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# How to scale AI adoption

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Neil Sholay

Vice President AI



95%

of GenAI pilots  
are failing\*

*\* Source: The GenAI Divide: State of AI in Business 2025 by MIT's NANDA*



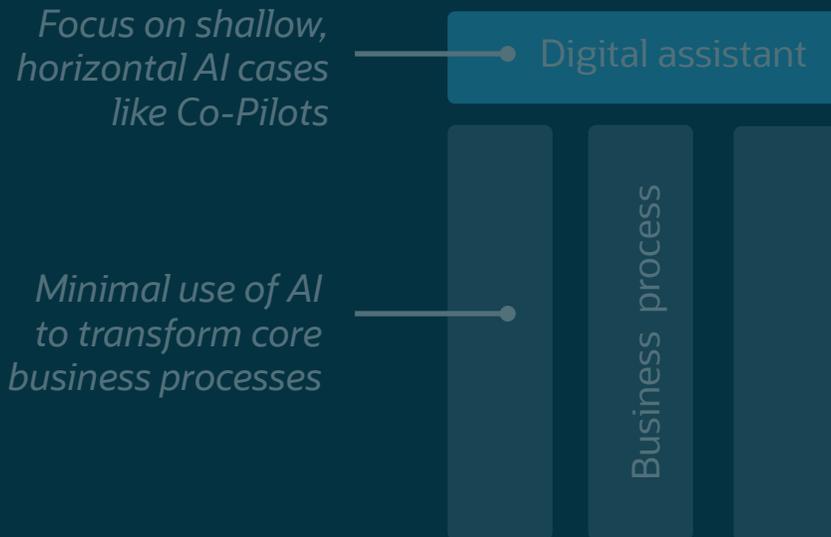
# Most GenAI pilots deliver no measurable impact on P&L

## Why?

- There is a 'learning gap' for AI tools in most organisations
- Enterprise data is (still) not 'AI Ready'
- Integration of AI systems across back-office apps is low

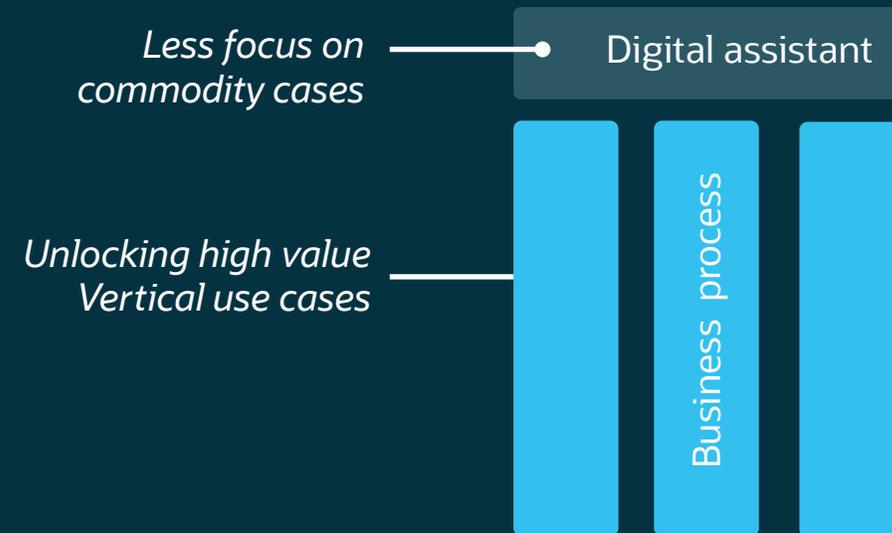
The transformative impact of AI will never be achieved with Horizontal AI –  
Enterprises must explore & master **Vertical AI**  
This will lead to growth in **'Enterprise AI Inferencing'**

## Today – focus on horizontal AI with limited business impact



Co-Pilots & Digital assistants are easy to setup but achieve only marginal business impact

## Tomorrow – focus on vertical AI with P&L impact



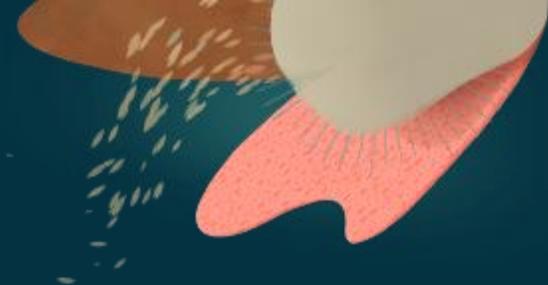
- AI inferencing to solve complex problems in core business processes
- Re-engineer complete business flow, linking AI models with workflows, business data & domain knowledge

