ORACLE

Oracle AI Playbook

For Communications

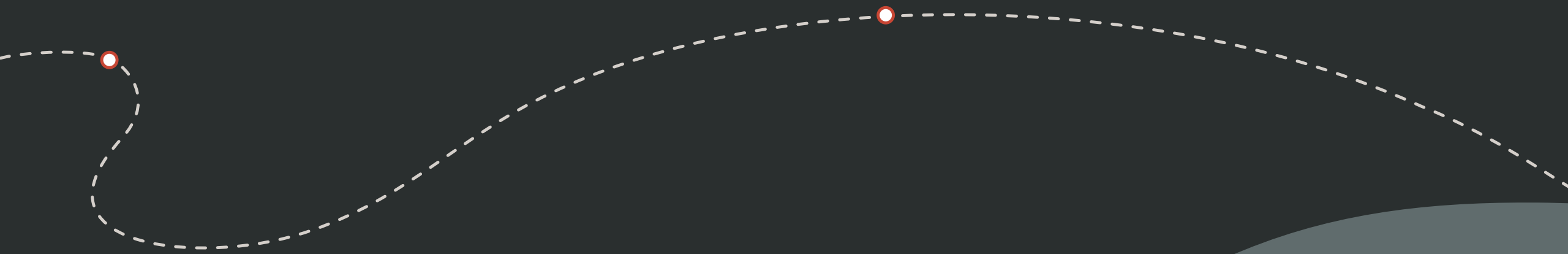
Enabling a resilient organization and unlocking possibilities for the journey ahead.



Communications

Communications service providers are operating more complex networks, supporting rising customer expectations, and pursuing growth beyond connectivity. To succeed, they must turn network, customer, and operational data into action—automating decisions, simplifying operations, personalizing every interaction, and exposing network capabilities that power new services and business models.

The future is the Autonomous Telco: an intelligent, adaptive operating model that connects AI, data, and automation across the network and business. It uses AI, data, and automation to help organizations continuously monitor conditions, support decisions, and improve performance, experiences, and growth.



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Key imperatives for communications

1. Improve customer experience
2. Reduce operating costs
3. Increase speed and adaptability
4. Maximize the value of network and IT assets
5. Create new sources of revenue

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Forces shaping the communications industry

Industry challenges

Fragmented data limits trusted, real-time intelligence

Critical data is distributed across OSS, BSS, network, IT, customer, and business systems. It is often inconsistent, incomplete, duplicated, or difficult to reconcile—limiting reliable insight, AI performance, and automated workflows. Batch processing and delayed data pipelines further prevent AI from acting in the moment.

Complex architectures and siloed operations impede end-to-end action

Deeply embedded legacy systems and complex point-to-point integrations make it difficult to connect data, applications, workflows, and operational domains. Separate network, IT, operations, customer, finance, and business functions also make coordinated decisions and execution difficult.

AI initiatives are not yet operationalized at scale

Many AI investments remain disconnected insight layers, chatbots, analytics tools, or isolated automation projects. Gaps in AI and data engineering expertise, governance, and workflow integration prevent service providers from moving pilots into the systems and processes that run the business.

