ORACLE

One Interaction at A Time

A modern User Experience is one that improves everyday

Oracle Design

Aylin Uysal VP, UX Design

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Safe Harbor

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Statements in this presentation relating to Oracle's future plans, expectations, beliefs, intentions and prospects are "forward-looking statements" and are subject to material risks and uncertainties. A detailed discussion of these factors and other risks that affect our business is contained in Oracle's Securities and Exchange Commission (SEC) filings, including our most recent reports on Form 10-K and Form 10-Q under the heading "Risk Factors."

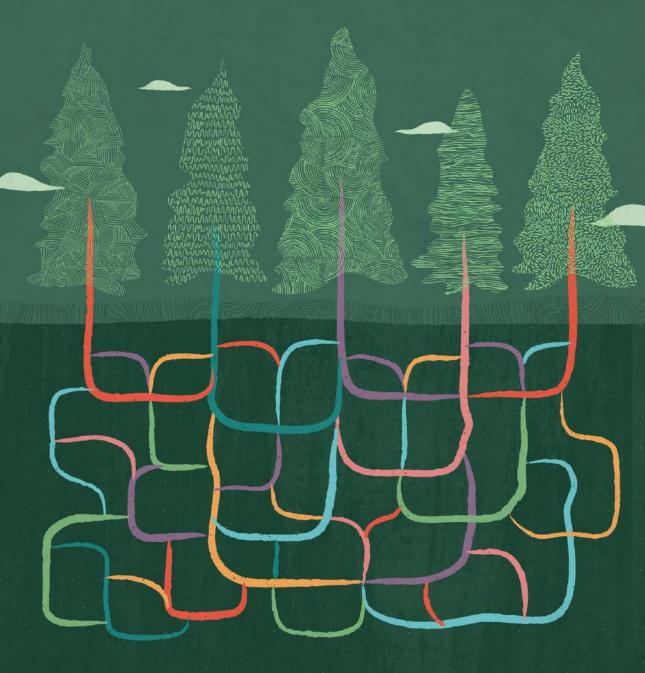
Our mission is to help people see data in new ways, discover insights, unlock endless possibilities.





Every day we're working hard to get users to fall in love with Oracle one interaction at a time.

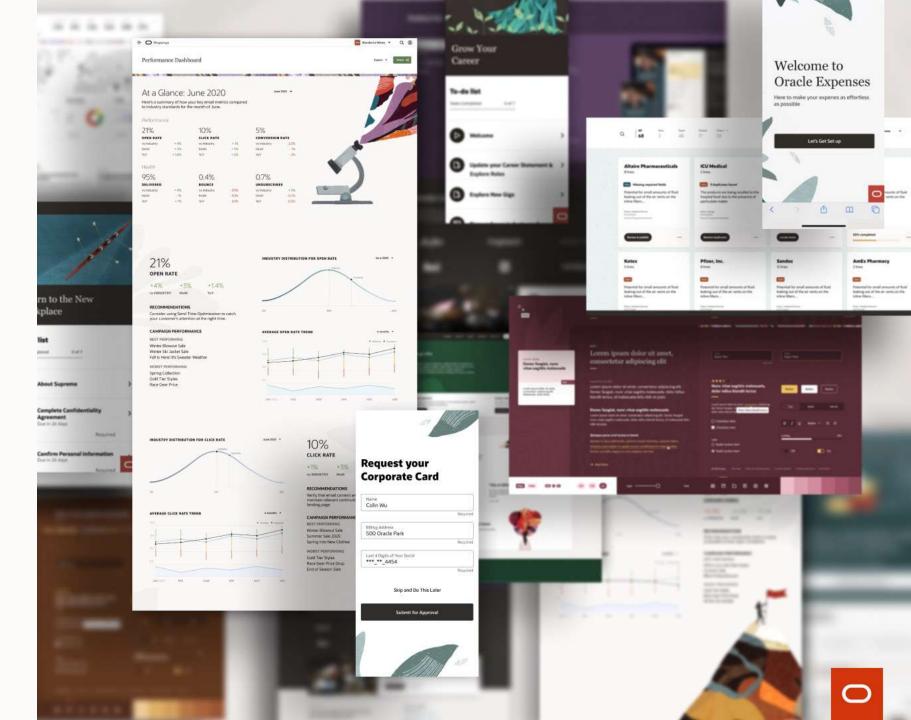
A modern user experience is one that improves every single day.



