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Business applications that offer organizations an end-to-end solution providing the right design and implementation from start to finish.

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• • •

SERVICES

Cloud applications provide solutions and services built on proven enterprise-class architecture that enable high configurability and ease of monitoring

• • •

CLOUD

SmartERP Solutions | Global Expertise with Local Presence

ORACLE® CLOUD

ORACLE® NETSUITE

ORACLE® PEOPLESOFT

ORACLE® E-BUSINESS SUITE

ORACLE® JD EDWARDS

Founded in 2005
by former Oracle Executives, Architects, and Consultants

Implementation Partner
Oracle Cloude, NetSuite, PeopleSoft, EBS and JDE

Solutions and Services
A unique blend of Solutions and services

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Worldwide clients for life across various industries

350+ Employees
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Pleasanton, CA

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MYTHICS™

ORACLE | Partner

Joining Forces with Mythics
SMART ERP Solutions®

Industry and Domain Expertise

SmartERP has relevant domain expertise across a wide range of the industries and micro-verticals

Wholesale Distribution

Wine Distribution, Industrial Products, Solar, Electrical and Furniture Supply

Professional Services

Healthcare, Consulting, Logistics & Transportation, Insurance, Staffing & Legal

Manufacturing

Industrial, Semi-Conductor, Lifesciences – Pharma, Bio-Tech and Medical Devices

Retail/CPG

CPG, Food and Beverage

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General Business

Higher Education, Green Energy & Solar and Engineering & Construction and Entertainment & Gaming

Core Competencies

Financials, HRMS, Payroll, SCM, ESA, Manufacturing, CRM

ORACLE CLOUD **ORACLE** PEOPLESOFT **ORACLE** NETSUITE **ORACLE** JD EDWARDS **ORACLE** E-Business Suite

Applications Supported
- Oracle Cloud
- PeopleSoft
- NetSuite
- JD Edwards
- E-Business Suite
- BI Publisher
- Business Services/SOA suite
- Value Chain Planning

Technical Delivery
- World and EONE Development
- Output Management
- Advanced Integrations
- ADF/Mobility

Business Delivery
- Application Sales
- Implementation and Transformation
- Mergers, Acquisitions and Divestitures
- Assessments and Training

Infrastructure Solutions
- Architecture Design
- OCI Lift and Shift
- Load Testing/Performance Tuning
- Application and Tools Upgrade
- CNC Managed Services and SAAS

Partner Solutions & Integration
- Avalara Taxation
- Magic Software
- Insight Software
- Bottomline Technologies
- Data Collection/Bar Coding
- Mobiles Sales
- Field Service

Proprietary Solutions
- COA Design
- Security Implementations
- Knowledge Management
- Change Control
- Project Management

On-Demand Staffing Services

Implementation, Upgrades, Maintenance, Enhancements, Integration, Managed Services, Hosting Services

AI Services in OCI

James Black

Mythics LLC

Poll Question

What is your current level of familiarity with Generative AI?

1. VERY FAMILIAR

2. SOMEWHAT FAMILIAR (I HAVE HEARD ABOUT SEVERAL SERVICES)

3. NOT VERY FAMILIAR

4. NOT AT ALL FAMILIAR

Oracle Digital Assistant (ODA)
The conversational frontline

KEY FEATURES:

- MODULAR SKILL:
  INDEPENDENT COMPONENTS HANDLING SPECIFIC TASKS.

- SKILL ROUTING WITH NLP (NATURAL LANGUAGE PROCESSING):
  NLP AUTOMATICALLY DIRECTS REQUESTS TO THE RIGHT SKILL.

- SKILL INTEGRATION:
  PREBUILT, CUSTOM OR TEMPLATE-BASED SKILLS.

- UNIFIED SKILL ORCHESTRATION:
  SEAMLESSLY SWITCHES BETWEEN SKILLS FOR COMPLETE RESPONSES.

- DYNAMIC SKILL MANAGEMENT:
  ADD, REMOVE OR UPDATE SKILLS ON-DEMAND.

- SKILL-TO-SKILL COMMUNICATION:
  SKILLS CAN CALL EACH OTHER FOR COMPLEX WORKFLOWS.

- SKILLS-BASED TROUBLESHOOTING:
  PROMPT THE USER IF A SKILL IS UNABLE TO RESOLVE THE DESIRE BUT HAND IT OFF TO A DIFFERENT SKILL.

