

ORACLE®

Oracle Mobile Cloud and Intelligent Bot

Mobile, Chatbots, Analytics, AI, Location and much more....

Joe Huang
Product Management
Oracle Mobile and Bots Platform

Martin Jarvis
Market Development
Oracle Mobile and Bots Platform

May 2017

Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Program Agenda

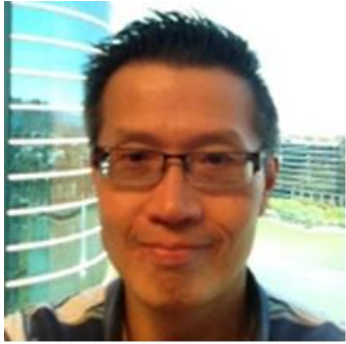
- 1 ▶ Oracle Intelligent Bot Platform Overview
- 2 ▶ Demonstration
- 3 ▶ BOTs Roundtable and other GTM Activities



Oracle Mobile and Bots GTM Team



SUHAS ULIYAR
VP PM and Strategy



JOE HUANG
Outbound/GTM
Product Management



Martin Jarvis
Global Mobile/Bot
GTM/Market Dev.



Rob O'Farrell
NAS Mobile Business
Development.



Craig Mikus
NAS Mobile Pursuit
SC team Lead



Martin Cookson
EMEA Mobile/Bots
Business Dev Lead



Ian Wallis
EMEA Mobile/Bots
Business Dev.



Nelson Mak
APAC Mobile/Bots Bus
Dev/Tech Team Lead



Lorena Hernandez
LAD Mobile/Bots
Business Development

Emails:
Joe Huang
(joe.huang@oracle.com)

Martin Jarvis
(martin.jarvis@oracle.com)

Application Development in the Cloud

Oracle Platform for Cloud Application Development

BACK-END SERVICES



Application Container



Java



Function Cloud



Mobile Bots

FRONT-END TOOLING



3rd Party SDKs



JET



Low Code Composers

COMMON SERVICES



Continuous Delivery



Management



Analytics



API Management



Identity

DATA SERVICES



Database



MySQL



NoSQL



Big Data

INTEGRATION SERVICES



Integration



SOA

Compute

Network

Storage

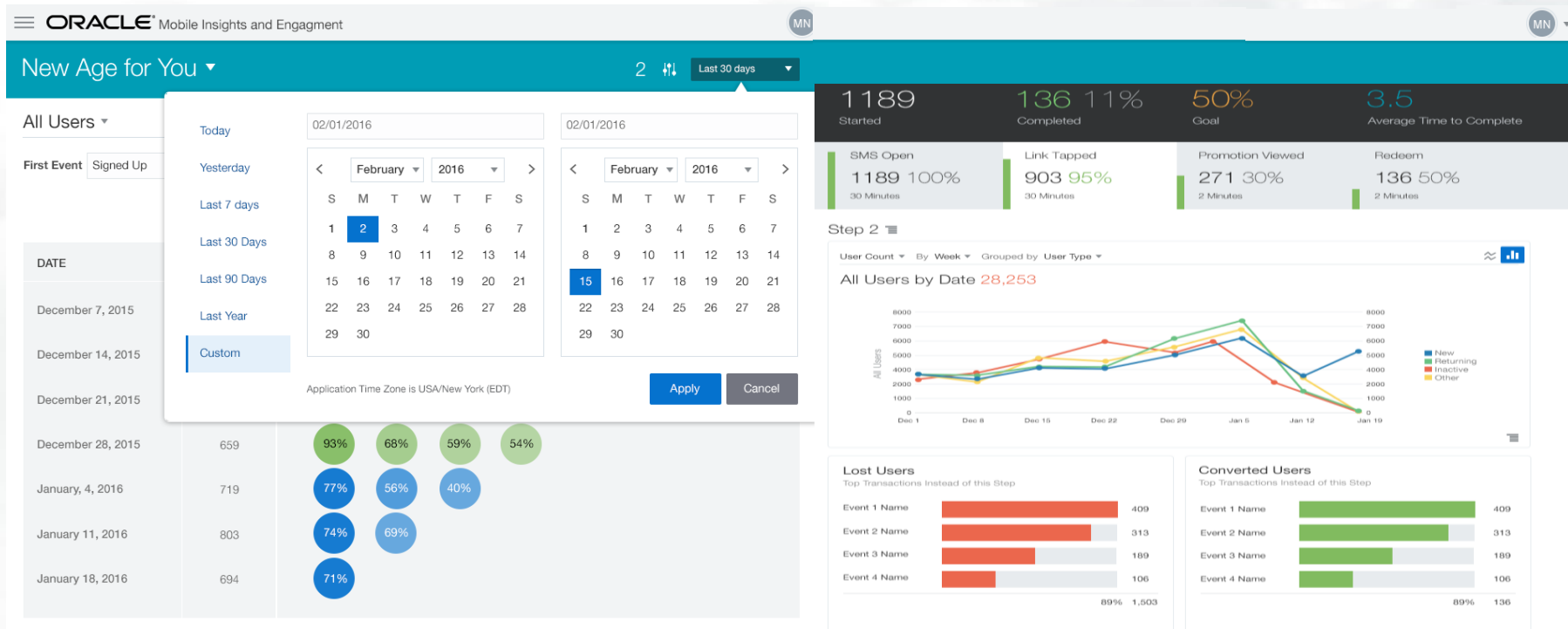
Robust IaaS

Delivering Engaging Multi Channel Experiences

Multi Channel Experiences



Multi Channel User Insights



Oracle Mobile Cloud Enterprise



Web

Voice

Messaging

Mobile

Oracle App Development Tools

3rd Party App Development Tools

Client SDK / API

CUSTOMER EXPERIENCE ANALYTICS

Cross Channel Data Aggregation

AI / ML

Mobile Services
(Push, Sync, LBS...)

INTELLIGENT BOTS
Artificial Intelligence

MOBILE APP INTEGRATION (MOBILE CORE)