We call it Redwood

Consumergrade+

The world has come to expect a high level of quality and polish from the software and services they depend across multiple devices. Now they can expect that same quality (and even better) from the tools they use at work.



Use your words

A universal powerful search and conversation interface lets you find the information you need and perform tasks as easily as you have conversations. Even use your voice.

Shown: Ask Oracle homepage with conversational search

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Quotes and Orders		
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Appraisals

We learn from you

State-of-the-art machine language technology learns from how your business operates, and continually improves recommendations and guidance based on your preferences.

Shown: Input Key Flex Field with Al-driven recommendations as you type

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	Maya Devlin mdevlin@oracle.com		
9	George Williams gwilliams@oracle.com		
	Michael Oni moni@oracle.com		
0	Amy Waltkins awaltkins@oracle.com		



Bring data to life

Best in class data visualizations lets you see data in new ways, discover hidden insights, and unlock endless possibilities.

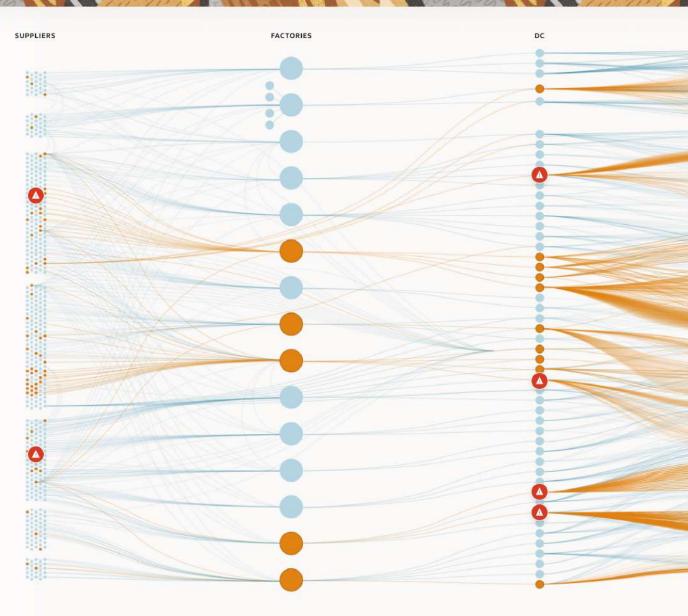


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orders arriving late

Supplier delays are forcasted to cause 25 high value orders to be late. **Order 9290075** is critical and valued at \$1.2M.

View Orders



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An extensive library of components and assets

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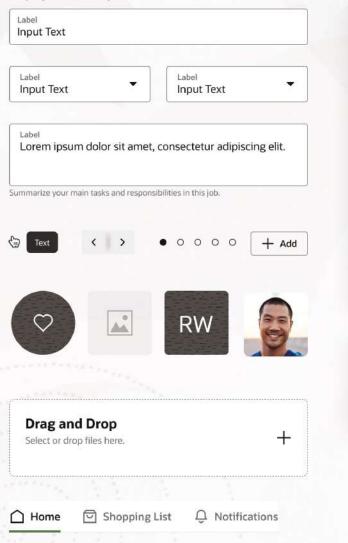
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Employment history





