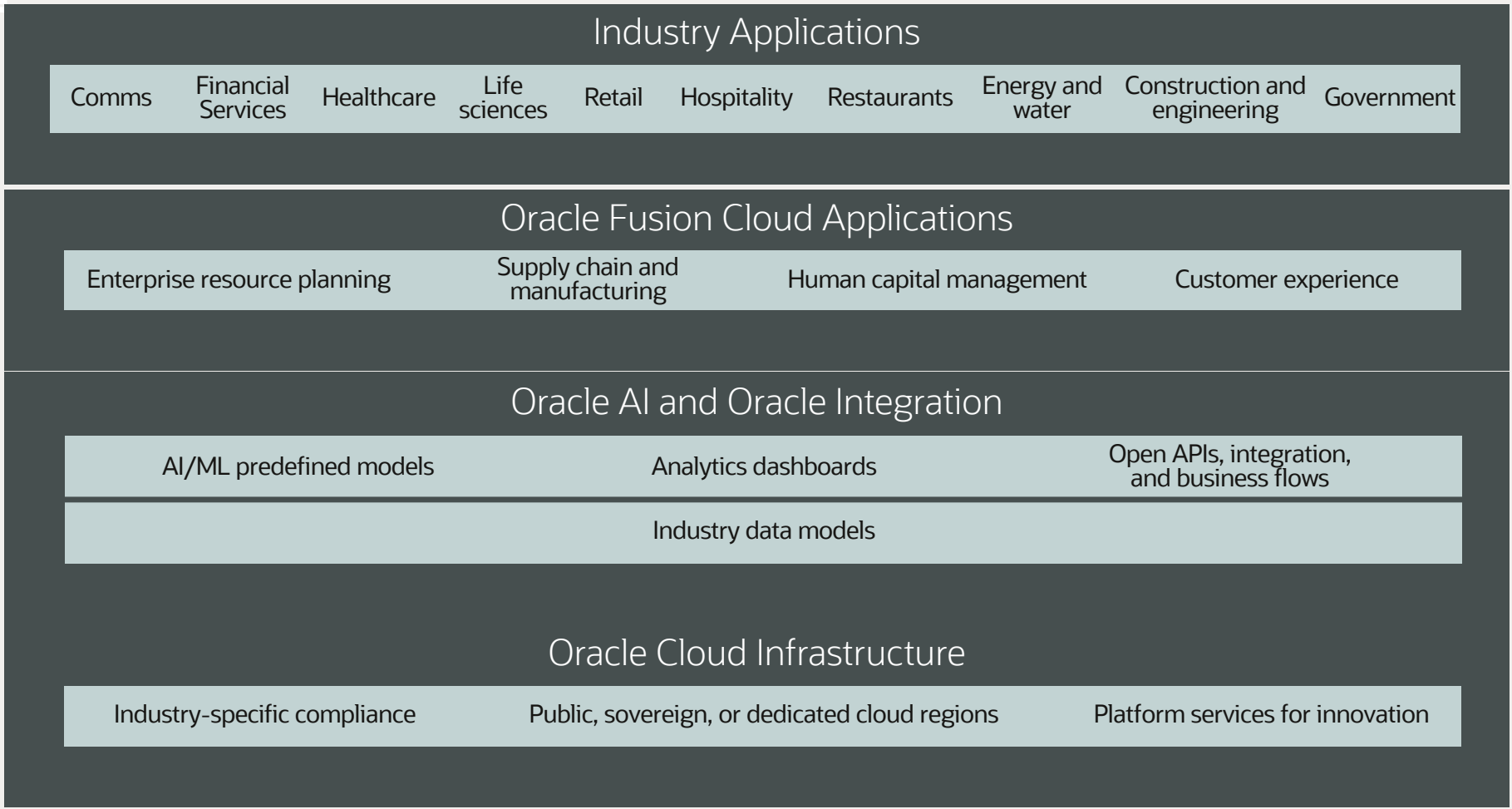
How quickly can we adjust?

Are we moving to a sustainable future aligned to regulations and customer sentiments?