# AI Inferencing to solve E-Vehicle Route optimisation

- Company runs a fleet of 2000 Electric vehicles, used to install Comms & Sat TV services
- E-Vehicle route planning is more complex than ICE vehicles;
  - Location of vehicle, chargers & equipment
  - Traffic patterns (real-time)
  - Remaining charge (%)
  - Time to charge battery (mins-hours)
  - Weather conditions during day
  - Location, type & duration of jobs
  - Cost of energy – Kw per hour
  - Availability of installers
  - Availability of equipment



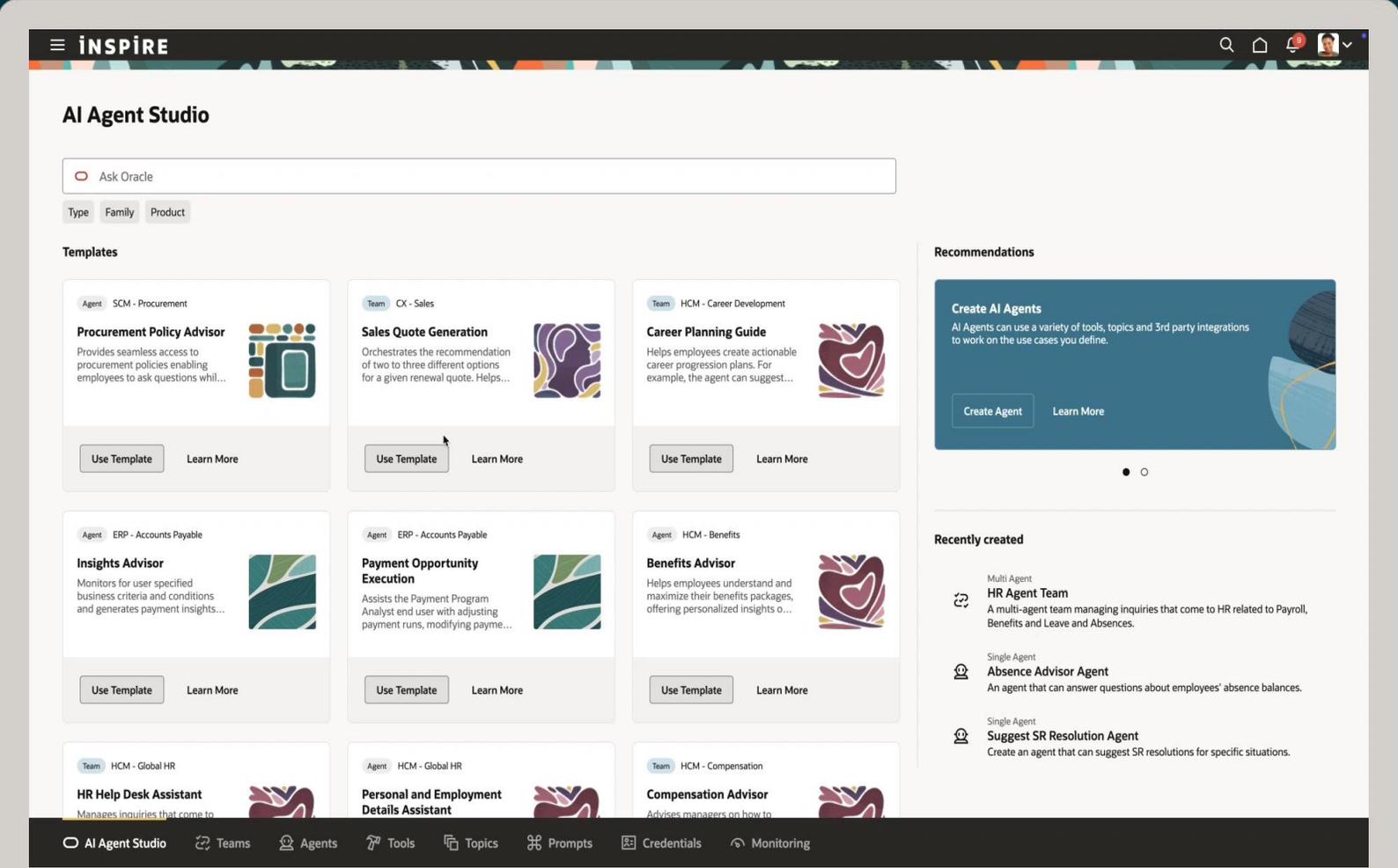
# For AI to be Successful in the Enterprise, We Shall Need...



