ORACLE
AI World

**AI Changes
Everything:**
Business Agility,
Real Results

Latin America 2025

Content

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Today we are faced with a once in a generation moment, where AI changes everything."

Mike Sicilia, CEO of Oracle

Introduction

Artificial intelligence is more than a technological revolution — it's redefining the way the world does business. And that's precisely what was witnessed at Oracle AI World 2025 — the event formerly known as CloudWorld.

The Las Vegas edition brought together leaders, experts, clients, and partners to demonstrate how AI is being integrated into all layers — from data to applications and infrastructure — to increase productivity and create new opportunities for innovation by leveraging people's talent.

The event presented a wide range of new technologies, including: **AI Factory**, which enables services and resources to accelerate AI adoption and its value; **AI Data Platform**, which connects multimodal models to enterprise data, with privacy protection by design; and the **AI Agent Market**, which brings more than 100 agents ready to be used in Fusion Applications.

AI World brought more than announcements — it was hub for real-life stories. Global organizations **took the stage** to share how they are transforming operations and experiences with applied AI. From startups to large enterprises, a wide range of businesses are innovating in sectors such as retail, transportation, energy, healthcare, and financial services.

Latin America was also represented in the event, with 3 companies: the Brazilian startup **Biofy** joined CEO Mike Sicilia in the keynote session, to explain how AI helps speeds up diagnoses and save lives; in addition, **Bimbo** and **Rappi**, from Mexico and Colombia, respectively, hosted keynote sessions to share their paths to operational efficiency and new digital experiences on a large scale.

With each announcement, something became increasingly undisputed: AI is not a trend for the future — it's already here. And when AI is intertwined with people, data, and purpose, it becomes the engine for a transformation that is already underway.

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> **Latin American customers and partners who took the stage at AI World:** Biofy, RIOCARD, Pipefy, Natura & Co, Attus, Alura, Banco Monex, Grupo Bimbo, Falabella, Claro Colombia, Rappi, Oceaneering, CVC Viagens, Millenium BPO, GoldenGate, Percona, IT Convergence Inc., and Services and Process Solutions.

Chapter 1.

Agents: The New Engine for Business Efficiency

As the new force driving enterprise applications, AI agents were one of the main topics on the AI World stage. Oracle demonstrated how it is embedding artificial intelligence into their core business, by connecting data, decisions, and people in an smart, secure, and integrated ecosystem.

In his keynote presentation, Steve Miranda, VP of product development at Oracle Applications, reinforced the vision of an AI that is "integrated, not coupled." This means that AI is now a native technology to all Oracle Fusion Applications, including ERP, HCM, SCM, CX, and vertical solutions. Each application operates with automated context, security, and data governance, transforming the way companies plan, execute, and make decisions.

The New Era of AI Agents

Oracle's agent ecosystem has taken a huge leap forward, now offering more than 600 native AI agents — a number that greatly surpasses the goal of 100 agents that Steve Miranda himself had announced a year ago.

These agents can already perform tasks such as: analyzing financial variances, making purchase recommendations, detecting anomalies, managing benefits, and providing contextual support, while complying with security and privacy policies defined by each client.

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Last year, I stood on stage and we committed that we would have 100 plus AI Agents available to you in our products. So I apologize I have to correct that because over the last year, we actually delivered 600 plus AI agents."

Steve Miranda, VP of Product Development for Oracle Applications

Agent Studio gains new features and a marketplace

AI Agent Studio, which enables teams to create, customize, and train new agents using a low-code interface, now relies on LLM services, such as OpenAI, Anthropic, Cohere, Google, Meta, and xAI to offer more flexibility to address the needs of different companies.

And there are already more than 32,000 trained and certified professionals across the globe, who are working on the platform and accelerating the adoption of AI in organizations. The event was also the stage for a global hackathon, with more than 100 new agents created in just one day, clearly demonstrating the strength of the collaborative ecosystem.

In addition, AI Agent Studio now has its own marketplace. The AI Agent Marketplace launches a new collaboration and distribution model, gathering approximately 100 ready-to-use agents developed by more than 20 strategic partners and certified by Oracle.