Mobile API Catalog

API Shaping

Connectors



ORACLE APPS



3RD PARTY APPS

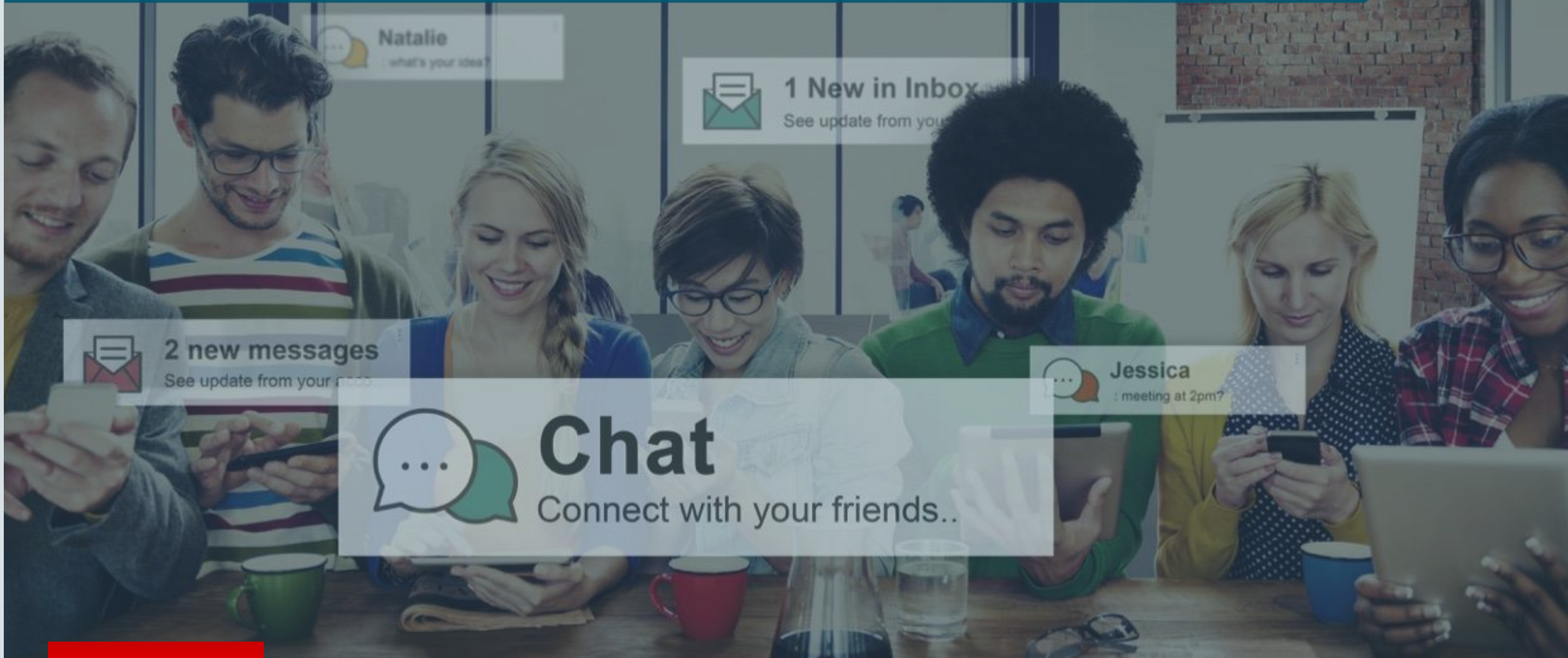


CUSTOMER APPS

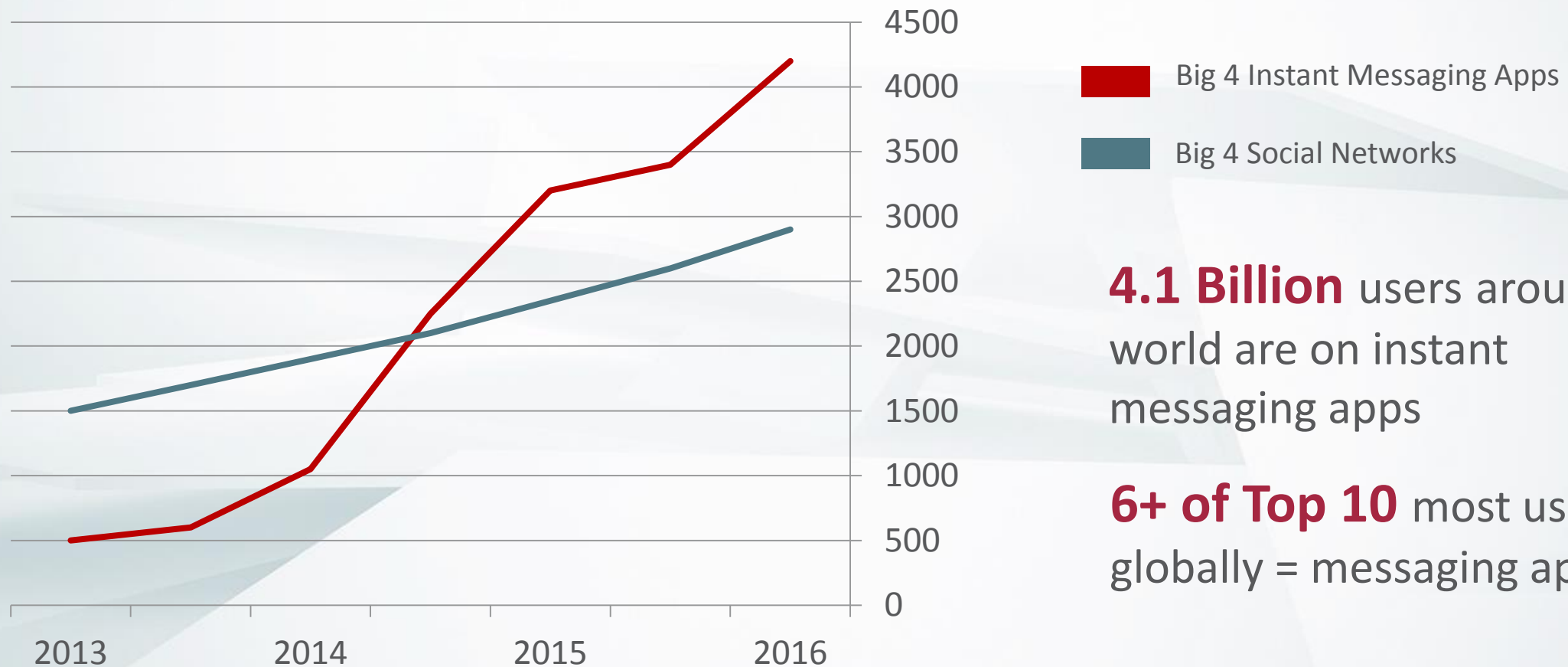
A person wearing a dark suit jacket and a white shirt cuff is shaking hands with a silver, articulated robotic arm. The background is a dark blue digital interface with glowing lines, dots, and a circular gauge showing the number 35. A large teal arrow points from the left towards the handshake.

