

# The (GenAI) Future is Now

## Oracle AI World 2025

### Key Takeaways

Oracle was one of the first enterprise software firms to embrace generative AI (genAI), and at Oracle AI World 2025 they announced new initiatives and technologies that highlight how AI is core to their business going forward.

According to Oracle, 2026 is the year for “operationalizing AI,” and their announcements at this event can go a long way to helping their customer and partners make this a reality.

The AI Data Platform provides a secure, managed environment to leverage data from a heterogeneous set of applications, and the AI Agent Studio is greatly expanded, including a new Marketplace that offers hundreds of tested, ready-to-adopt agents.

The supply chain management (SCM) portfolio, including product lifecycle management (PLM), will fully use the Redwood design system by the end of 2026, with AI and agents currently available, with many more on the roadmap.

CIMdata had the pleasure of attending Oracle AI World on 12-16 October 2025 at The Venetian in Las Vegas, NV.<sup>1</sup> Formerly known as Oracle CloudWorld, the event drew over 20,000 attendees in person, with thousands more joining online. The event name change is consistent with Oracle’s emphasis on artificial intelligence (AI) since the introduction of generative AI (genAI) in 2022. Oracle is all-in on genAI and its use within their applications and to business problems facing their many customers.

Just prior to this event, Oracle announced a major organizational shift. Ms. Safra Katz, who served as co-CEO and then CEO for a total of 11 years, is now the Executive Vice Chair of Oracle’s Board of Directors.<sup>2</sup> In her stead, Oracle named new co-CEOs, Mr. Clay Magouyrk and Mr. Mike Sicilia. Mr. Magouyrk joined Oracle from Amazon Web services in 2014, and was most recently President of Oracle Cloud Infrastructure (OCI). Mr. Sicilia joined Oracle through their Primavera acquisition in 2008, and was most recently President, Oracle Industries.

Mr. Sicilia’s welcome keynote led off the Tuesday sessions. He emphasized that Oracle is already powering their own enterprise using AI, applying their own solutions to their knotty business problems, all running on OCI. Oracle has long been a proponent of their customers’ needing multi-cloud solutions, and through

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<sup>1</sup> Research for this commentary was partially supported by Oracle Corporation.

<sup>2</sup> <https://investor.oracle.com/investor-news/news-details/2025/Oracle-Corporation-Announces-Promotion-of-Clay-Magouyrk-and-Mike-Sicilia-to-CEOs-Safra-Katz-Appointed-Executive-Vice-Chair-of-the-Board-of-Directors/default.aspx>

partnerships with most leading hyperscalers, Oracle can offer OCI on their partners' cloud infrastructure as well as their own. As a measure of their rapid introduction of genAI capabilities, Mr. Sicilia stated that Oracle will offer 160 agents in their core banking applications in the next 9 months. This is on top of the 600 agents added across their suite in the last year, according to Mr. Steve Miranda, Executive Vice President of Fusion Applications, in later sessions: ~400 in Fusion Applications, ~200 in Industry applications. This far exceeded Mr. Miranda's promise of 50-100 new agents made at the 2024 conference and illustrates how committed Oracle is to leverage AI across their broad portfolio.

Data is the fuel for AI, stated Mr. Sicilia, and Oracle's platform approach provides secure, governed data that can be linked with Large Language Models (LLMs) in real-time to support a range of use cases. In the past, Oracle would concentrate on selling their whole "stack" but today's business environment is different. Most sales efforts now focus on creating differentiated outcomes for customers, and Oracle believes their "stack," and its ability to leverage genAI, helps them have better conversations with customers on how to use Oracle's considerable technical assets to meet their customers' objectives.

To support these requirements, Oracle announced the Oracle AI Data Platform at the event. This solution provides an enterprise-ready foundation for data and AI. According to Oracle, "by combining automated data ingestion, semantic enrichment, and vector indexing with built-in generative AI tools, Oracle AI Data Platform simplifies the entire journey from raw data to production-grade AI."<sup>3</sup> Data quality and readiness are often cited as reasons genAI projects fail, and Oracle's solutions, when properly implemented, eliminate these failure points. The Oracle AI Agent Studio for Fusion Applications, announced in March 2025, provides an integrated development environment for Oracle, customers, and partners to create, test, deploy, and manage agents across their Fusion Applications portfolio.<sup>4</sup> According to Mr. Sicilia, their integrated approach is in stark contrast to many companies "bolting together" technologies from disparate sources to implement genAI. CIMdata agrees that the capabilities discussed at Oracle AI World will be a great boon for Oracle customers. The company took great pains to emphasize that data from non-Oracle applications can also fuel Oracle's AI solutions and CIMdata looks forward to hearing more about support for the heterogenous IT environments that are typical in many companies. Figure 1 highlights Oracle's platform support for creating, testing, deploying, and managing AI capabilities at their Fusion Applications customers.