Marie-léontene Lefebvre Marketing Analyst

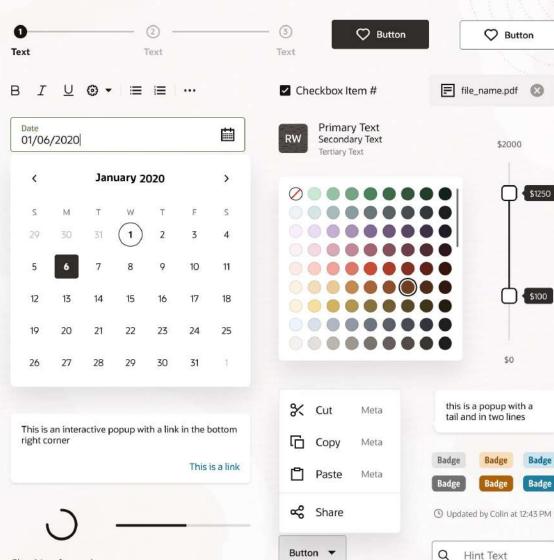
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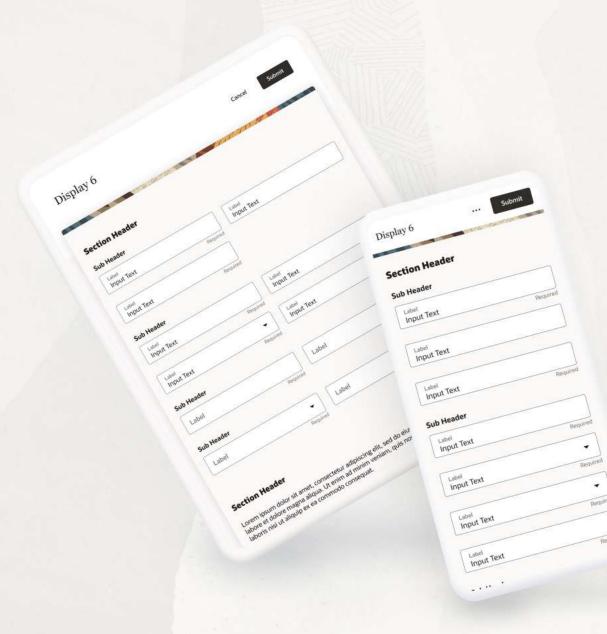
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Interaction Guidelines

Redwood components specifications and guidelines

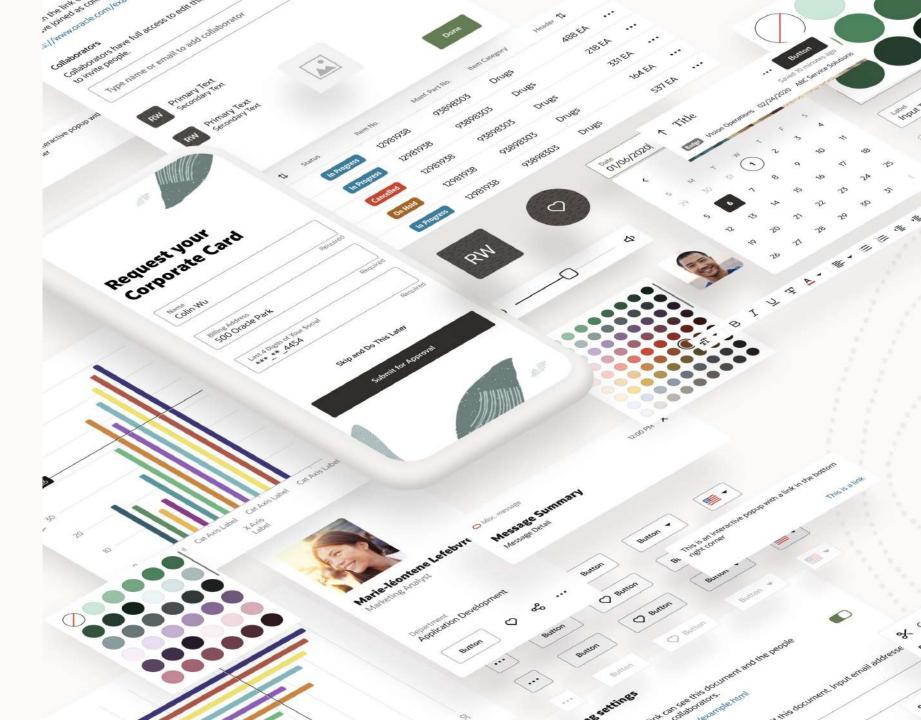


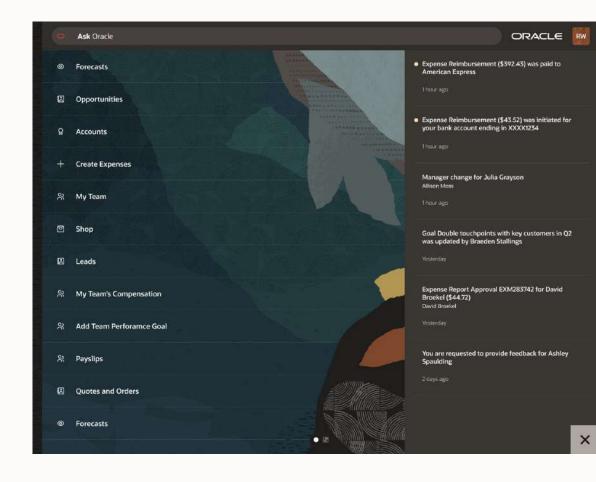
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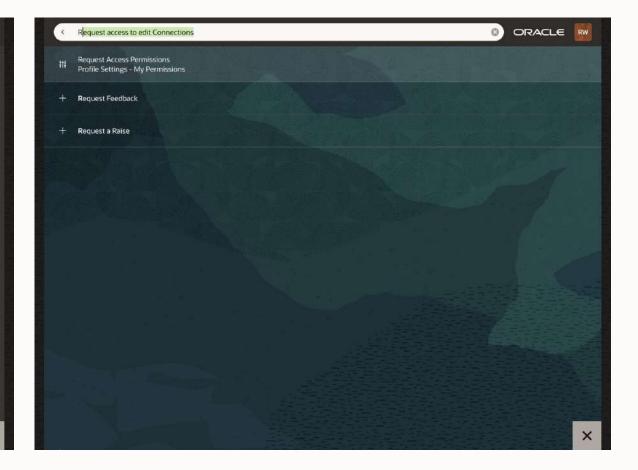
Composite templates made from our JET components