Oracle solutions for every industry

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Marketplace

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Why Oracle?

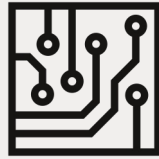


Complete suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps for finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics that are built to work together.

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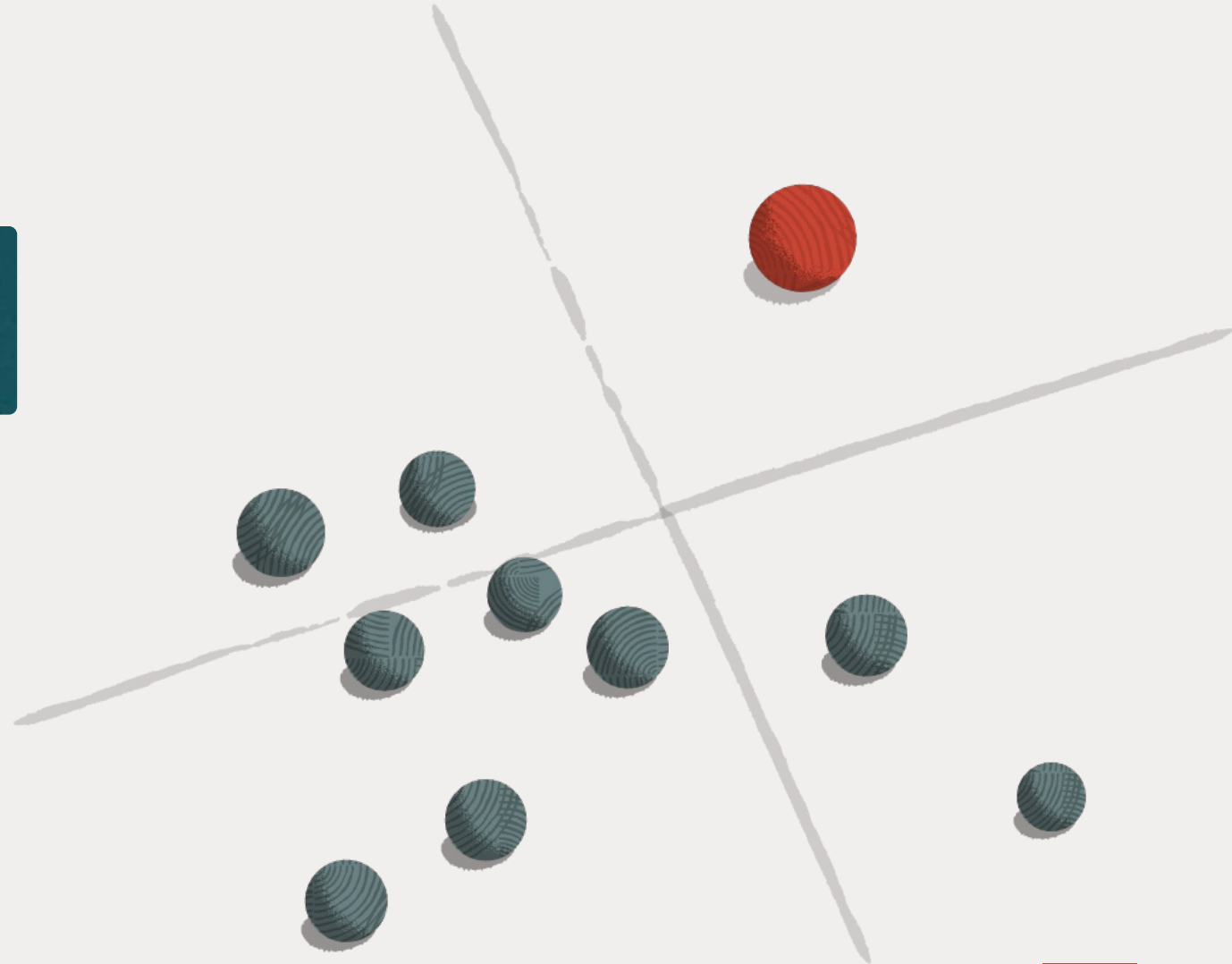

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