Cases and results: AI in Action

During the presentation, companies such as **Milwaukee Tool** and **BHE Renewables** demonstrated concrete gains with AI embedded in Fusion Applications, improving their financial predictability, productivity, and decision-making. Other clients also took the stage, including:

MGM Resorts: the hotel chain reduced check-in time by **50%** with Opera Cloud, thus freeing their front-desk teams to focus on hospitality.

Helzberg Diamonds: the jewelry retailer eliminated friction in the purchasing journey with an omnichannel customer service agent.

Industry-Specific AI

Simon Walker, Executive VP of Industry Applications at Oracle, highlighted the role of vertical AI agents, which can be designed for specific business contexts. These agents combine transactional, operational, and external data to generate insights and automation that are tailored to the unique needs of different sectors, thus replacing generic processes with contextual AI that understands the specific context and pace of each industry.

Healthcare: data to support diagnostics, treatment recommendations, and automation for reimbursement process.

Financial services: credit analysis, fraud detection, and personalized service.

Retail: demand forecasting, inventory optimization, and real-time offers.

Manufacturing and logistics: predictive maintenance and intelligent planning.

Utilities: failure prediction and early detection of operational risks.

Public sector: administrative efficiency and improved service for citizens.

The Convergence of Data, Context and Trust

For Oracle, real AI can only deliver value when it understands context. Therefore, each agent is fed by models that are trained on industry data and business patterns, and securely hosted on Oracle Cloud Infrastructure (OCI). The result is an AI that speaks the language of each industry, generates actionable value in real time, and unleashes human potential for what matters most: empathy, creativity, and vision.

Infrastructure: The Foundation That Drives the AI Era

Every revolution stems from a solid foundation. At AI World 2025, Oracle's CEO, Clay Magouyrk, highlighted the role of infrastructure as a crucial element for the new era of artificial intelligence, transforming ideas into real business results.

Since it was first launched in 2016, Oracle Cloud Infrastructure (OCI) has had a clear mission: to deliver high performance, competitive cost, and a security-first approach. But, as Clay pointed out, OCI's true goal is not being better than other providers. It's being its absolute best version — a goal that requires constant innovation and a long-term vision.

This vision also translates into flexibility. OCI is designed to be where customers need it — not just geographically, but also in terms of the environment in which OCI is set up and controlled. Whether in public, private, or hybrid clouds — the commitment remains the same: to deliver an infrastructure that can adapt to unique business demands, while providing the security, performance, and control that define the Oracle standard, in addition to a simple billing model with a global, uniform pricing practice.

The list of releases presented at the event includes: Oracle Acceleron, a new architecture that combines host accelerators, next-generation SmartNICs, and Zero Trust routing to create direct and dedicated paths for data movement.
The result: minimal latency, improved security, and reduced cost without sacrificing the performance.

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We want to be the highest performance, lowest cost and most secure infrastructure that we can imagine. Our goal is not to be better than competitors. Our goal is to be the absolute best that we can be."

Clay Magouyrk, CEO, Oracle

Another feature announced was the new OCI Zettascale10, the largest cloud-based AI supercomputer. The launch, powered by NVIDIA's AI infrastructure, is a technological milestone for the next decade of cloud computing evolution, with 10x faster performance for AI workloads and model training. This next-generation infrastructure is the foundation on which Oracle builds its vision for scalable, secure, and available AI, anywhere.

Furthermore, Oracle's partnership with AMD has grown stronger, combining the power of next-generation EPYC processors with OCI's energy efficiency and high performance. Together, the companies are helping customers achieve the next level in AI, with clusters that are optimized for LLM models, deep learning, and advanced simulations.

The Universal Credits for Multicloud Strategies reinforced Oracle's long-standing commitment to an open cloud: now, customers can consume resources seamlessly across OCI, Azure, Google Cloud, and AWS, while maintaining workload flexibility and portability without additional output costs.

Heavy-weight Partnerships

TikTok highlighted how their collaboration with Oracle has made it possible to keep up with the 60% growth in the number of monthly users since 2021, while **OpenAI** celebrated the partnership that supports the expansion of advanced models — including GPT-5 — on Oracle clusters around the world.

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We really appreciate the partnership (with Oracle). Oracle has definitely played a very vital role in Tik Tok's growth."