Enterprise data must be accessible & AI ready	Human in the loop control mechanisms to balance autonomy & risk	AI governance will be critical – Managing, securing & orchestrating Agents
Business users can build AI agents with 'No code' tools	User interface adapt to become conversational, context aware & dynamic	Measuring business impact of AI Agents is 'built-in' to the systems



# Business users can build AI agents with 'No code' tools



# UI adapts to become conversational, context aware & dynamic

The screenshot displays a team management interface for 'Maya Devlin's Team'. At the top, there are five key performance indicators (KPIs): Workers (6 Directs, 21 Total), Manage (85% Retention Rate), Achieve (4/12 Goals Completed), Grow (12/22 Core Skills Achieved), and Connect (2.75 Team Average Interactions, Last 3 months per employee). Below the KPIs, the 'Team' section features a search bar with the placeholder 'Ask Oracle' and a set of filter buttons including 'View Workers', 'Reports', 'Directs', 'Job', 'Position', 'Department', 'Worker Type', and 'Filters'. There are also buttons for 'Org Hierarchy' and 'Team Actions'. The main content area lists team members with their profiles and details:

Name	Job Title	Worker Type	Manager Relationship	Work Location
Amy Watkins	Software Engineer	Employee	Line Manager	Quebec
Ante Lisak	Software Engineer	Employee	Line Manager	Quebec
Ava Williams	Software Engineer 3 Directs, 8 Total	Employee	Line Manager	Quebec
Carmen Santiago	Software Engineer 3 Directs, 3 Total	Employee	Line Manager	Guadalajara
Edoardo Bellini				

On the right side, there is a 'Communication' section with a card titled 'Review your team's learning progress'. The card contains the text: 'Ensure that your team is continuously fulfilling required training and improving the skills and knowledge to meet the organization's objectives and stay competitive.' Below the card are 'Review' and 'Dismiss' buttons. At the bottom right, an 'Actions' menu lists: My Team Posts, Goals, Journeys, Hiring, Learning, Performance, Skills Center, and a partially visible 'G'.



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# Fireside chat – Sail GP

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Melissa Lawton

Chief Content Officer, Sail GP



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SAINT-TROPEZ

SAIL GP™

FRANCE SA



BAR



# SAILING REDEFINED

ITM NEW ZEALAND SAIL GRAND PRIX | AUCKLAND



SAIL GP

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MOST EXCITING  
ON-WATER  
RACING  
PRODUCT**

High-Speed Action.  
Close to Shore. Fan Centric.





## TECHNOLOGY AND INNOVATION LED

### THE F50

Precision engineering for speed and high-performance, developed by SailGP Technologies

### DATA-RICH RACING

A smart city on water with billions of data points used to enhance performance and fan engagement

### NEXT-GEN FAN ENGAGEMENT

Pushing boundaries of fan engagement through AI, AR graphics, VR experiences and more

**3.8X**  
The speed of the wind

**125**  
Sensors on each F50

**35K**  
Data requests per second

**53B**  
Data requests each race day

**FAST COMPANY**  
World's Most Innovative Companies 2024

**EMMY AWARD WINNER**  
Outstanding Technical Achievement

**campaign TECH AWARDS WINNER**  
Most Innovative App for "The Dock"

**TECH AWARDS 2023**  
Most Innovative Technology Winner

**SportsPro (OTT) AWARDS**  
Best User Experience

# DATA POWERED PRODUCTION



- R3 LEG 3/6**
- 1 ESP
  - 2 CAN
  - 3 GBR
  - 4 AUS
  - 5 NZL
  - 6 USA
  - 7 FRA
  - 8 SUI
  - 9 GER
  - 10 DEN
- 12.86 Km/h

**RACE MANAGEMENT MESSAGE**  
 Welcome to the new look SailGP LiveLineFX Graphics



**TASH BRYANT**

**SAILING FASTER  
 RELATIVE GBR, MORE  
 PRESSURE HERE ON THE  
 RIGHT.**



**SAIL GP INSIGHTS** Powered by ORACLE CLOUD

VELOCITY	AUS	GBR
AVG. WIND SPEED kph	28	23
AVG. BOAT SPEED kph	60.1	57.3

**AUS**  **EVENT WINNER**  
 MUBADALA San Francisco Sail Grand Prix

SAN FRANCISCO | **SAIL GP**  
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#RACEFOR

ONE   
FOUNDATION



**Delapierre**

*Driver*

**Saunders**

*Flight*



# THE NEXT STEP FOR AI

WHAT THE FUTURE HOLDS  
FOR AI IN SPORT

29/30  
NOV 2025

ABU DHABI



MUBADALA

MUBADALA ABU DHABI  
SAIL GRAND PRIX  
2025 SEASON GRAND FINAL  
PRESENTED BY ABU DHABI SPORTS COUNCIL

Abu Dhabi  
Sports Council

FIERCE.  
FEARLESS.  
FINAL.

MUBADALA ABU DHABI  
SAIL GRAND PRIX

2025 SEASON GRAND FINAL PRESENTED BY ABU DHABI SPORTS COUNCIL

RACE TO ABU DHABI 2025 SEASON GRAND FINAL

ROLEX

SAIL GP

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