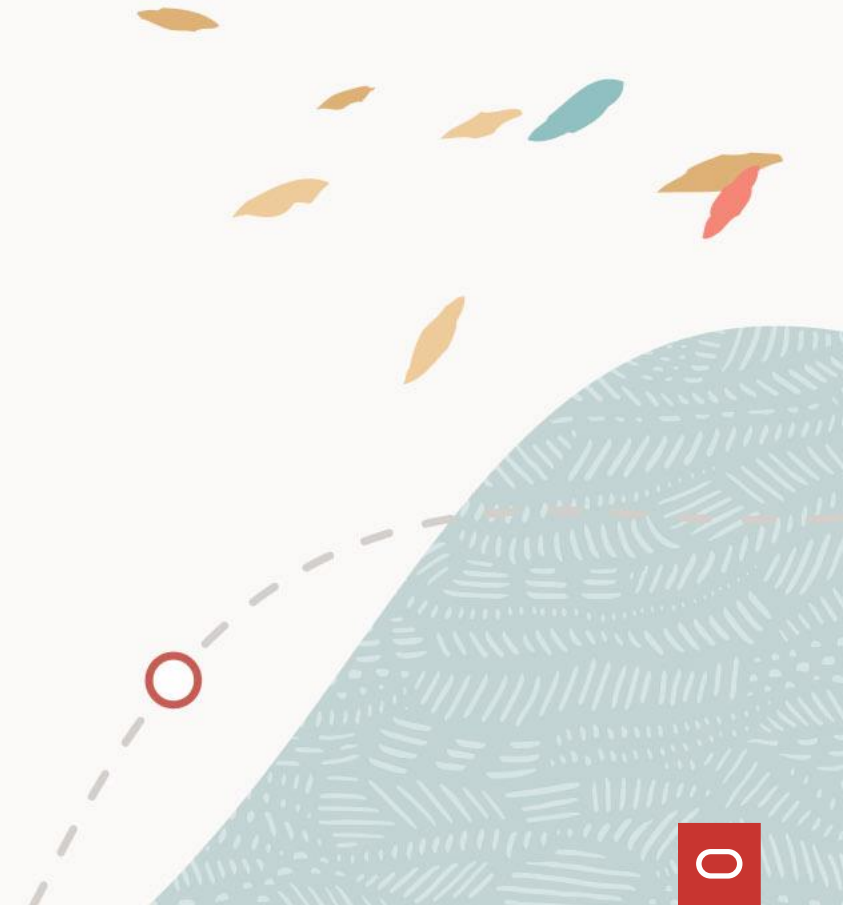


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Forces shaping the communications industry

Vision of success: the Autonomous Telco

1. Deliver personalized customer experiences at scale ❯
2. Make core business functions intelligence-driven ❯
3. Make operations predictive and autonomous ❯
4. Make voice communications intelligent with AI ❯
5. Build an intelligent network foundation ❯
6. Start your journey ❯



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1: Deliver personalized customer experiences at scale

Customer engagement must move beyond campaign-based, reactive, and siloed interactions. AI uses real-time context to tailor offers, journeys, service actions, and next-best experiences across the customer lifecycle.

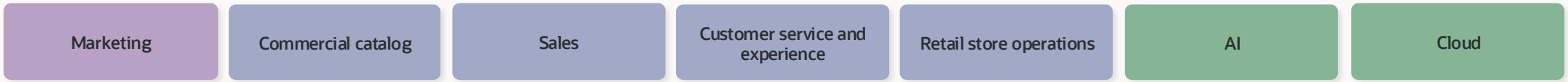
Recommended actions:

- Connect customer, product, service, billing, and network data.
- Design journeys around real-time context.
- Pilot agentic AI to automate sales, marketing, and service for better outcomes for customers and the business.

How to get started:

- Set targets for customer effort, satisfaction, loyalty, churn, or revenue.
- Unify customer, product, service, billing, network, and interaction data.
- Automate personalized engagement across customer journeys.

Oracle capabilities enabling strategic goals



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2: Make core business functions intelligence-driven

Business functions must move beyond siloed, process-heavy work. Connected intelligence helps revenue, finance, workforce, supply chain, procurement, asset management, and planning respond more dynamically to changing conditions.

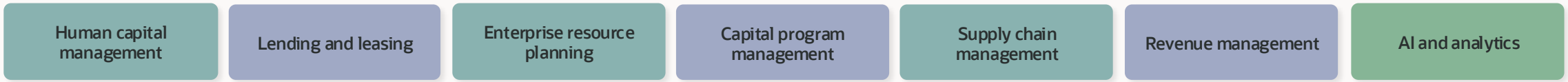
Recommended actions:

- Connect business, customer, and operational data.
- Apply AI to planning and forecasting.
- Automate cross-functional workflows.
- Use agentic AI to support lending, financing, and collections workflows.

How to get started:

- Set targets for revenue, cost, workforce, and capital performance.
- Connect financial, workforce, supply chain, revenue, and operational data.
- Use AI to forecast demand, cost, and resource requirements.
- Automate planning and execution across business processes through agentic AI.

Oracle capabilities enabling strategic goals



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3: Make operations predictive and autonomous

Operations must move beyond reactive monitoring, manual remediation, and fragmented handoffs. AI helps teams identify issues earlier, understand service and customer impact, and take governed action.

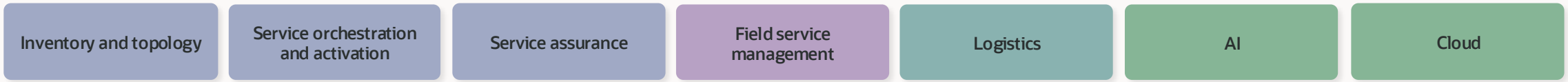
Recommended actions:

- Connect network, service, customer, and operational data.
- Automate correlation and impact analysis.
- Pilot agentic AI to help identify and address operational issues.
- Build closed-loop operational workflows.