Say Hello to Oracle Intelligent Bots

We are in a new world where conversational interfaces will replace the most common interfaces on computers and connected devices



Messaging Has Surpassed Social



4.1 Billion users around the world are on instant messaging apps

6+ of Top 10 most used apps globally = messaging apps

Sources: BI Intelligence, Jan. 2017 and Statista, April 2017

Communication Evolution (esp. Digital Natives)



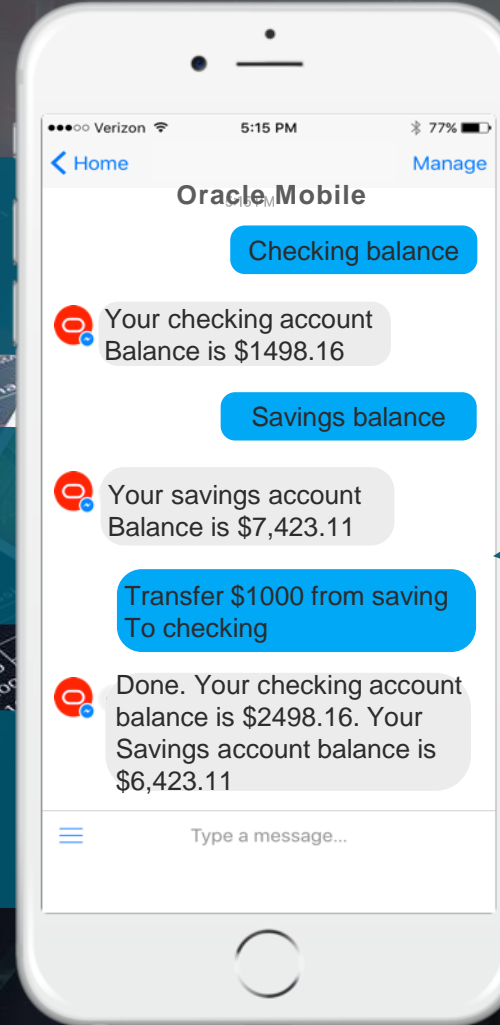
Now

“There’s an App for That” fatigue

People typically engage with
25 apps per month

Top 3 apps represent 80% of
use by time

After 30 days, only 3% of apps
retain their new users



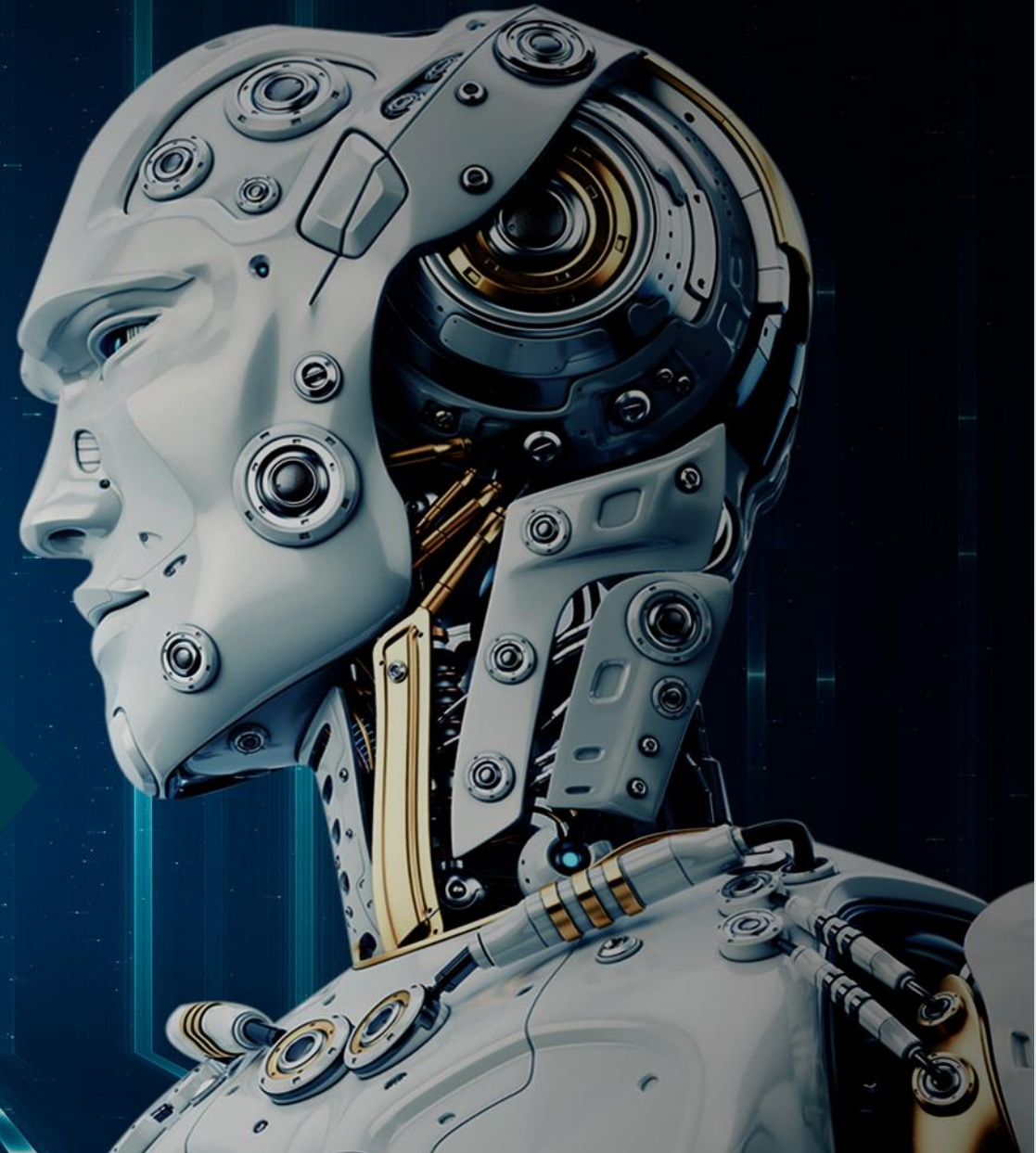
Messaging is a top 3
app that offers a
familiar environment

The Next Killer Apps Will be Bots

– Backed by intelligence

Bots will start replacing mobile apps. No more looking for an app, downloading an app, updating an app or managing an app

Source: Gartner 2017



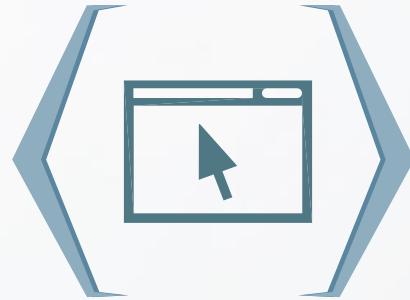
What is a Chatbot?

A chatbot (also chatterbot, chatterbox) is a computer program which attempts to maintain a conversation with a person

