

Future Ready Finance:

How AI and Gen AI Will Reposition the CFO for Value Driven Leadership

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Agenda

01

AI is repositioning the CFO for Value Driven Leadership

02

AI Empowers Finance: Use Cases

03

Successfully Deploying AI for Finance

04

The Oracle approach to AI in the office of the CFO

Generative AI's impact on productivity could add trillions of dollars in value to the global economy.

- McKinsey

92%

of large companies report ROI on their data and AI investments

31%

of companies now have AI in production

40%

of all working hours across industries can be impacted by large language models (LLM) - Accenture

Resources: IDC's 2022 AI InfrastructureView, NewVantage Partners Data and AI Leadership Executive Survey 2022, MarketsandMarkets AI Market Report 2023



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20+ Years of Transforming Finance.
People, Process, Data and Systems

Work with Oracle's largest, most complex
customers

- Building and messaging the case for change
- Roadmaps that deliver value and align to culture
- Operating models that sustain adoption and deliver speed

AI is a developing field, but is not new

Cognitive
Computing

Machine
Learning

Computer
Vision

Deep
Learning

Neural
Networks

Natural
Language
Processing

6 Major Subfields of Artificial Intelligence, July 14, 2021. Rancho Labs

AI Empowers Finance: Use Cases

Supporting More Platforms
with Content



Modeling Unfamiliar
Revenue Streams

Competing with OTT for Ad
Budgets



Rethinking Backoffice
Efficiency and Speed

Finding Winning ROI in
Content



Making Fact-Based Content
Investments

Supporting More Platforms with Content



Modeling Unfamiliar Revenue Streams

- ❑ Model your Content Archive as a new revenue stream
 - Compare to 'like' products and data sets
 - Discover the business drivers, better KPI's
- ❑ Challenge your decision makers
 - Weed out forecast bias by adopting predict-and-adjust process.
- ❑ Improve Accuracy
 - Get an advance look at target/plan variances. React before the period end

Machine Learning

Predictive Forecasting

Competing with OTT for Ad Budgets



Rethinking Backoffice Efficiency and Speed

- ❑ Automate Matching and Reclass
 - Auto-match and suggest matches to in real time
 - Reclass entries based on prediction and predefined mapping
- ❑ Predict Accruals and Cost Overruns
 - Review predicted variances, take action earlier
 - Get an advance look at the close
- ❑ Narrate the Numbers: Build the story behind the numbers with narration

Machine
Learning

Predictive
Accrual /
Matching

Natural
Language

Finding Winning ROI in Content



Making Fact-Based Content Investments

- ❑ Compare New Projects to like Content, Predict ROI's
 - Revenue Streams and Timelines
 - Costs and Resource Requirements
 - Talent and Branding
- ❑ Identify Project Resources and Teams
 - Match project requirements to skill sets, experience, performance and availability.
 - Identify resources missing from project

Machine
Learning

Predictive
Project
Performance

Natural
Language

Adopting AI for Finance

Define Criteria for Success

Hard metrics + Soft metrics
Measurable results + Employee adoption

Establish Governance and Security

Meet privacy and security risks up front
Enable AI in the context of ERP and EPM systems

Consider your Workforce

Real concerns from employees regarding the impact on their roles
Showcase adopters and advocates as ahead of the curve

Artificial Intelligence and the Future of Finance, Feb 2024.
Hari Sankar, Group Vice President, Product Management at Oracle



AI capabilities
embedded
throughout

Fusion + Industry Apps

Data

Infrastructure

AI Services

Oracle AI – Your AI Advantage



Tailored approach
to make AI work for the
enterprise



**Intelligence, not
decision-making**
so the human is always in
the driver's seat



**Oracle security
practices**
to protect customer data

Embed AI in your existing workflows

Get AI as it evolves, incur no additional costs

Keep your people in control

Classic AI features

AI/ML delivered ready to work for you

HCM

Skills Advisor
Recommended Jobs
Similar Jobs
Best Candidates
Similar Candidates
Candidate to Job Matching
Hiring Accelerator
Dynamic Skills
Best Careers
Best Successor
Predicted Employee Attrition
Gig Recommendations
Digital Assistant for HCM

ERP

Account Combination
Defaulting
Invoice/PO Line Matching
Intelligent Document
Recognition
Dynamic Discounting
Predictive Cash Forecasting
Predictive Planning
IPM Insights
Digital Assistant for ERP