Fangfei Chen, Head of Infrastructure at ByteDance

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The much larger opportunity, that will truly change the world, isn't the creation of models themselves, the training of the models. What will change the world is when we start using these remarkable electronic brains to solve humanity's most difficult and enduring problems."

Larry Ellison, Oracle's Chairman and CTO

Speaking of OpenAI, Larry Ellison, Oracle's Chairman and CTO, announced the campus that is being built by Oracle in Abilene, Texas, to boost the services provided by the AI startup led by Sam Altman. In total, the supercluster will have more than 450,000 NVIDIA GB200 GPUs and over 1.2 billion watts in power capacity, with hybrid power sources.

The facility is part of Project Stargate, a collaboration between Oracle and OpenAI, and it's considered the largest private AI infrastructure ever built, capable of supporting the world's most complex training models.

What AI World has made clear is that it's simply not enough to have AI to spearhead this new era of technology. It takes a strong foundation with a powerful, reliable, and high-performance cloud infrastructure to meet the needs of businesses across a wide range of industries.

Data: Fuel for AI

Data is the fuel that allows AI to generate maximum value for companies. At AI World, it became clear that the real revolution isn't just about creating powerful models; it's about giving those models something valuable to learn from, understand, and protect: enterprise data.

In his opening keynote, Juan Loaiza, Executive VP of Database Technologies at Oracle, emphasized how AI is significantly changing data management, noting that "it's not a revolution we can afford to ignore."

One of the highlights was the new version of our database, the Oracle AI Database 26ai, which replaces Database 23ai. 26ai has AI integrated throughout its core - from ingestion to analysis, from development to insights - besides embedded AI agents. Now, companies can combine structured and unstructured data with intelligent vectors, enabling semantic searches, contextual recommendations, and direct integration with language models.

Another innovation is AI Vector, a new data type that is native to Oracle Database and makes it possible to represent the meaning of text, images, and videos, as well as to perform similarity searches with millisecond precision. With that, Oracle combines the best of both worlds: the reliability of an enterprise database with the flexibility of deep learning.

To make this revolution truly unprecedented, Oracle introduced the AI Data Platform, which unifies data from different sources — from OCI Object Store and other cloud providers — and makes it accessible to leading multimodal models, such as **ChatGPT**, **Twins**, **Llama** and **Grok**. The AI Data Platform uses RAG (Retrieval-Augmented Generation), enabling models to reason over private data with security and governance.