- Wikipedia



ChatBot Adoption Will Be Fast



Web Apps



Mobile Apps



ChatBots

Target

Consumer B2C
Employee B2E

7 years

12 years

3 years

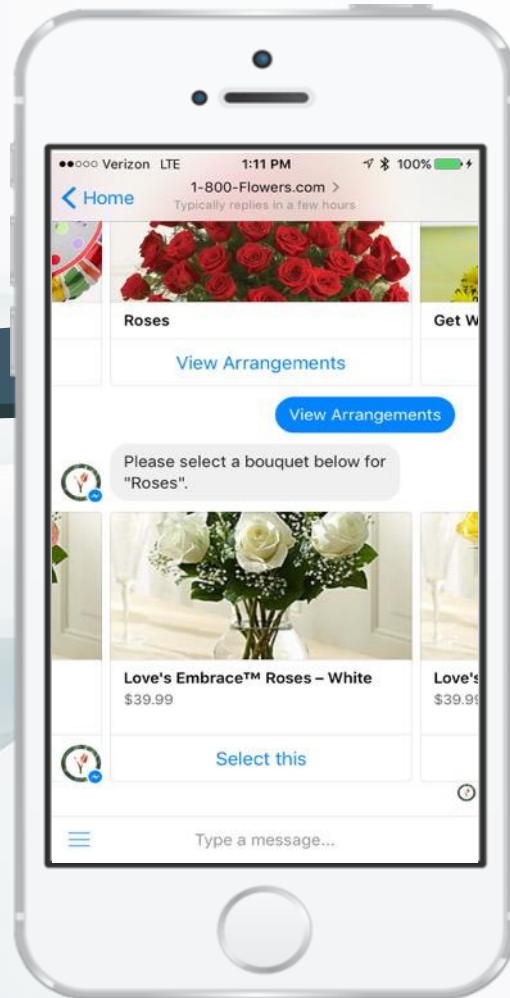
2018 - 2020

< 1 year

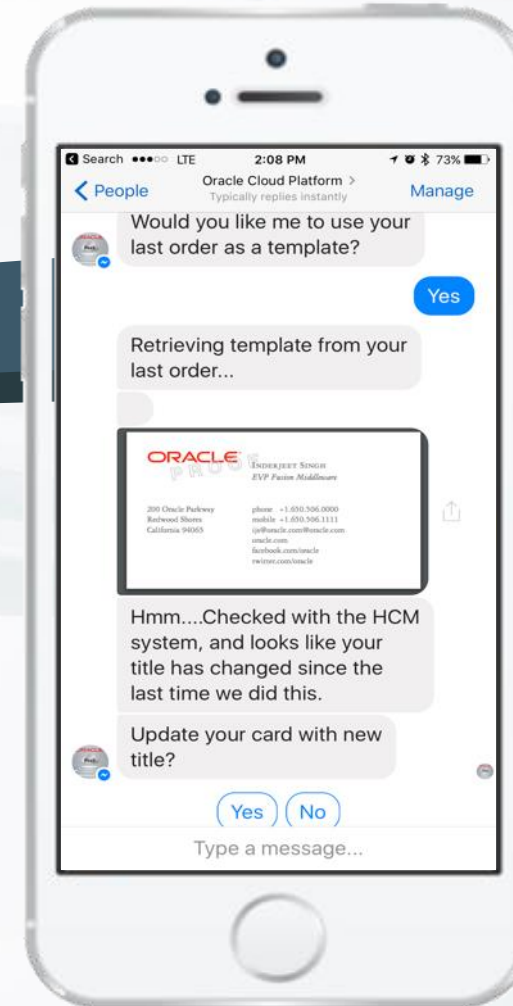
< 3 years

Two Broad Categories of Bots

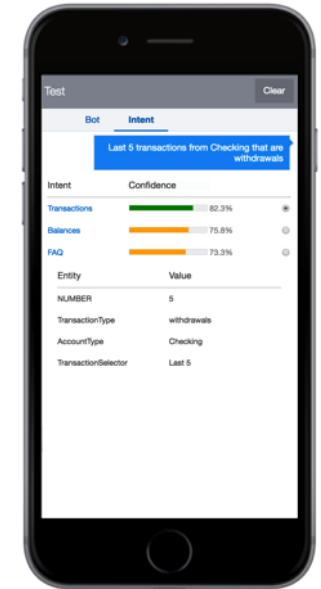
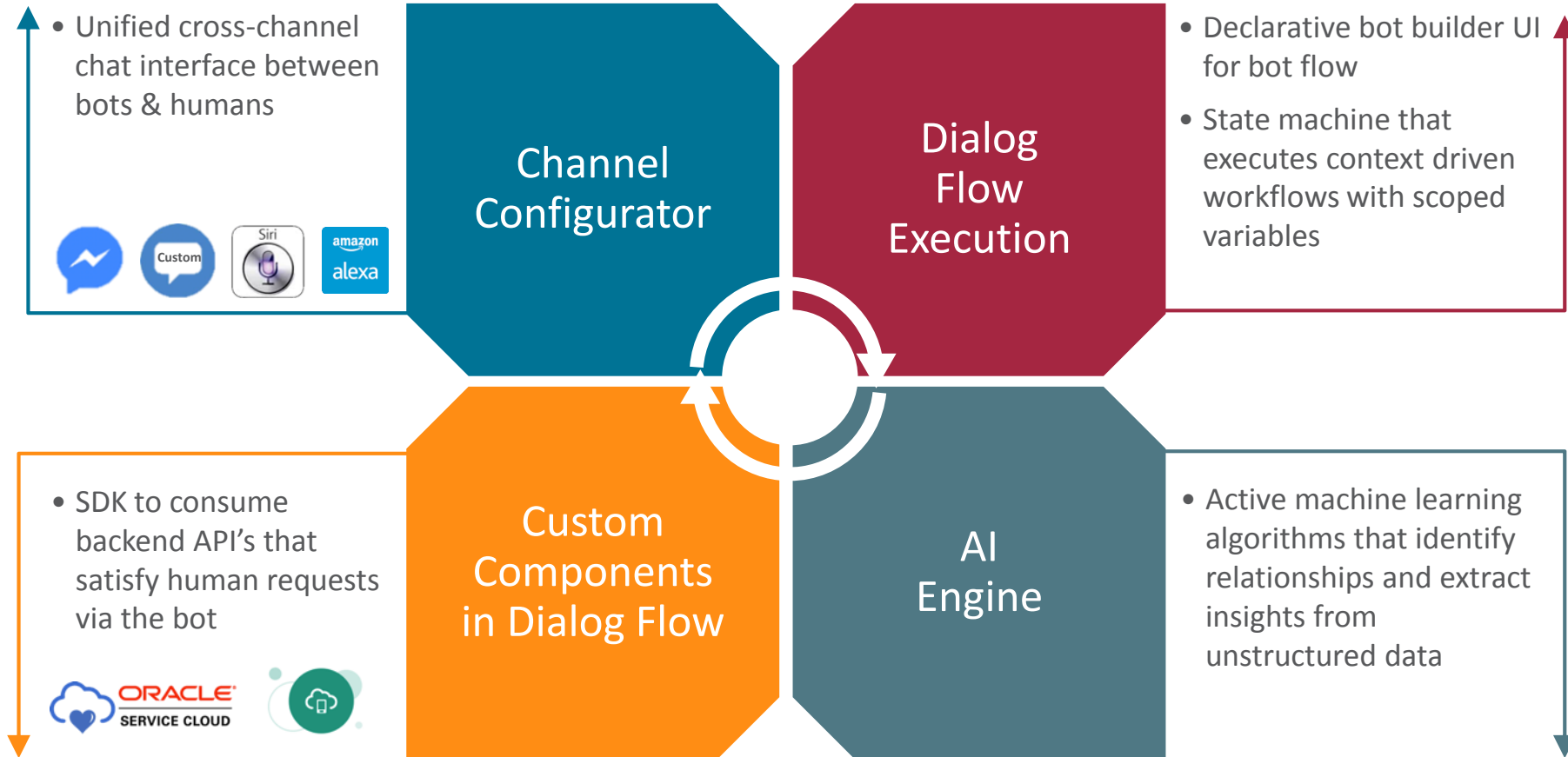
Task Oriented



