Everyday life with

Oracle Adaptive Intelligent Apps

ORACLE ADAPTIVE INTELLIGENT APPS USE

The power of internal data **+** The power of external data

Provides your customers with better products, recommendations, services and better overall customer experience. Enhance your overall business IQ.

Connected intelligence amplifies the value of CX, ERP, SCM, and HCM. See a holistic picture of your business.

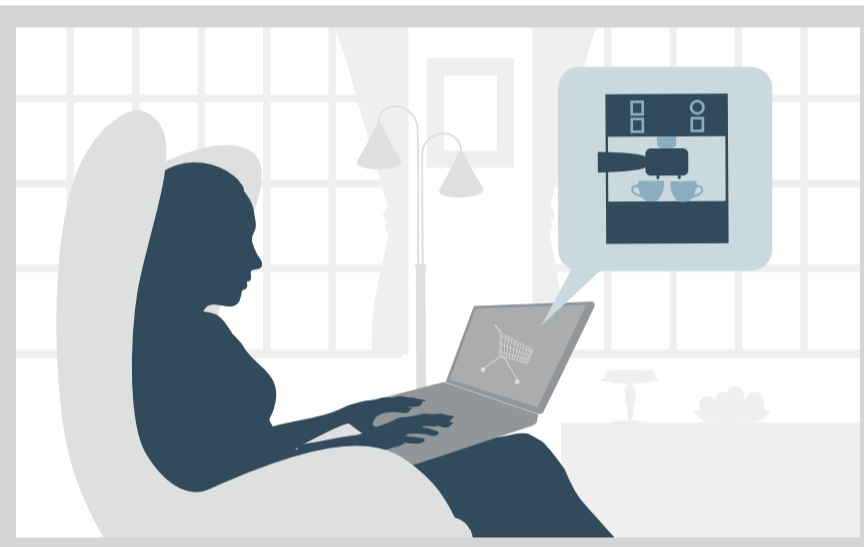Connected Intelligence → **CX ERP SCM HCM** SaaS Suite

So, how does this apply to everyday life? How does this apply to your role in the business world?

HERE IS AN EXAMPLE

Taylor, a millennial, bought a coffee machine online.
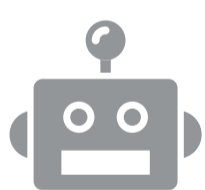
Free hot coffee

At the coffee shop Taylor goes to, she gets a free hot coffee for every 4 purchases.

Oracle AI Apps personalize and enrich her experience above the norm

Free iced coffee plus discount

Oracle AI Apps

Based on her location and the weather, Oracle AI Apps suggest Taylor gets a free iced coffee with a discount to purchase premium coffee for her coffee maker.

What's **adaptive** about this scenario?

Regardless of whether Taylor accepts or rejects either of these offers, Oracle AI Apps:

- Notes her responses
- Continuously learns from her behavior and that of other coffee drinkers
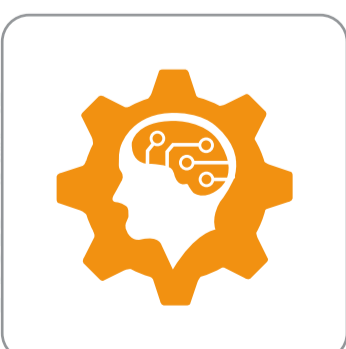- Reacts and adapts to new patterns as Taylor interacts to deliver relevant and personalized offers in the future

What's **intelligent** about this scenario?

Oracle AI Apps took into consideration:

- Context such as: weather and location
- Past Transactions: she purchased an expensive espresso machine
- Social Activity: she shared an article on Columbian coffee
- The stronger the relationship with the brand, the more improved customer loyalty and increased revenue

ONLY ORACLE HAS THE BREADTH, DEPTH AND THE DATA FOUNDATION ACROSS ALL YOUR LINES OF BUSINESS TO DELIVER CONNECTED INTELLIGENCE

Connected Intelligence ⬅ Create a connected intelligent business in real-time, improving business outcomes. ➡ Business Outcomes

KNOW MORE

For more information on Oracle Adaptive Intelligent Apps, visit:
www.oracle.com/applications/ai-apps

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