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> As we know, AI is changing everything. It's the next big thing in data management without a doubt. And it's not a revolution any of us can afford to ignore."
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> Juan Loaiza, Executive VP, Oracle Database Technologies
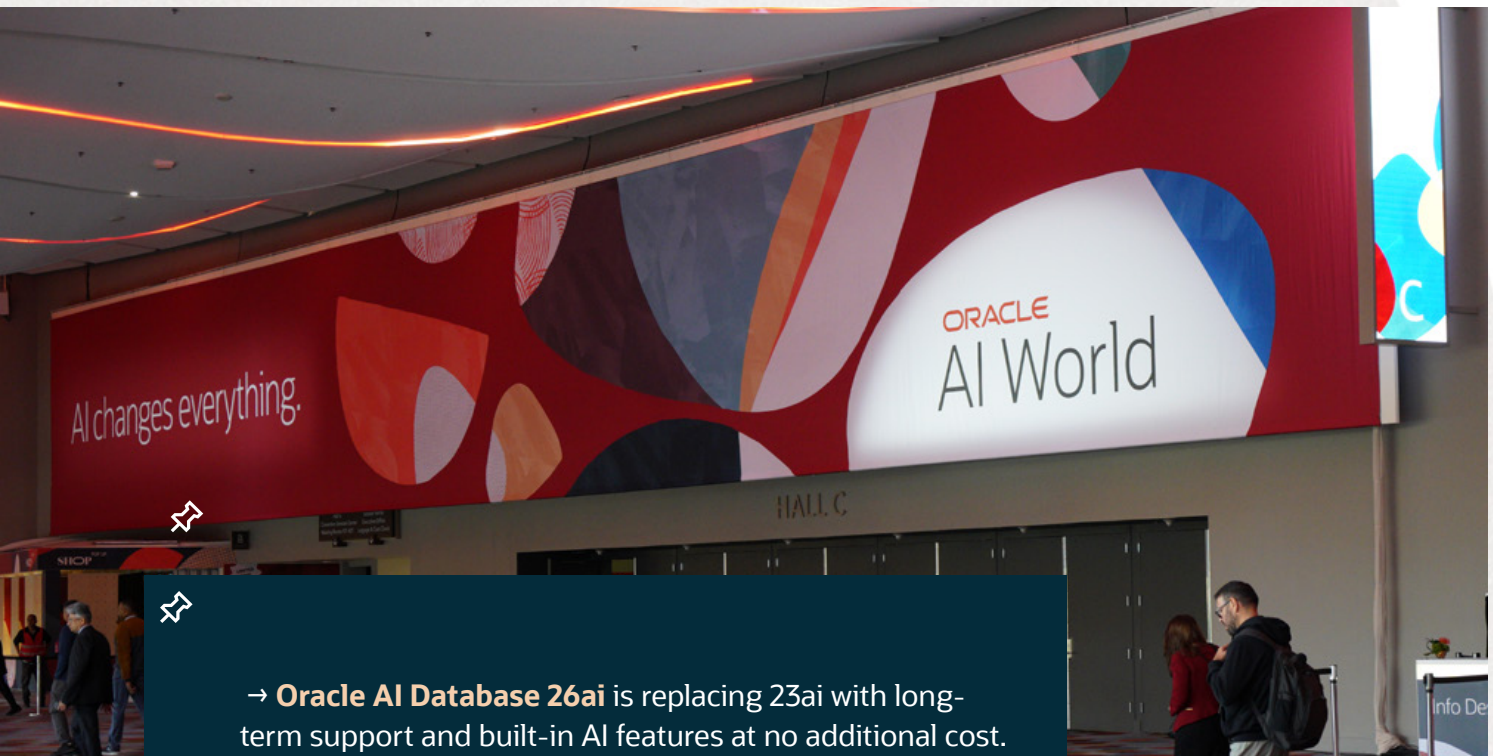
→ **Oracle AI Database 26ai** is replacing 23ai with long-term support and built-in AI features at no additional cost.

→ **AI Vector Search** enables semantic and contextual searches in real time.

→ **AI Data Platform** unifies governance, security, and interoperability across different clouds.

→ Oracle has also introduced **Autonomous AI Lakehouse**, which integrates automation and intelligence capabilities into hybrid data environments.

These advancements reflect Oracle's vision that artificial intelligence shouldn't be siloed, but rather part of an ecosystem—where data, infrastructure, and applications work together and seamlessly. Oracle's strength lies in connecting these elements coherently, enabling AI to operate continuously, securely, and in alignment with the business pace.

The New Human Revolution

Every announcement, demo, and story told on stage at AI World had in common one message that became undeniable: artificial intelligence is just the beginning. What is really underway is a human transformation, driven by data, supported by infrastructure, and amplified by intelligent agents.

In the Las Vegas event, Oracle has demonstrated that AI is no longer a tool, but an integrated ecosystem in which technology and purpose go hand in hand. This vision didn't come from one single innovation, but from many — through the integration of AI at every layer:

- AI Agents

- Data

- Infraestructure

AI World was an undeniable demonstration of how artificial intelligence, when used purposefully, can change everything: businesses, industries, people, and the very pace of the world.

The AI revolution is, above all, a human revolution.

Appendix.

Key Announcements from Oracle AI World 2025

Oracle AI Factory provides structured pathways for customers and partners to quickly achieve tangible business value with AI.

Oracle and AMD Strengthen Partnership to Help Customers Achieve Next-Generation AI

OCI Zettascale10: The Largest and Most Powerful Cloud AI Cluster

Oracle Acceleron: Advanced Networking for Any Workload

OCI25 Dedicated Region: Sovereignty and Public Cloud Anywhere

Oracle AI Data Platform: Accelerated Innovation and AI-Ready Data

Oracle AI Database 26ai: The leading database now focused on AI

New AI Agents Integrated into Oracle Fusion Applications

AI Agent Studio and AI Agent Marketplace: The Expanded AI Enterprise Ecosystem

Oracle Autonomous AI Lakehouse: Data and AI Under One Roof

Multicloud Universal Credits: Unified Consumption Across Clouds

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