- LOW-CODE DEVELOPMENT
  BUILD AND DEPLOY WITH MINIMAL CODING

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Example

- Imagine a call center that handles customer support, order placement, and account management.
    - Use three distinct skills: "SupportBot," "OrderBot," and "AccountBot."
    - When a user asks about a pending order, the ODA would route the request to the "OrderBot" skill.
    - If the user then asks a question about their account balance, ODA would automatically switch to the "AccountBot" skill.
- Benefits of Using ODA for Call Centers:
    - **Reduced Agent Load:** Can handle a large volume of routine inquiries, freeing up agents to focus on more complex issues.
    - **Improved Customer Experience:** Provides a consistent and personalized experience across different call center functions.
    - **Increased Efficiency:** Automated routing and skill orchestration improve efficiency and reduce call handling times.
    - **Scalability:** Can be easily scaled to handle growing customer volumes.
    - **Reduced Costs:** By automating tasks and reducing the need for manual agent intervention, Can lead to significant cost savings.

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Oracle Integration Cloud (OIC)
The Nervous System

FACILITATES THE INTEGRATION OF VARIOUS APPLICATIONS, INCLUDING CALL CENTERS, WITHIN A UNIFIED CLOUD ENVIRONMENT. IT ENABLES ORGANIZATIONS TO CONNECT AND AUTOMATE PROCESSES ACROSS DIFFERENT SYSTEMS, IMPROVING EFFICIENCY AND AGILITY. OIC SUPPORTS BOTH APPLICATION INTEGRATION AND PROCESS AUTOMATIONS, ALLOWING FOR SEAMLESS DATA FLOW AND WORKFLOW ORCHESTRATION.

KEY FEATURES:

- APPLICATION INTEGRATION:
  CONNECTS ON-PREM AND CLOUD SYSTEMS FOR SEAMLESS DATA EXCHANGE.

- EVENT-DRIVEN WORKFLOWS:
  AUTOMATED TRIGGERS BASED ON SPECIFIC CONDITIONS (E.G., FRAUD ALERTS)

- PROCESS AUTOMATION:
  END-TO-END BUSINESS PROCESS AUTOMATION WITH REDUCED MANUAL EFFORT.

- DATA INTEGRATION:
  TRANSFORMS AND MOVES DATA BETWEEN SYSTEM FOR COMPREHENSIVE INSIGHTS.

- LOW-CODE AND VISUAL DESIGN:
  USER-FRIENDLY INTERFACE FOR BUILDING INTEGRATIONS WITHOUT EXTENSIVE CODING.

- OCI INTEGRATION:
  LEVERAGES OCI FOR SECURITY, SCALABILITY AND RELIABILITY

- PRE-BUILT SERVICE CONNECTIONS
  READY-MADE ADAPTERS FOR CONNECTING TO SPECIFIC APPLICATION INSTANCES.

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Generative Agent Services

- AGENTS ARE AI-POWERED *WORKERS* THAT PERFORM TASKS AUTONOMOUSLY

- SCALABLE, EXPLAINABLE AND SECURE TASK DELEGATION WITH HUMAN-IN-THE-LOOP.