Create with quality

A vertically integrated platform including the very same modern user experience components and tools that we use internally, let developers extend applications and create their own state-of-the-art user experiences.

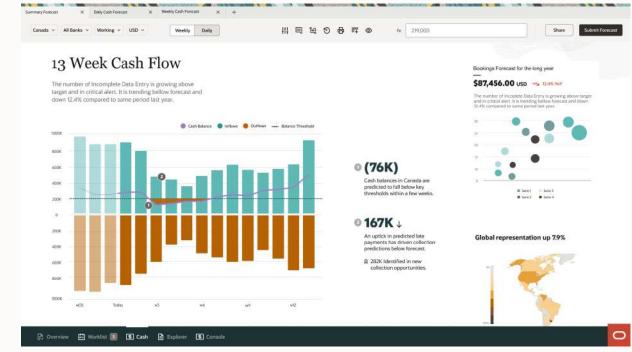






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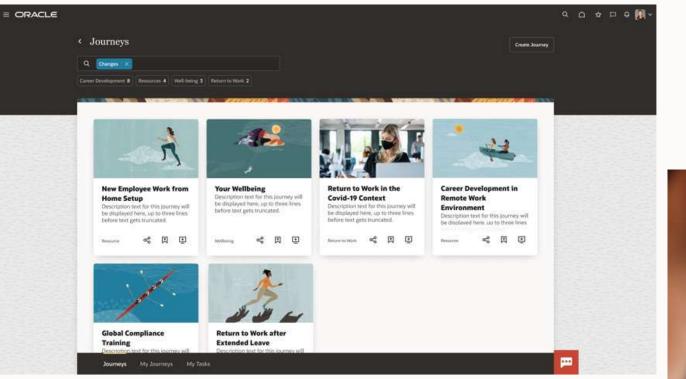
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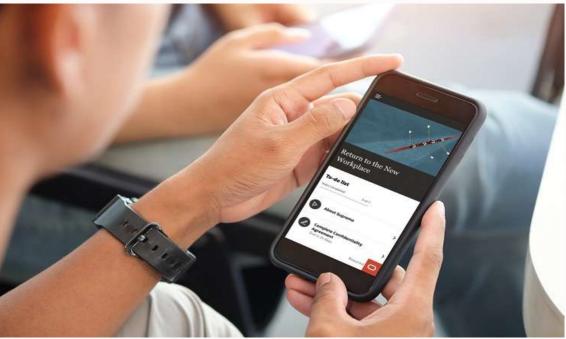
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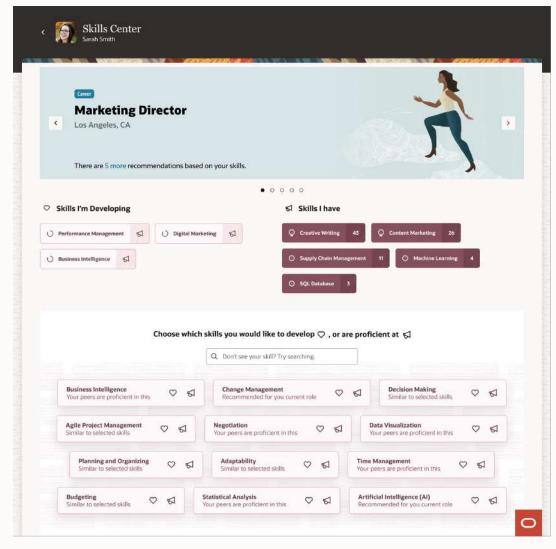