How to get started:

- Set targets for OPEX, resolution time, or customer impact.
- Connect service, resource, event, topology, and customer-impact data.
- Use AI to detect, correlate, and diagnose issues across domains.
- Automate triage, remediation, and escalation through governed workflows and agentic AI.

Business capabilities enabling strategic goals



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4: Make voice communications intelligent with AI

Voice remains essential when immediacy, urgency, accessibility, trust, or human judgment matter. AI can bring the right context, assistance, and action into voice interactions—while service providers retain control of the underlying communications service.

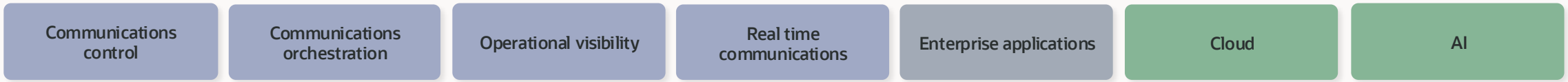
Recommended actions:

- Make voice services programmable.
- Orchestrate AI, data, and workflows.
- Connect authorized interaction context.
- Preserve communications control.

How to get started:

- Define the voice interaction outcome to improve.
- Connect authorized customer, service, network, and interaction context.
- Use AI to interpret context and recommend next actions.
- Automate assistance and follow-up through controlled service flows and agentic AI.

Business capabilities enabling strategic goals



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5: Build an intelligent network foundation

Networks must become intent-driven, continuously observable, and increasingly capable of AI-assisted optimization and automated remediation. This foundation enables resilient services, intelligent communications, and innovation at scale.

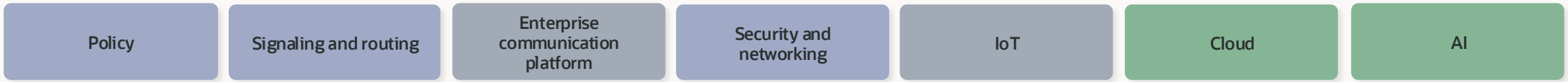
Recommended actions:

- Modernize the core for programmable services.
- Build a resilient, cloud-native foundation.
- Apply AI and agents to anticipate needs and enable governed action.
- Secure network, cloud, data, and AI.

How to get started:

- Set targets for resilience, service quality, capacity, or utilization.
- Modernize the network with cloud native network functions.
- Embed policy-aware analytics and AI at network decision points.
- Build a real-time network digital twin from telemetry, configuration, policy, and service data.
- Automate governed network actions as confidence grows.

Business capabilities enabling strategic goals



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Internal questions to get going

Business priorities

Which outcomes—customer experience, operating cost, asset value, speed, or revenue—matter most now?

Where is complexity creating the greatest impact on customers, employees, or financial performance?

Which use cases can demonstrate measurable value quickly?

Data and foundations

Can we connect the network, operational, business, customer, and communications data needed for each priority?

Is that data trusted, governed, and available in time to inform action?

Do our cloud, security, and integration foundations support a phased path to autonomy?

AI, automation, and intelligent communications

Where can intelligence help us sense, predict, decide, and act more effectively?

What decisions or workflows should remain human-led, and which can become policy-governed and automated?

Where can AI bring more context, assistance, and value to voice communications?



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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 Communications

Complete Capital Program Management



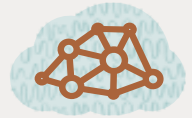
Support project governance, visibility, and performance across capital project portfolios. Proactively address project risk, change, and sharpen decisions from ideation and planning through execution and asset operation.

Intelligent Retail Store Operations



Support telco retail store operations with modern POS, merchandising, inventory management, associate management, and more.

Connected Industry 4.0



Connect enterprise customer assets, edge devices, facilities, and industrial systems to collect telemetry and build digital twins that map relationships across equipment and processes. Apply GenAI agents to context to help analyze real-time events, guide decisions, and support predictive maintenance, energy and capacity optimization, and service quality.