- EXAMPLE:
  AFTER CALL AGENT HANDLES TRANSCRIPTION -> SUMMARY -> SENTIMENT -> TICKETING

Add prebuilt tools or define custom tools for your agent

RAG

Retrieval-Augmented Generation combines retrieval of information from knowledge bases with text generation for more accurate and contextually relevant responses. ✓
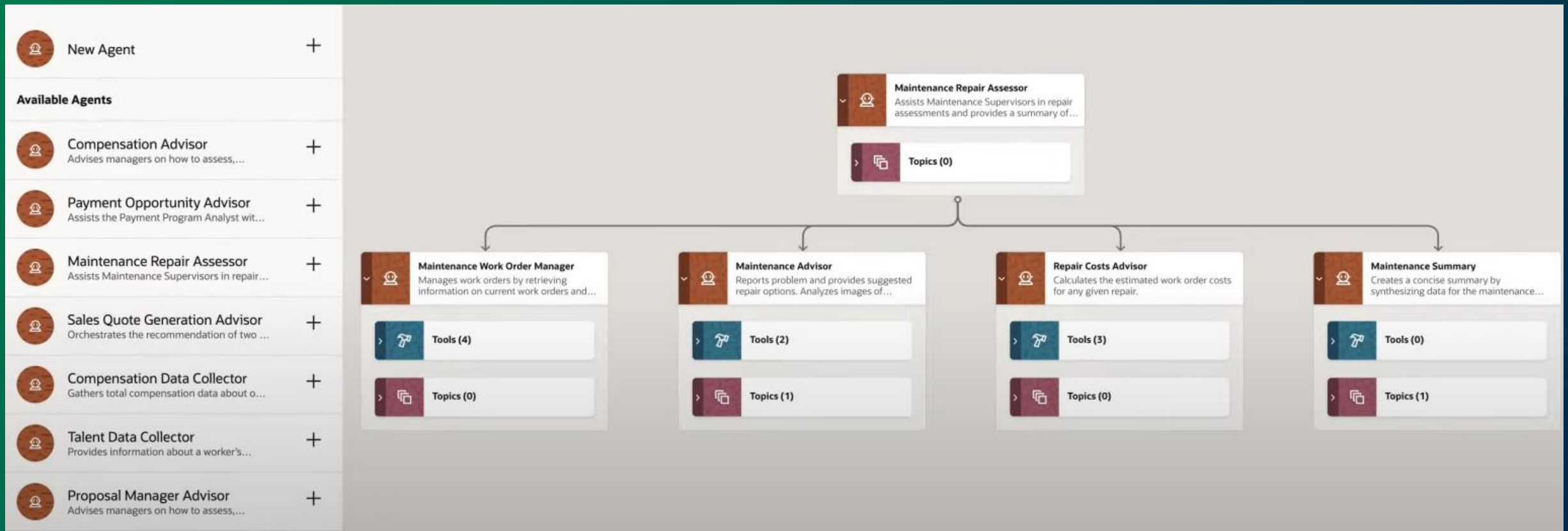
SQL

Converts natural language queries into SQL statements for seamless database interactions.

Custom tool

Define tools for function calls (client execution) or API endpoints (agent execution).

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Agent Studio (cont)

Poll Question

When evaluating Gen AI services what is the MOST important factor for you? Give each a rating.
*PLEASE RANK – 1 Being the highest, 5 being the lowest

1. PRICE/COST

2. EASE OF USE/IMPLEMENTATION

3. ACCURACY AND RELIABILITY OF RESULTS

4. SECURITY AND DATA PRIVACY

5. INTEGRATION WITH EXISTING SYSTEMS

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Generative AI

KEY FEATURES

- ASSISTED AUTHORING: USING A SHORT PROMPT, GENERATIVE AI CAPABILITIES CAN QUICKLY CREATE CONTENT, SUCH AS JOB OR NEW PRODUCT DESCRIPTIONS, FOR REVIEW, REVISION, AND APPROVAL.

- SUGGESTIONS: QUICKLY GUIDE USERS TO BETTER RESULTS BASED ON NATURAL LANGUAGE PROCESSING AND BEST PRACTICES. GENERATIVE AI CAN ALSO OFFER RECOMMENDATIONS FOR SURVEY QUESTIONS OR PROFESSIONAL DEVELOPMENT TIPS FOR MANAGERS TO PROVIDE TO EMPLOYEES.

- SUMMARIZATION INCREASE EFFICIENCY BY IDENTIFYING KEY INSIGHTS FROM ONE OR MORE DATA SOURCES. NEW GENERATIVE AI CAPABILITIES CAN EXPLAIN THE KEY ELEMENTS OF CONTENT FOR SIMPLE AND IMPACTFUL CONSUMPTION.

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Vector Search

KEY FEATURES

- VECTOR DATA TYPE:
  - THE NEW NATIVE VECTOR DATA TYPE ALLOWS FOR DIRECT STORAGE OF VECTOR EMBEDDINGS WITHIN DATABASE TABLES.
  - THIS ELIMINATES THE NEED FOR EXTERNAL VECTOR STORES AND STREAMLINES DATA MANAGEMENT.

- FLEXIBLE VECTOR GENERATION:
  - SUPPORT FOR IMPORTING ONNX EMBEDDING MODELS ALLOWS FOR CUSTOMIZATION OF VECTOR GENERATION PROCESSES.
  - DATABASE APIS CAN BE USED TO GENERATE VECTORS FROM EXTERNAL EMBEDDING SERVICES, PROVIDING FLEXIBILITY IN MODEL SELECTION.

- SIMPLE SQL FOR SIMILARITY SEARCH:
  - STANDARD SQL SYNTAX CAN BE USED TO PERFORM SIMILARITY SEARCHES ON VECTORS, MAKING IT EASY FOR DEVELOPERS TO INTEGRATE SEMANTIC SEARCH INTO EXISTING APPLICATIONS.
  - SQL CAN BE USED TO COMBINE VECTOR SIMILARITY SEARCHES WITH RELATIONAL, TEXT, JSON AND OTHER DATA TYPES WITHIN A SINGLE QUERY.