Data Driven & Predictive



Oracle Intelligent Bots: Key Components



Oracle Bots: AI Flow

Channel Integration

Channel Agnostic
Webhook
Security
Message Processing

Intent Classification

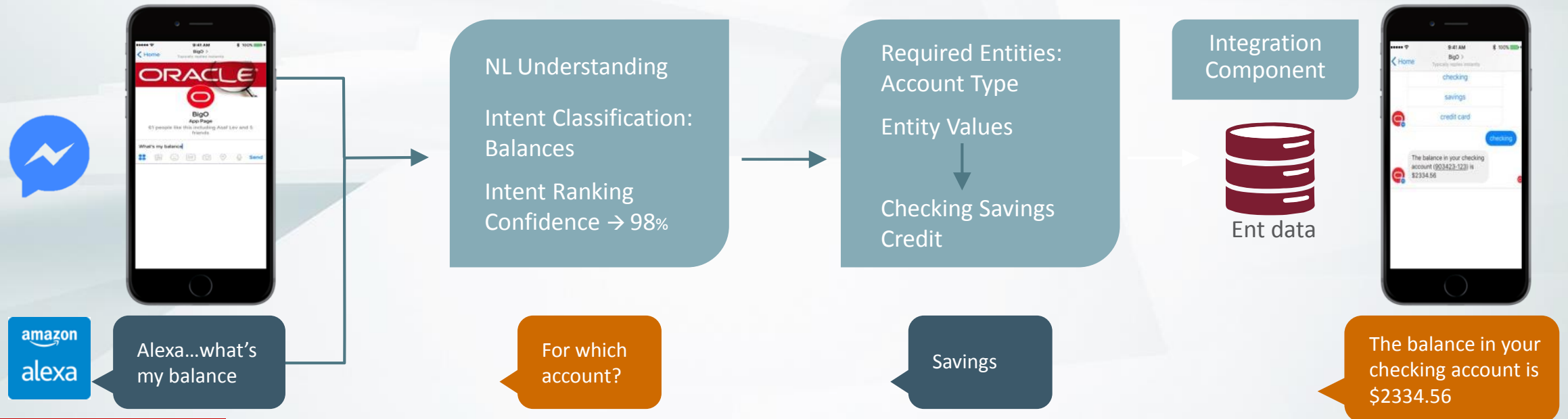
Intent Modeling
Natural Language
Linguistic Modeling
Bot Model Training

Entity Extraction

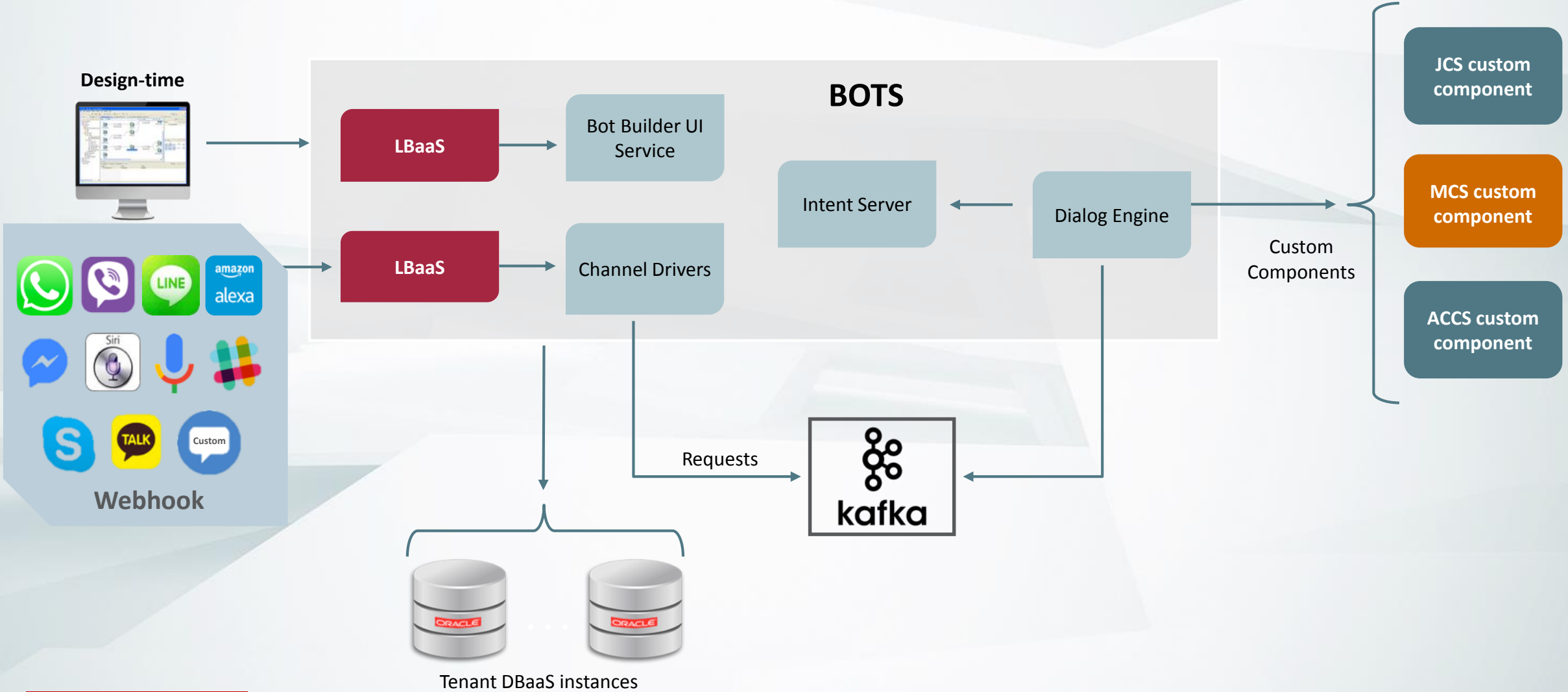
Entity Parsing
Entity Resolution
Entity Type
Entity Value

