

Oracle Modern CX Summit

17 March 2020
Four Seasons Riyadh

#OracleMCX



Time	Activity
08.30	Registration
09.30	Welcome Note Fahad Alturief, Country Manager - Oracle Saudi Arabia
09.40	Executive Keynote Abdul Rahman Al Thehaiban, SVP, Tech MEA & CEE Region
10.00	Turn Change into Opportunity with Oracle Cloud Applications Francois-Xavier Leclercq, SVP Business Development EMEA & JAPAC applications Whoa! Can you feel the tidal wave of change bearing down on everything you do? It's affecting your business models, technology, and customer expectations—and the speed is only accelerating. What if there were a way to make this constant change work to your advantage? What if there was a solution that lets you embrace change and reinvigorate your business? Take a deep breath and explore how Oracle Cloud apps can help you stay ahead of changing expectations. In this keynote session see how AI, blockchain, IoT, and conversational UI can reshape your core business processes from HR to finance to supply chain to customer experience. Learn how you can win at business by anticipating your customers' future wants and needs.
10.45	Keynote: Oracle Cloud: A Path and Platform Andrew Sutherland, SVP, Business Development, Technology License and Systems, EMEA & APAC Cloud technologies are beginning to reshape how we think about and interact with the world around us. The opportunities that cloud presents are real and present today, providing the building blocks for companies to pioneer groundbreaking innovations and disrupt entire industries. Today, we're seeing emerging technologies and automation permeate every aspect of work and life. The real opportunity of these technologies—which include AI, machine learning, IoT, blockchain, containers and serverless, and human interfaces—is to embrace them on a scale we've never before. Learn how Oracle Cloud drives new innovation and real change for our customers
11.30	Coffee Break
12.15	Breakouts MCX Track - The Experience Economy

12.15	<p>Innovating for Success in the Experience Economy</p> <p>In the experience economy, it takes more than great products to win customers again and again. Brands and retailers need to capitalize on shopper micromoments of inspiration across web, mobile, voice, and other channels of engagement. Oracle CX is introducing several industry-redefining capabilities to help banks succeed in the digital economy. Attend the session to learn more about these innovations, and how you can benefit from them.</p>
12.45	<p>Data as a Strategic Advantage to Drive Conversions</p> <p>Understanding your customers better than your competitors is the key to your organization's success. Contextual and real-time customer understanding has to drive experiences across every customer touchpoint. Your customers, and the data that describes them, has to be at the nucleus of your business strategy. Join this session to see the map that can take you from fragmented customer understanding to connected intelligence that creates customer-insight-driven interactions.</p>
13.15	<p>Evolving Industries to a Customer Centric World</p> <p>The success of today's digital enterprise depends on the application and technology choices you make. Your ability to innovate, react to changing conditions, and outmaneuver your competition is enhanced by Oracle Cloud applications. The best practices for industries are served by operational solutions with Oracle SaaS applications. This brings more choice, agility, and control to both IT and line of business. Attend this session to learn more about Oracle SaaS CX solutions scenarios that create greater value for your business.</p>
13.45	<p>The Era of Invisible Interfaces with Conversational CX</p> <p>Conversation is the most natural form of communication for humans since the dawn of time. However, interacting with computer systems such as enterprise applications and data required special user interfaces that evolved from text to graphical UI to touch. While interactions have become progressively easier, none of these mechanisms matches the simplicity of a conversational user interface. In this session see how conversational CX has finally matured to support effortless interaction with enterprise systems and data as it evolves to understand context and complex speech patterns.</p>
14.15	NETWORKING LUNCH
15.15	Closing