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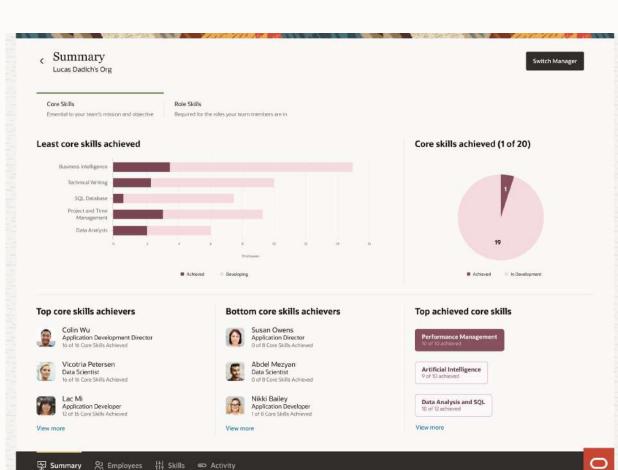
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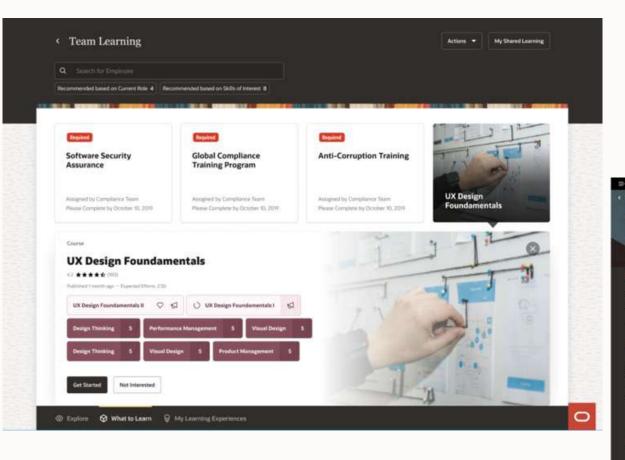
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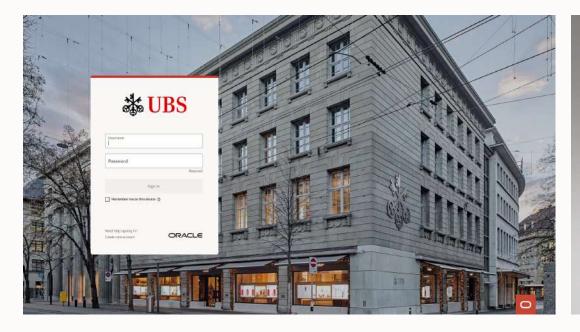
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Amy Atkins Questionnaire

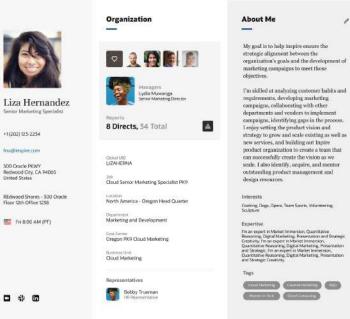
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Senior Marketing Specialist
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Ø Other Links