Dialog Execution

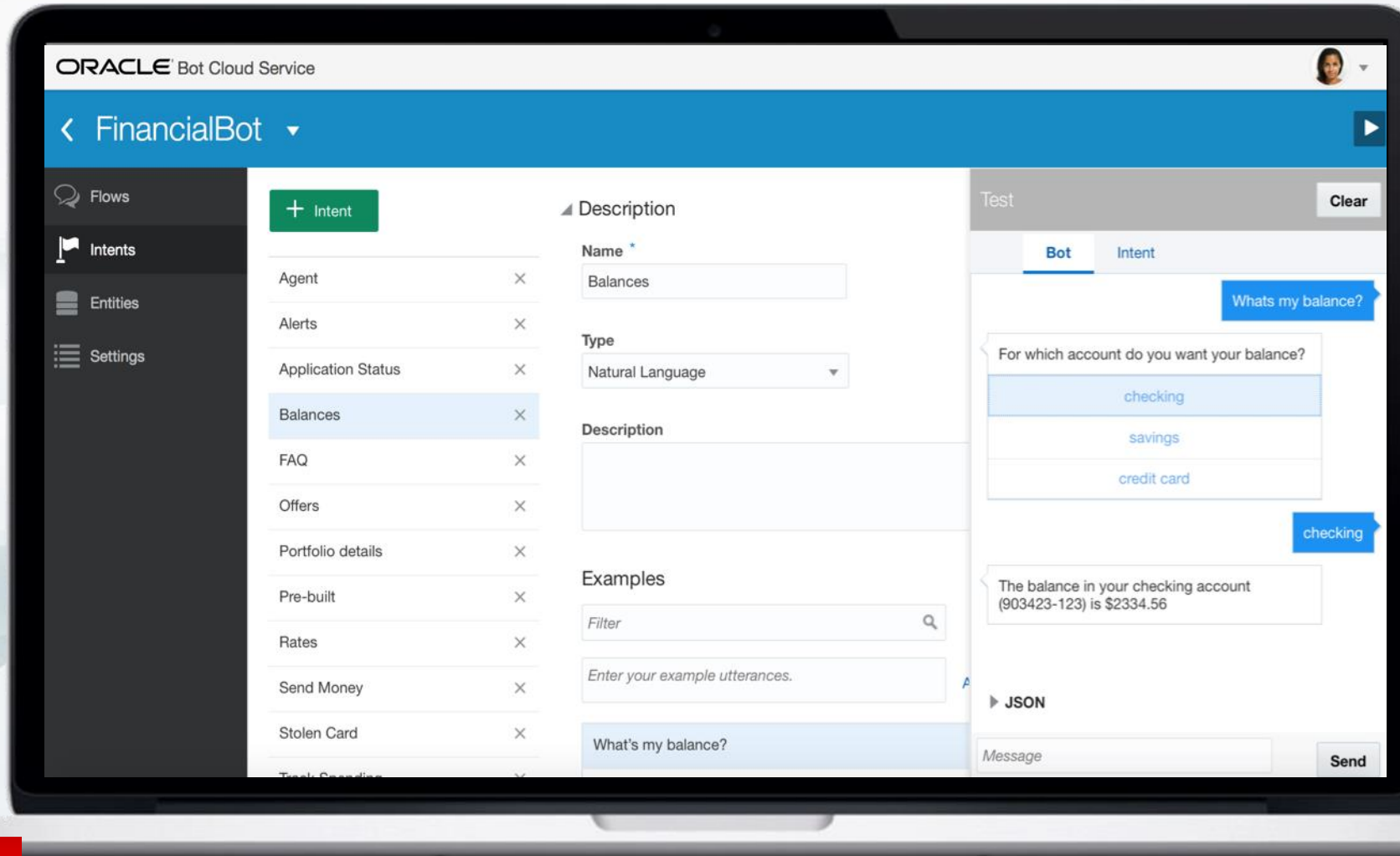
YAML Dialog Flow
Dialog State
Built Component
Custom Component



Bots Architecture



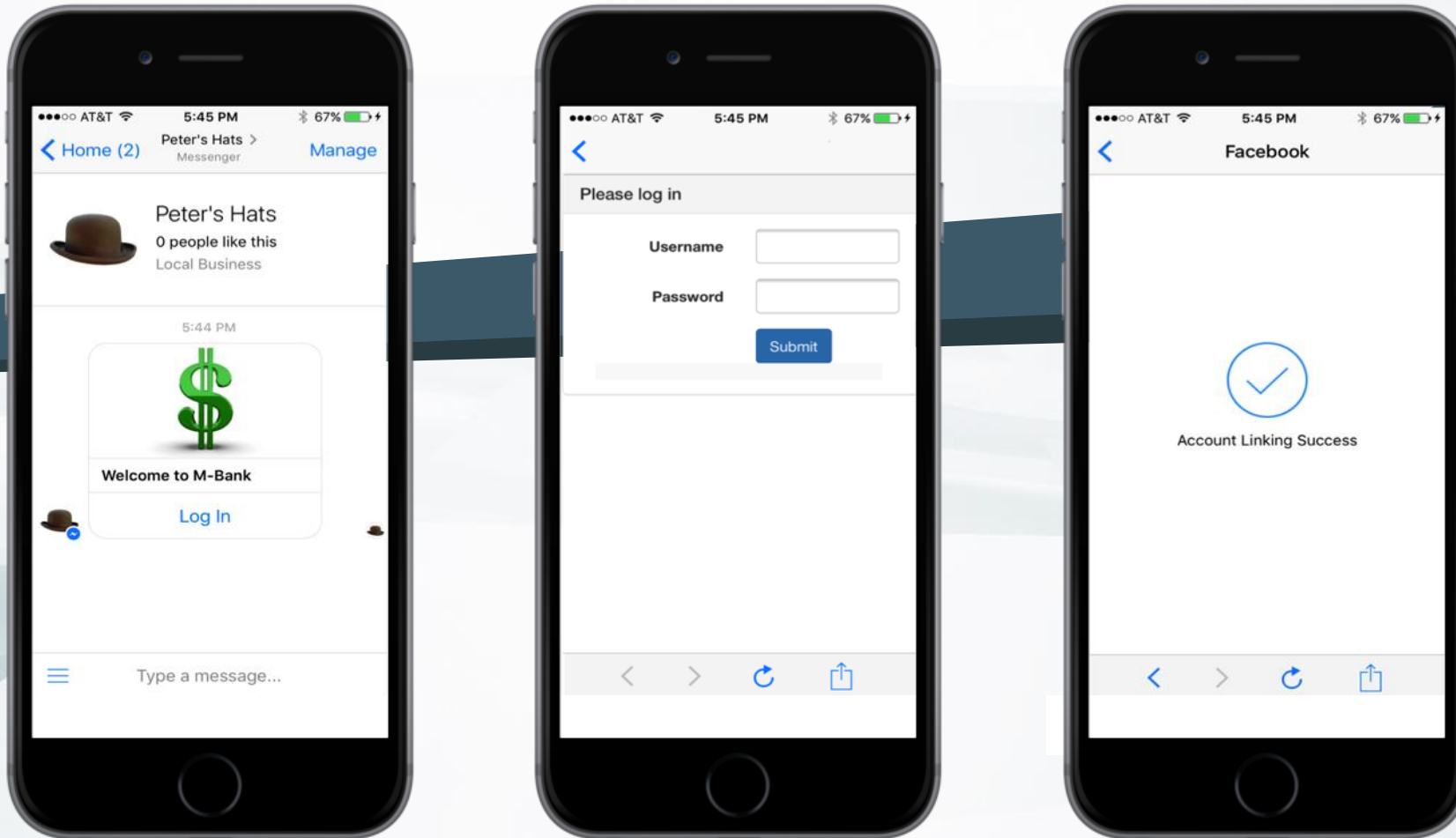
Bot Builder - Build, Test & Deploy Bots



Security & Integration

- Bot Builder UI Security
 - via IDCS/LBaaS/Cloudgate integration
 - Single Role – Bot developer
- FB Messenger
 - FB Inbound secured via callback token & secret key with SHA1 signature
 - Auth. component for 3rd party account linking via 3 legged OAuth
- Webhook Inbound secured via callback token & secret key with SHA1 signature
- System user credentials for outbound integration via custom component with MCS or any other system

Facebook Account Linking





Demonstration
Build BETTER Apps FASTER

ORACLE®
CLOUD PLATFORM
MOBILE

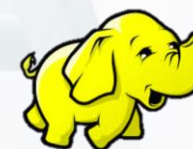
Oracle Intelligent Bots

ORACLE®

Why Oracle for Bots?