Mr. Steve Miranda offered more focus on Oracle's applications business, claiming that Oracle is selling much more than Fusion Applications. Their industry applications are very successful, and are also slated to benefit from Oracle's AI initiatives. Oracle applications are released quarterly, so AI capabilities have been available to all subscribers for some time, with no changes to their service level agreements (SLAs) or any additional cost. Agents built using the AI Agent Studio can access a range of commercial LLMs to power their AI use cases. The only additional charge for AI capabilities is for "premium LLMs" for which customers must purchase tokens to run those LLMs seamlessly through Oracle's stack.<sup>5</sup> Expanding on their March introduction of the AI Agent Studio, Mr. Miranda announced the Oracle Fusion Applications AI Agent Marketplace.<sup>6</sup> All 600 Oracle-developed Fusion Applications agents are available on the Marketplace at no additional cost. Since announcing their AI Agent Studio in March, Oracle has certified 32,000 developers on the solution. Many of Oracle's system integrator (SI) partners are contributing to their Marketplace, including Accenture, Deloitte, IBM, Infosys, KPMG, PwC, and Wipro. Using the AI Agent Studio, customers can tweak these agents for use within their company, all in the Oracle-managed

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<sup>3</sup> <https://www.oracle.com/news/announcement/ai-world-oracle-unveils-ai-data-platform-empowering-customers-to-innovate-in-the-ai-era-2025-10-14/#:~:text=Oracle%20today%20announced%20the%20general,across%20every%20line%20of%20business.>

<sup>4</sup> <https://www.oracle.com/news/announcement/oracle-introduces-ai-agent-studio-2025-03-20/>

<sup>5</sup> There could be other charges but premium model charges were the only one called out at the event and other recent Oracle briefings to analysts

<sup>6</sup> <https://www.oracle.com/news/announcement/ai-world-oracle-launches-fusion-applications-ai-agent-marketplace-to-accelerate-enterprise-ai-adoption-2025-10-15/>

environment. During his Q&A, Mr. Miranda was asked why he was confident Oracle could help customers be successful when many early genAI projects were not. Mr. Miranda countered that Oracle already has high quality, secure data managed using strict business rules. They already have thousands of customers using it, with use increasing every week. Oracle is using those same tools to monitor success rates and to learn from both successes and failures at their thousands of customers. Their combination of applications, tools, and ecosystem is impressive, a combination that many companies fail to build over many years, let alone in the few years Oracle has been at it.

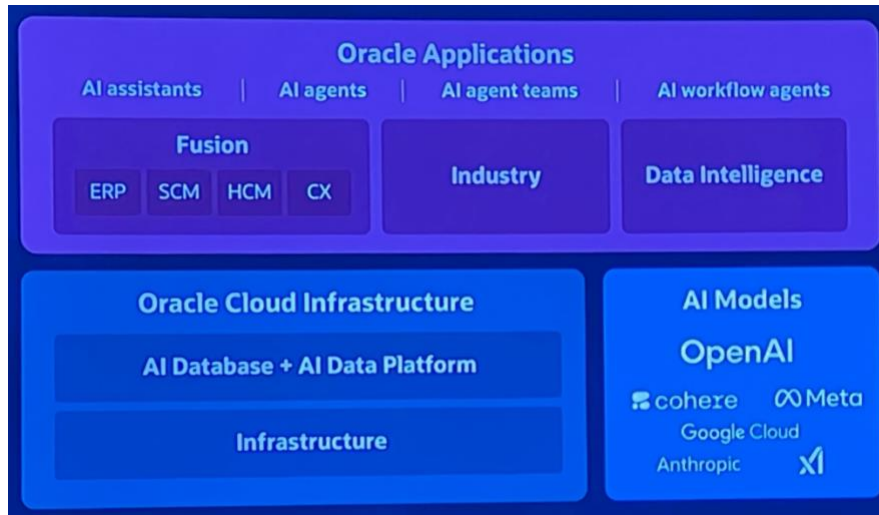


Figure 1—Oracle's Platform Support for AI  
(Courtesy of Oracle Corporation)