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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

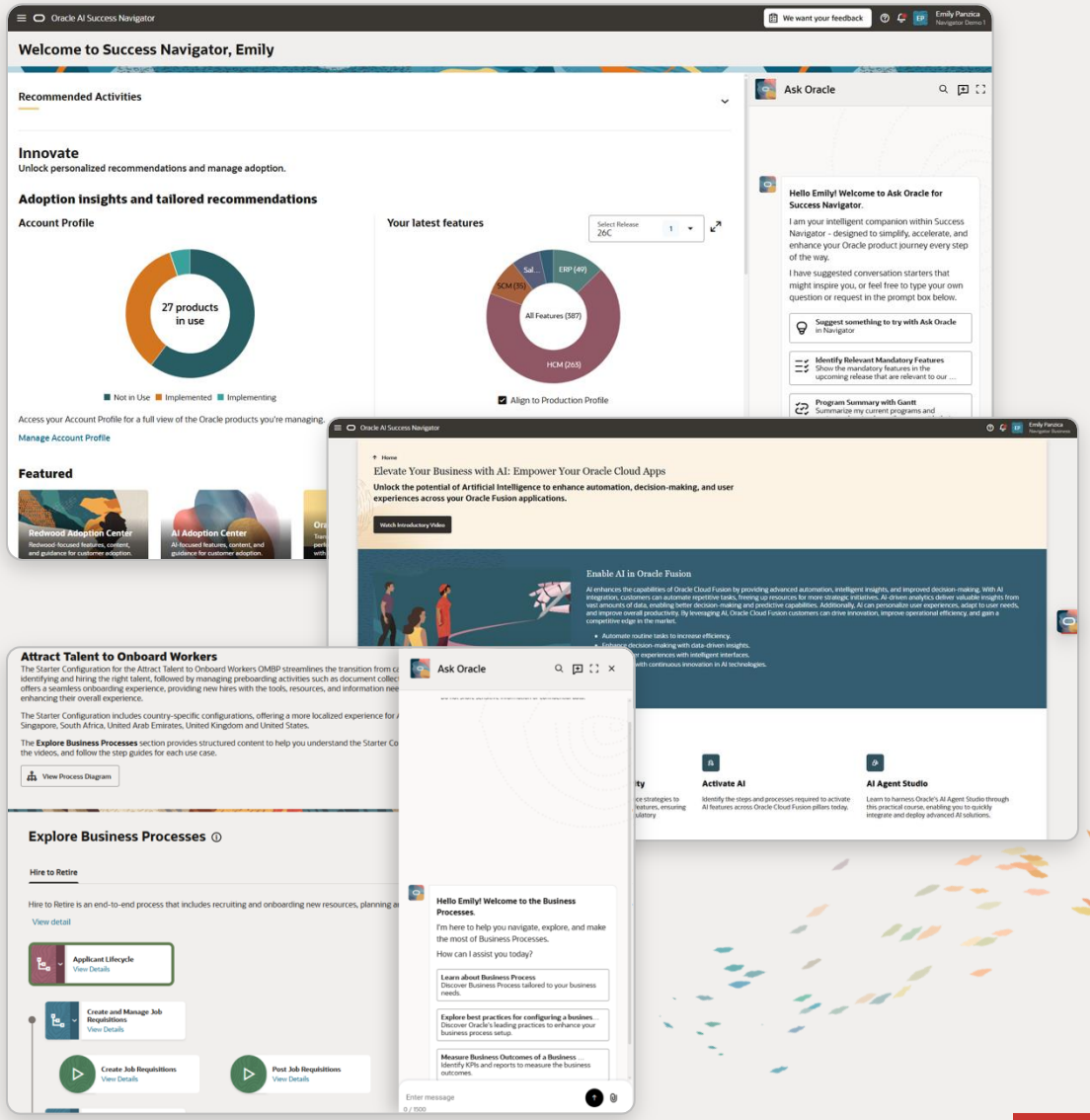
Increase your investment's value with AI innovations