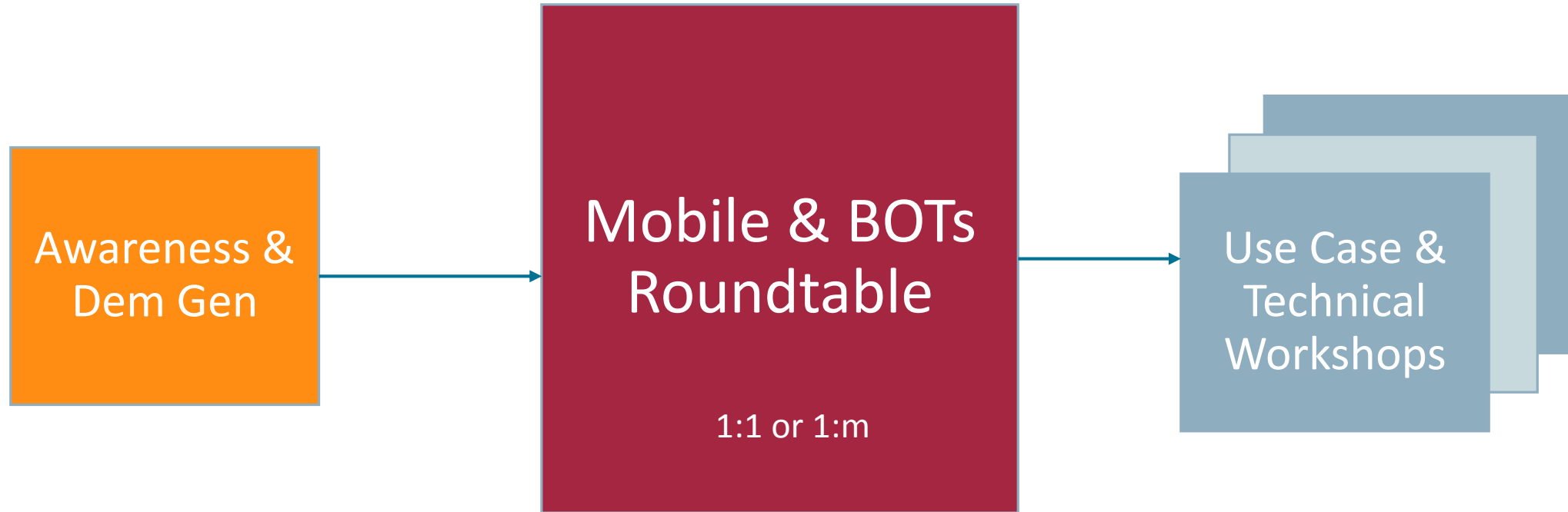
- An integrated dialog and intent system along with a Bot builder UI that pulls everything together
- One multi channel platform deep linking user experiences across Bots, mobile & web
- No Code / Low Code tool for designing Bots
- Multi Channel user adoption and insights across mobile, bots & web
- Bot to human agent seamless hand off
- Open, scalable runtime platform that handle millions of conversations



A conceptual illustration featuring a white and grey robotic hand hovering just above a computer keyboard. In the background, a circular progress chart is visible with percentage markers at 10%, 20%, 30%, and 40%. The scene is set against a dark blue background with a subtle pattern of light blue squares.

Bots Roundtable & other GTM activities

Bots Roundtable

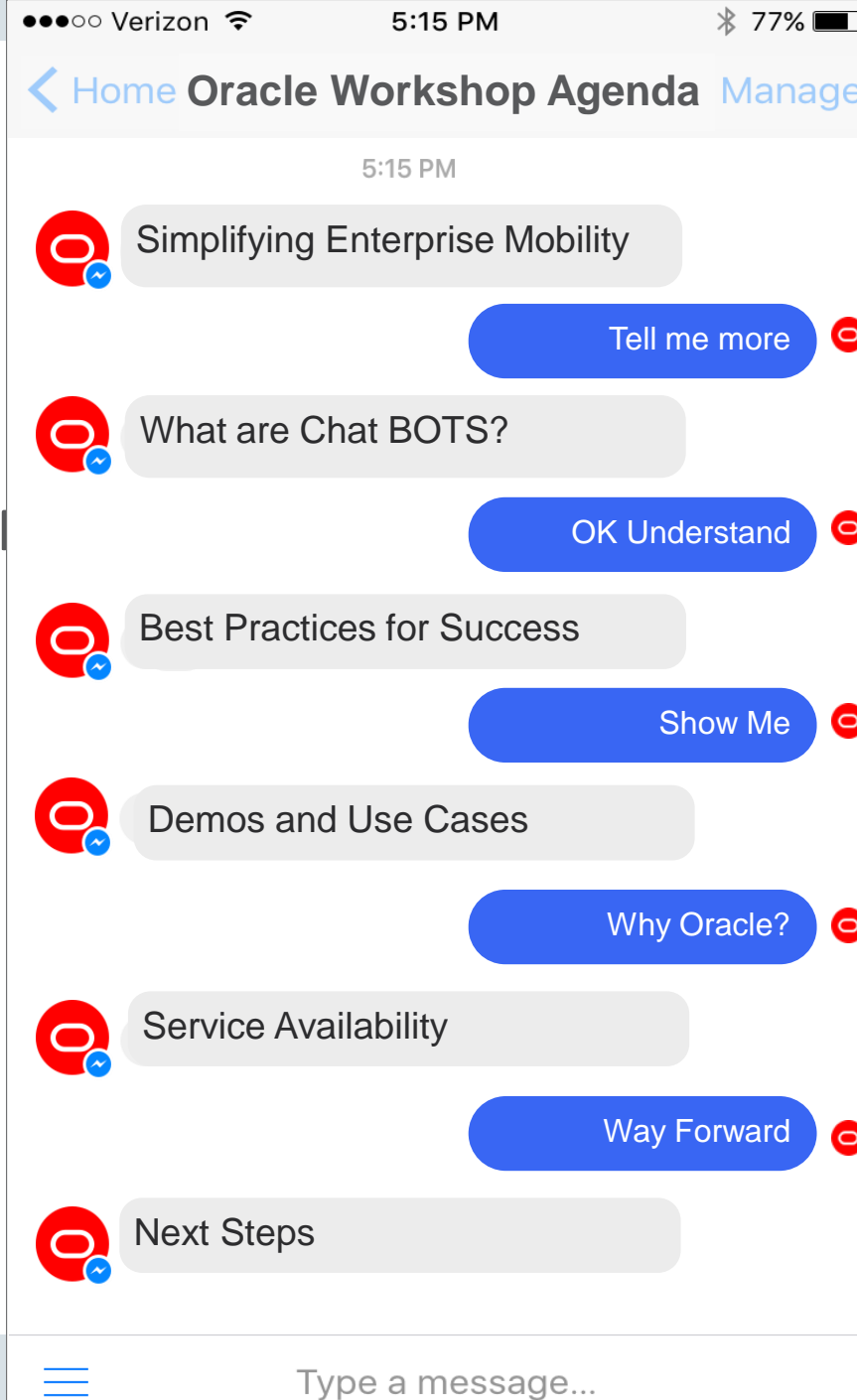


- Interactive,
- business focused,
- Exciting!