- INTEGRATION WITH BUSINESS DATA:
  - SEAMLESSLY INTEGRATES WITH OTHER ORACLE DATABASE FEATURES LIKE JSON, GRAPH, TEXT, SPATIAL AND RELATIONAL DATA.

- VECTOR INDEXES:
  - VARIOUS VECTOR INDEXES (E.G., IVF FLAT, HNSW) ARE SUPPORTED FOR EFFICIENT SIMILARITY SEARCHES.
  - HYBRID VECTOR INDEXES COMBINE DIFFERENT INDEXING STRATEGIES FOR OPTIMAL PERFORMANCE.

- SUPPORT FOR RETRIEVAL-AUGMENTED GENERATION (RAG):
  - ENABLES RAG BY FACILITATING THE RETRIEVAL OF RELEVANT INFORMATION FROM THE DATABASE AND AUGMENTING IT WITH GENERATIVE AI RESPONSES.

Oracle AI Language Services

KEY FEATURES

- REAL-TIME TRANSLATION: CONVERTS FRENCH CHAT TO ENGLISH FOR AGENTS

- SENTIMENT ANALYSIS: FLAGS ANGRY CUSTOMERS (E.G., "THIS IS RIDICULOUS" = 95% NEGATIVE)

- KEYWORD EXTRACTION: RECOGNIZE AT LEAST 100 LANGUAGES AND 18 ENTITY TYPES

- CONTENT CATEGORIZATION: GROUP TEXTUAL CONTENT FROM MULTIPLE LANGUAGES INTO MORE THAN 600 CATEGORIES

SCENARIO:

- GERMAN CUSTOMER TWEETS: "@YOURSUPPORT MEIN INTERNET IST LANGSAM!"

- OCI LANGUAGE:

  - TRANSLATES TO "MY INTERNET IS SLOW!"

  - DETECTS FRUSTRATION (88% NEGATIVE)

  - ROUTES TO TIER-2 SUPPORT WITH PRIORITY TAG

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Oracle AI Speech Services

KEY FEATURES:

- REAL-TIME TRANSCRIPTION: CONVERTS CALLS TO TEXT FOR COMPLIANCE LOGGING

- SPEAKER DIARIZATION: IDENTIFIES AGENT VS CUSTOMER IN TRANSCRIPTS

- SPEECH TO TEXT: GET TEXT FROM AUDIO AND VIDEO FILES

- TEXT TO SPEECH: 7 LANGUAGES SUPPORTED, WITH AT LEAST A MALE AND FEMALE VOICE AVAILABLE FOR EACH LANGUAGE.

- MULTILINGUAL: 7 LANGUAGES SUPPORTED BUT THERE ARE 50 OTHERS THAT USE THE OpenAI WHISPER MODEL

SCENARIO:

- CUSTOMER CALLS: "I NEED HELP RESETTING MY PASSWORD!"

- OCI SPEECH:

  - TRANSCRIBES TO TEXT

  - OCI LANGUAGE DETECTS INTENT ("PASSWORD RESET")

  - ODA AUTO-GENERATES A RESET LINK

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Oracle AI Vision/Document Understanding
The Document Processor

KEY FEATURES

- DOCUMENT UNDERSTANDING: EXTRACT TEXT AND TABLES FROM SCANNED DOCUMENTS OR IMAGES.

- IMAGE RECOGNITION:

  - CLASSIFY IMAGES INTO THOUSANDS OF CATEGORIES.

  - LOCALIZE CERTAIN OBJECTS TO ALLOW COUNTING.

- FACIAL DETECTION: DETECT FACES IN AN IMAGE WITH COORDINATES OF FACIAL FEATURES AND CONFIDENCE LEVELS.

- CUSTOMIZE MODELS USING YOUR DATA THROUGH AN INTERFACE; NO EXPERTISE REQUIRED

SCENARIO

- CUSTOMER UPLOADS A BLURRY ID PHOTO.

- OCI VISION:

  - ENHANCES THE IMAGE.

  - EXTRACTS NAME/ADDRESS

  - POPULATES THE CRM

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Poll Question
What is the primary reason you are interested in Gen AI?