A Patents

Marketing Cloud Project

Senior Marketing Specialist Sep 2018 - Present

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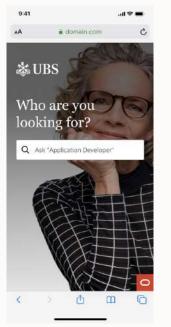
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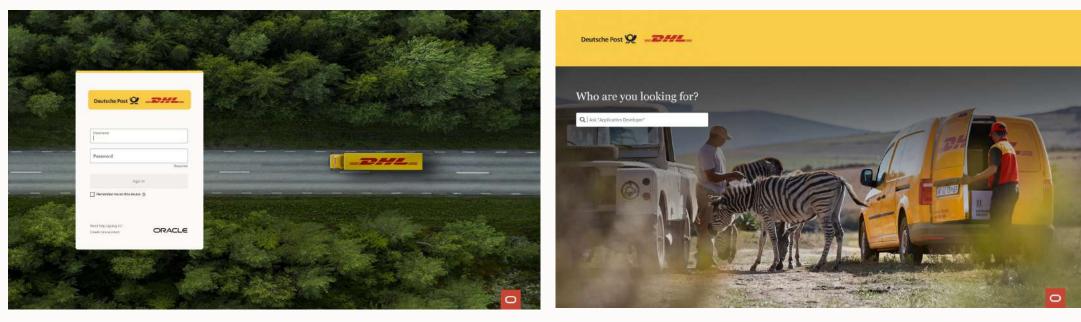
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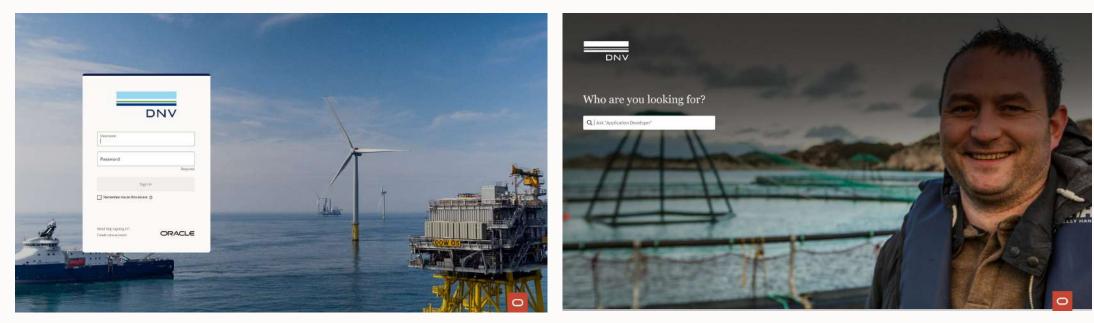


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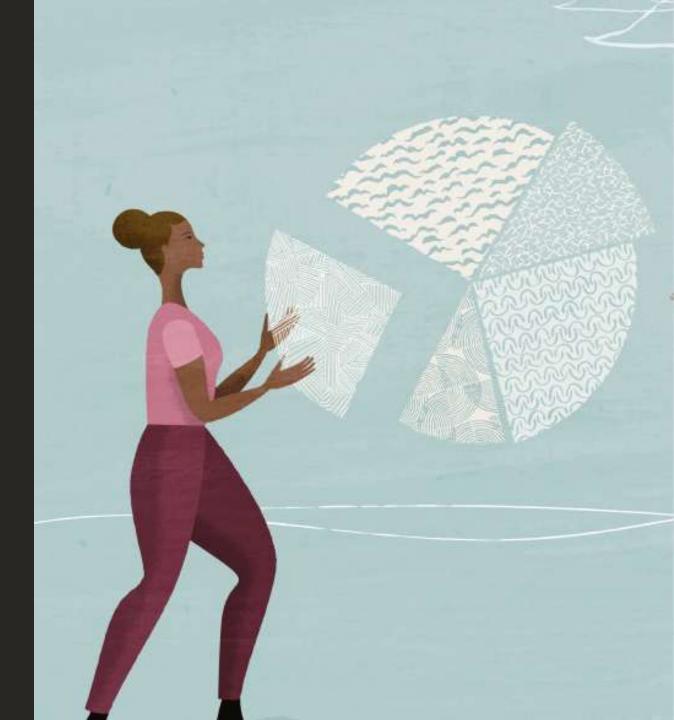
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Empathy and clarity of purpose *before* putting our pen to paper