Mr. Chris Leone, EVP, Fusion Applications Development, provided more detail on the supply chain management (SCM) roadmap and strategy. Their solutions are being “built for supply chain in the age of AI.” He claimed that in the last year, Oracle delivered over 1,500 new features in SCM, including 67 in product lifecycle management (PLM), a total of 743 Redwood pages with AI embedded in most of them, including Guided Journeys and business rule support. By release 26B, due in April 2026, all of the supply chain and manufacturing suite will be done moving to Redwood, a huge achievement for the company that offers a better user experience (UX) across the suite. Mr. Leone also stated that Oracle has already delivered over 100 agents just in their SCM offerings, with AI capabilities across the entire SCM suite.

In a later session on PLM product strategy, Mr. John Kelley, Vice President, Product Lifecycle Management, Oracle, provided an update on their product development efforts, particularly on AI. He began his remarks by describing the key attributes of Oracle Fusion Cloud PLM. Their modern cloud platform offers a unified product data foundation to help accelerate intelligent innovation. Like other Oracle executives at the event, Mr. Kelley urged their customers that now was the time to move and embrace the coming AI wave, in this case adopting Oracle Fusion Cloud PLM. The transition to the Redwood UX, which generated so much excitement among Oracle Agile users at last year’s conference, is progressing nicely as part of Oracle’s plans to be fully Redwood in SCM by the end of 2026. Most of these Redwood pages already have AI capabilities. The PLM solution already includes a number of AI agents, as shown in Figure 2, with many more planned. Mr. Kelley stated that their cloud offering will achieve parity with Oracle Agile by the end of 2026. And, of course, their extensive AI capabilities are only offered for Oracle Fusion Cloud PLM, another inducement to make the move.

Oracle has also been working on their cloud-native formulation solution for several years, and it was released in their 25C cloud update. They are working on a number of enhancements and have just started to introduce this new capability to Oracle PLM for Process (P4) on-premises customers. As noted in earlier CIMdata commentaries, while their on-premises offering supported recipe development, their new cloud offering focuses on recipe management of recipes created using other recipe development solutions.

According to Mr. Kelley, this change reflects the needs of their customers, who over the years began to leverage other recipe development offerings as part of their formulation PLM strategy.



Figure 2—AI Agents Delivered or Planned Across the Product Lifecycle  
(Courtesy of Oracle Corporation)

This commentary offers a small taste of the many topics covered at Oracle AI World 2025. Oracle has a broad portfolio, and other sessions focused on OCI, the Oracle AI Database, and many other topics. CIMdata chose to focus on AI and how it applies to SCM and PLM, our sweet spot. We attend a lot of solution provider conferences and briefings on strategy. Oracle was the first in the PLM space to strongly embrace genAI and rapidly introduce new AI capabilities. Their pricing model, which (mostly) adds AI at no additional cost to their subscribers, is much different than their competitors. Natively they support many leading LLMs but structured their solution to let customers “bring their own LLM.” All of these are managed within Oracle’s platform, greatly enhanced with the addition of the AI Data Platform and the AI Agent Studio, which remove many barriers to adoption, and provide tools to support their customer’s genAI success. Their year-on-year progress on genAI has been impressive and they plan to pick up the pace in 2026 and beyond, stating that their next generation products are being built around AI. For Oracle customers, the future is indeed now.

## About CIMdata

CIMdata, a global strategic management consulting firm, provides services designed to maximize an enterprise's ability to design, deliver, and support innovative products and services. For more than forty years, CIMdata has provided industrial organizations, providers of digital technologies and services, and investment firms with world-class insight, expertise, and best-practice methods on a broad set of product lifecycle management (PLM) topics and the digital transformation they enable. CIMdata also offers research, subscription services, publications, and education through certificate programs and international conferences. To learn more, visit [www.CIMdata.com](http://www.CIMdata.com) or email [info@CIMdata.com](mailto:info@CIMdata.com).