1. IMPROVING EFFICIENCY

2. AUTOMATING TASKS

3. INNOVATION AND PRODUCT DEVELOPMENT

4. EXPORTING NEW TECHNOLOGIES

5. OTHER

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OML4SQL & OML4PY

- KEY FEATURES

- OML4SQL: UTILIZE MACHINE LEARNING DIRECTLY WITHIN THE DATABASE THROUGH SQL AND PL/SQL

- OML4PY: PROVIDES A PYTHON INTERFACE FOR DATABASE-RESIDENT DATA, LEVERAGING THE DATABASE'S POWER FOR SCALABLE PROCESSING AND EMBEDDED EXECUTION

- BOTH MINIMIZE DATA MOVEMENT AND OFFER SCALABLE, SECURE IN-DATABASE MACHINE LEARNING SOLUTIONS.

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Fine-Tuning LLM Models

- LARGE LANGUAGE MODELS (LLMS) ARE FAMOUS FOR HAVING BEEN TRAINED ON LARGE AMOUNTS OF DATA.

- YOUR INDUSTRY HAS VERY SPECIFIC TERMINOLOGY, SUCH AS IN MEDICINE OR LEGAL AREAS.

- THE LLM CANNOT HALLUCINATE, OR MAKE UP, TERMS, IN RESPONSES.

- FINE-TUNING IS A WAY TO USE A SMALLER AMOUNT OF DATA TO TRAIN AN LLM ON SPECIFICS IN YOUR INDUSTRY OR TO LEARN A NEW TASK IT HASN'T LEARNED BEFORE.

Sample Flow – Oracle AI in Action

- Customer calls in -> audio processed by Speech AI

- Transcript analyzed with Language AI

- Agentic AI triggers workflows in Integration Cloud

- Summary + sentiment delivered to live agent

- Post-call: ticket + follow-up email auto-generated using Generative AI

Why Oracle

- End-to-end platform: Cloud infrastructure, applications and AI services

- Enterprise-grade security, governance and explainability

- Deep integration with Oracle CX, ERP, HCM and third-party tools

Getting Started

- Quick-win pilots using Oracle AI prebuilt services

- Custom workflows with minimal IT lift

- Leverage Mythics Consulting

GenAI/Data Engineering Maturity Model

Level	Description	Key Capabilities
Ad-Hoc	No formal strategy, experimental use cases	Isolated proofs-of-concept (POCs), no governance
Emerging	Basic workflows in one modality (e.g., text or images)	Some automation, limited scalability
Operational	Cross-functional adaption in >= 2 modalities	Governance, fine-tuning, measurable ROI
Advanced	Enterprise-wise integration, multimodal AI	Custom models, real-time deployment, strong ethics
Transformative	AI-driven business innovation	Autonomous AI agents, full multimodal orchestration

Generative AI (GenAI) Maturity Model
(Covers Text, Image, Audio, Video, Multimodal and Code GenAI)

Data Engineering Maturity Model
(Covers Structured, Unstructured, Streaming and Multimodal Data)

Level	Description	Key Capabilities
Fragmented	Siloed data, manual processes	Basic ETL, no real-time processing
Managed	Centralized storage, some automation	Batch processing, basic governance
Optimized	Scalable pipelines, real-time ingestion	Advanced ETL, data quality controls
AI-Ready	Feature stores, multimodal support	ML pipelines, metadata management
Autonomous	Self-service, AI-driven data apps	Auto-scaling, predictive data prep

Maturity Level	GenAI Criteria	Data Engineering Criteria
Level 1 (Ad-Hoc)	No formal strategy, experimental use cases	Siloed data, manual processes
Level 2 (Emerging)	Basic workflows in one modality (e.g., text or images)	Centralized storage, some automation
Level 3 (Operational)	Cross-functional adaption in >= 2 modalities	Scalable pipelines, real-time ingestion
Level 4 (Advanced)	Enterprise-wise integration, multimodal AI	Feature stores, multimodal support
Level 5 (Transformative)	AI-driven business innovation	Self-service, AI-driven data apps

HR Questions

Is GenAI used for resume screening?

Are chatbots used for employee onboarding?

Is AI used for sentiment analysis in employee surveys?

Are interview summaries AI-generated?

Is NLP used for analyzing exit interviews?

Is AI used for skills gap analysis?

Is synthetic data used for bias testing in hiring?

Are learning recommendations AI-personalized?

Is AI used for workforce planning?

Are performance reviews AI-augmented?

Are payroll anomalies detected with AI?

Is AI used for predicting attrition risks?

Are AI ethics guidelines enforced by HR?

Is AI used for mental health monitoring?

Is GenAI used for policy do

Questions?

- HOW CAN THIS FIT INTO YOUR COMPANIES ROADMAP?

SMART ERP Solutions®

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