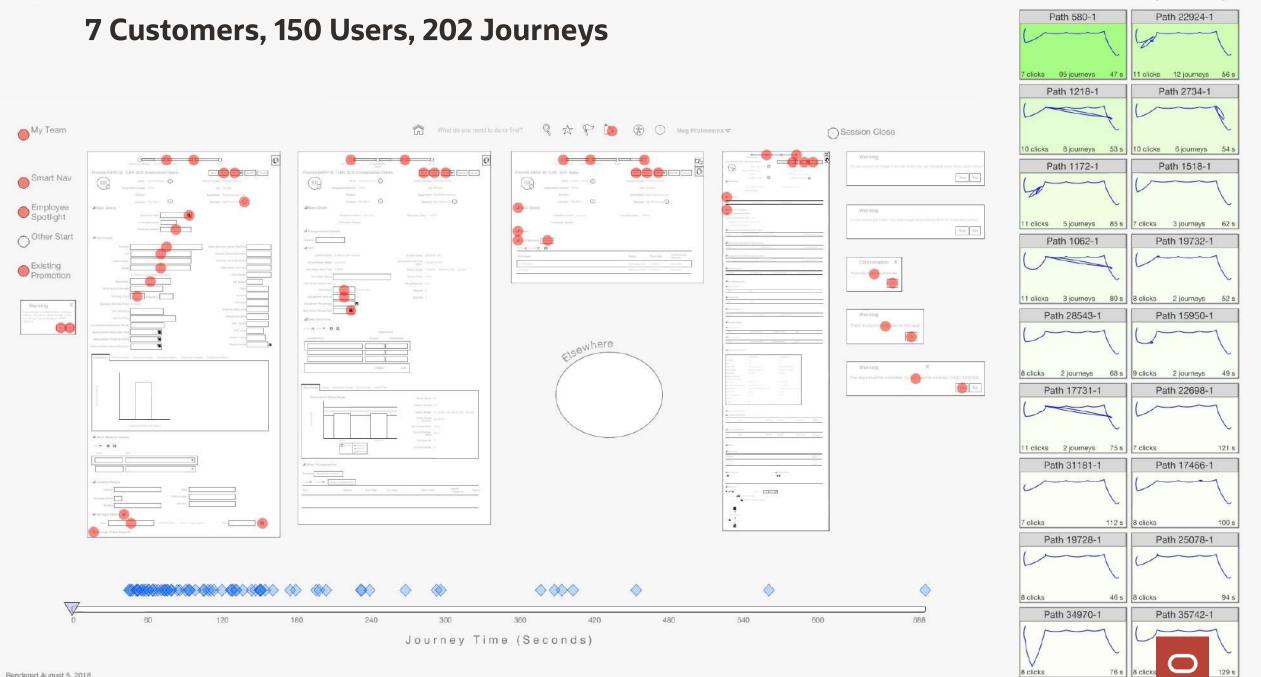
Leading by Data

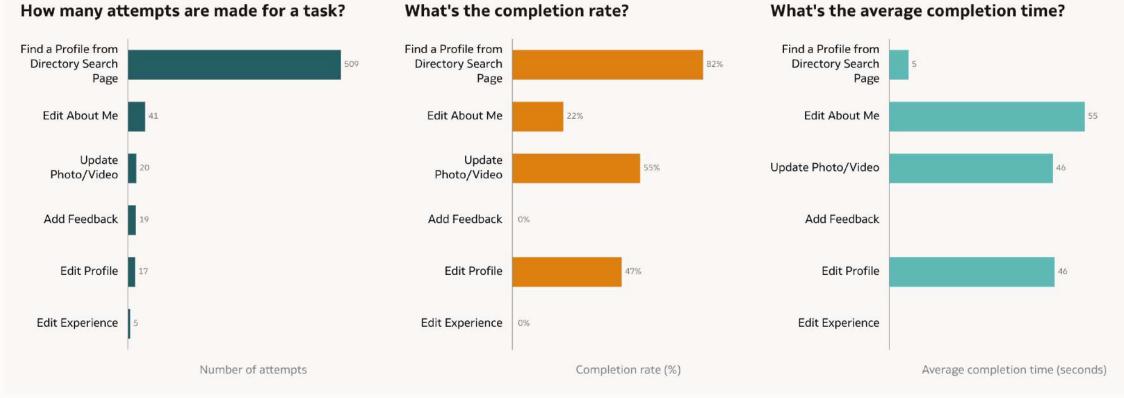
Measurement is the first step that leads to control and eventually to improvement...



73 Paths Sorted by Journeys

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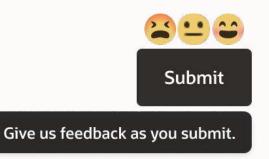