Overall Structure

Agenda Flow

1. Mobile Update
"Simplifying Enterprise Mobility"
2. Chat BOTs introduction
3. 10 Best Practices
4. Demos & Use Cases
5. Service Availability
6. Next Steps



Preferred length 3hrs

If 3hrs cover everything

If 2hrs skip section 1,
trim down 2 and start at
Intersection of Four Key
Trends.

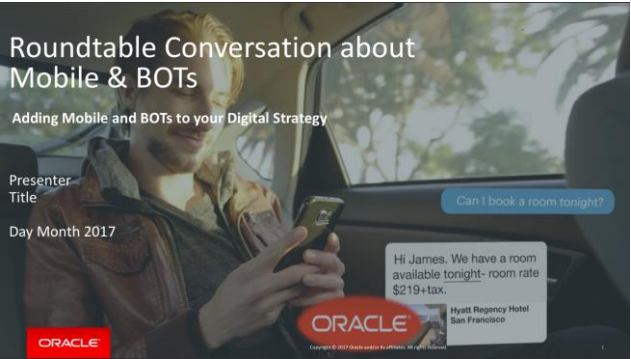
Roundtable Content



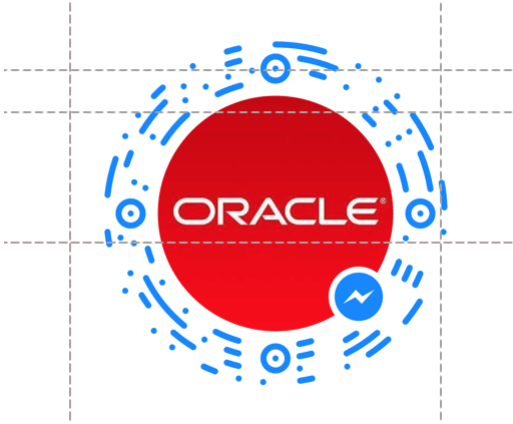
Invitation



Delivery Guide



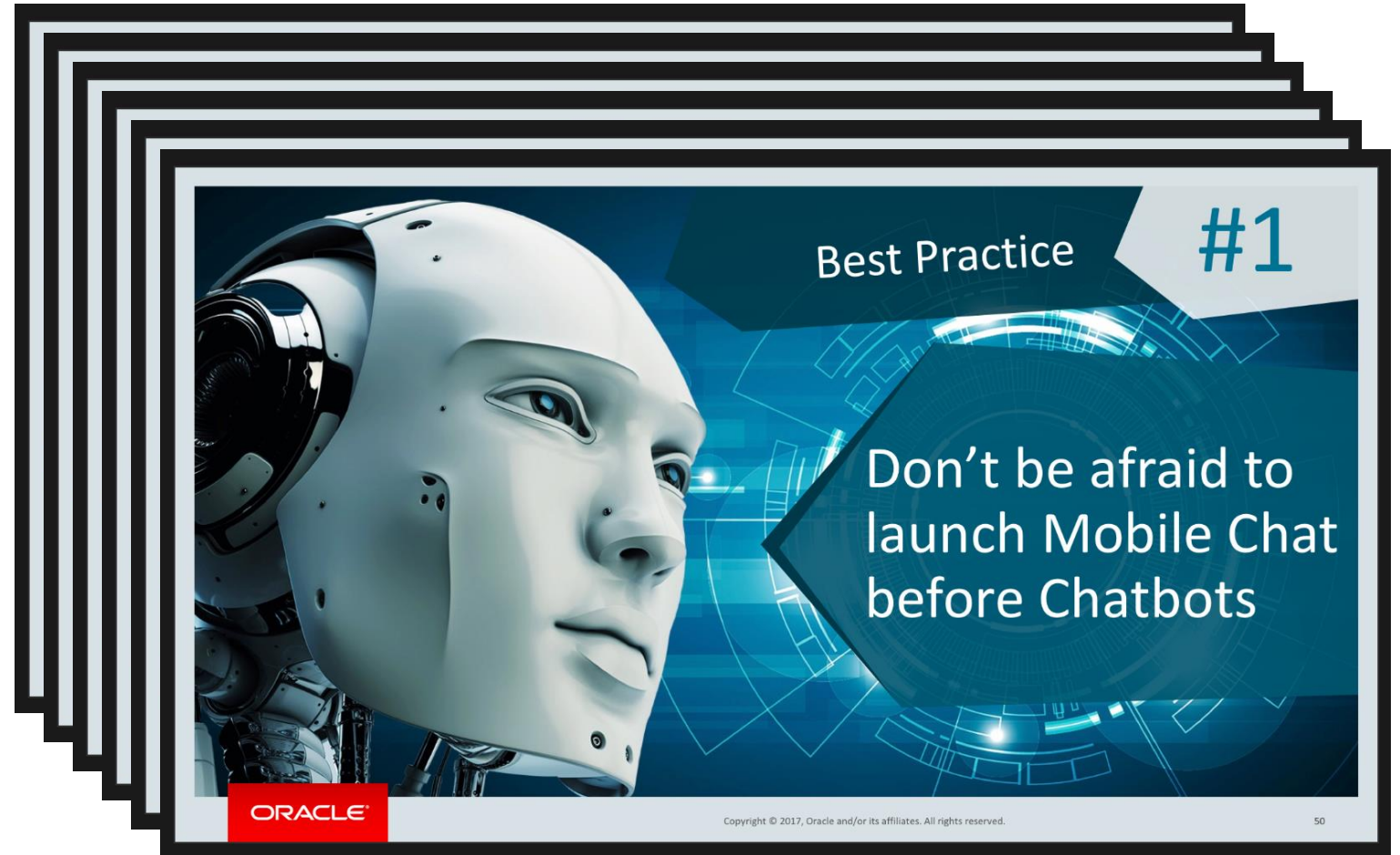
Slides



Demos

Best Practices

- 10 Best Practices for Bot success
- Thought Leadership
- Trusted Advisor



Joint GTM

Oracle

Partner

Roundtable
materials

Event
promotion

Joint delivery

Delivery
support



Notify
intention to
deliver

Share
outcomes

Feedback
suggestions

Integrated Cloud

Applications & Platform Services

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