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

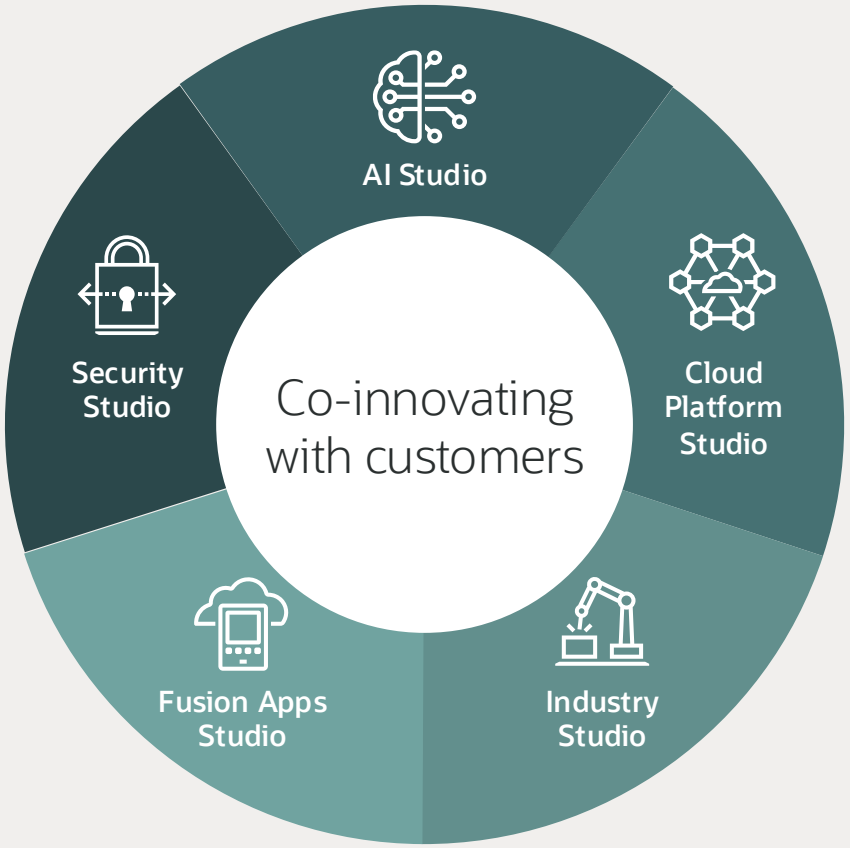
Security, run-readiness guardrails and full telemetry

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

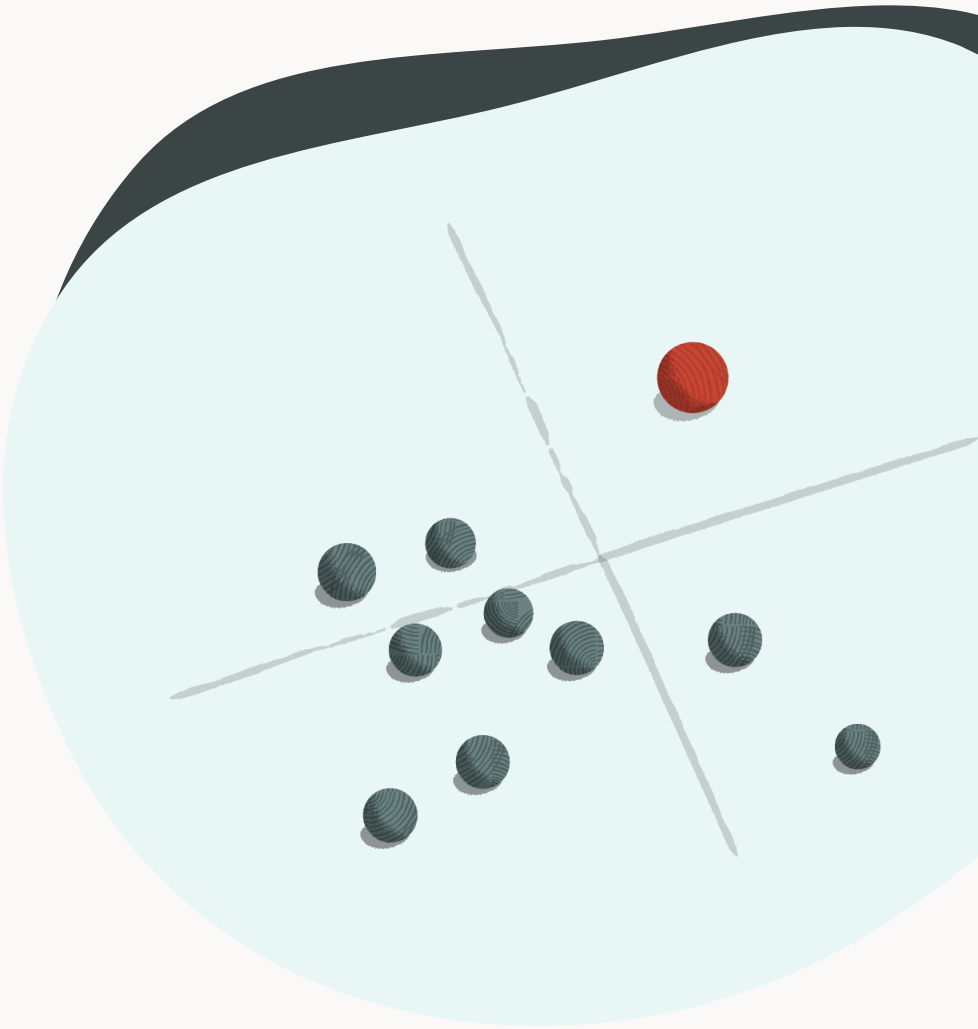
+20,000

Partners and ISVs



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