User Experience

Intelligent Recommendations

SCM

NPI Demand Forecasting
Lead Time Insights
Spend Classification
Production Anomaly Detection
Predictive Maintenance
Cycle Time Prediction
Predictive Slotting during
Directed Putaway
Transit Time and ETA
Prediction
Digital Assistant for SCM

CX

Fatigue analysis
Intelligent Switch
Next best action/ offer
Send time optimization
Subject line optimization
Account/ Contact lead scoring
Propensity modelling
Campaign attribution
Bring Your Own Model (BYOM)
Oracle Sales Assistant
CDM Deduplication
Account & Contact Intelligence



...and many more

First wave of Fusion generative AI capabilities

Fusion HCM

Assisted Authoring

- Employee profile
- Employee recognition
- Goal creation
- Job description + requisition
- Knowledge article

Suggestions

- Survey questions
- Competency development tips

Summarization

- Performance review summary
- Candidate qualification

Fusion CX

Assisted Authoring

- Service agent responses
- Knowledge articles
- Search augmentation
- Administrator guidance

Suggestions

Field service recommendations

Summarization

Customer engagement summaries

Fusion ERP

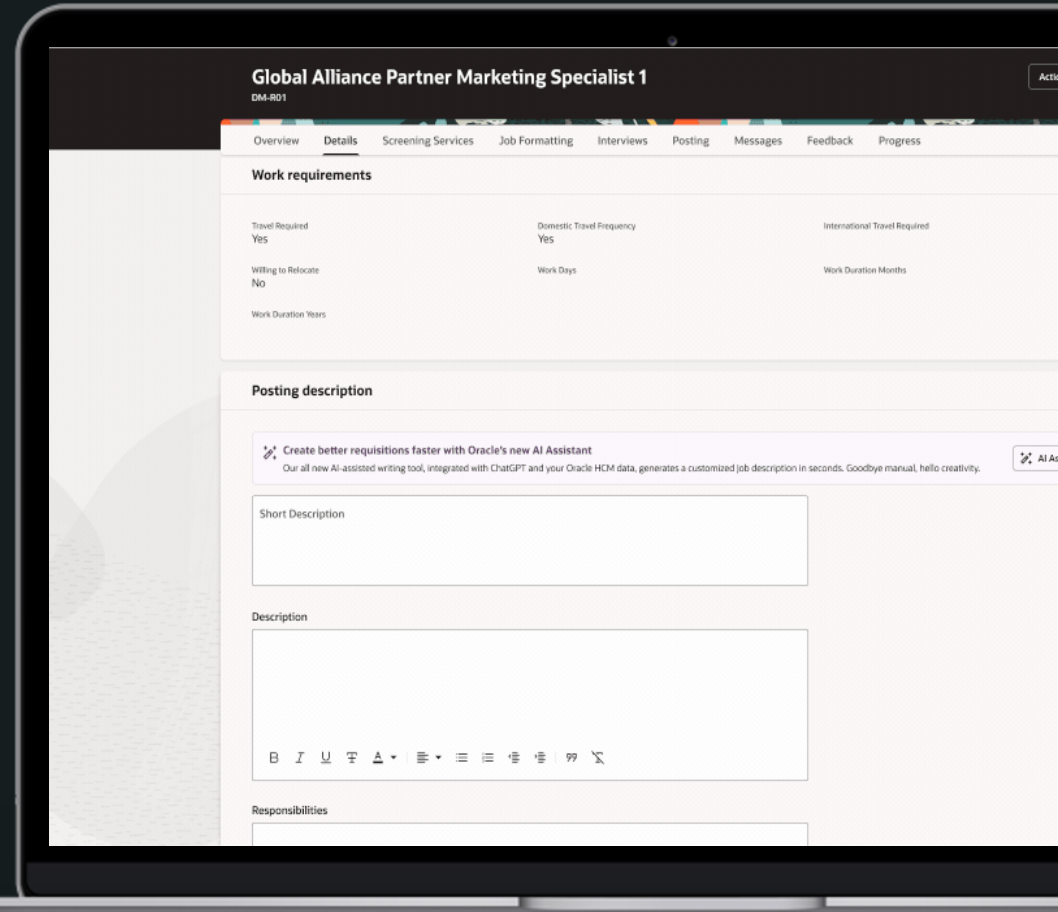
Assisted Authoring

- Management reporting narrative
- Financial reporting narrative
- Journal entry, reconciliation notes
- Financial data explanations

Fusion SCM

Assisted Authoring

- Item descriptions and attributes
- Supplier suggestions for negotiations



<https://www.oracle.com/applications/fusion-ai/>



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Tuesday, 6:30p
Lower River Terrace

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Thank you

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