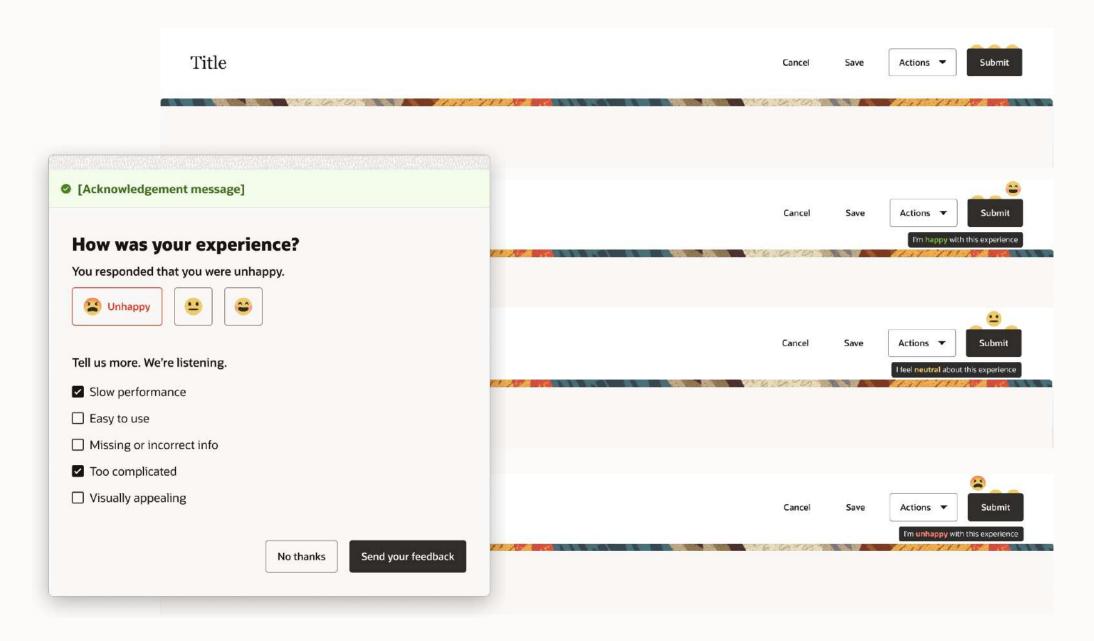


How many attempts are made for a task?

Emobutton

Create a sentiment metric that provides a snapshot of peoples' feelings toward Oracle products while they use them.

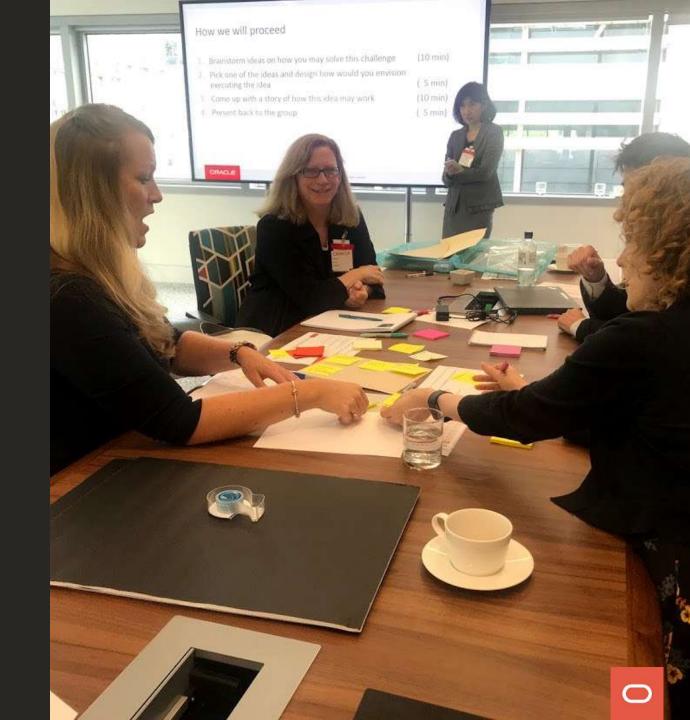




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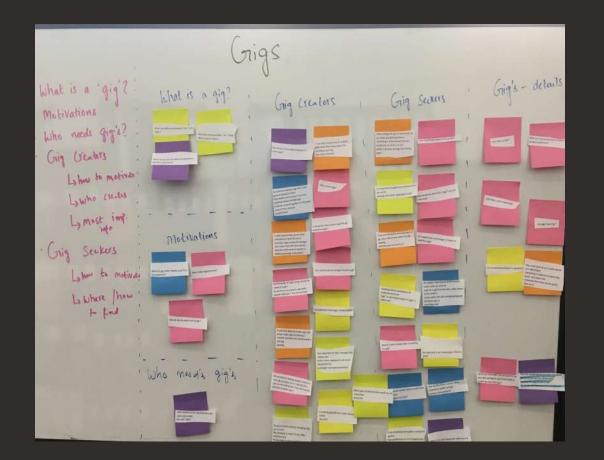
Putting Customers and Users first

Turning Big Ideas into Reality



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Thank you

