# It’s All About The Bot’s

**Mobile, Chatbots, AI, Location and much more….**

Mia Urman
CEO, AuraPlayer

Oct 2018

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BE AGILE, GET CONNECTED, GO MOBILE

# Introducing AuraPlayer

## Founders & Management

**Mia Urman** **CEO -** World renowned Oracle Forms modernization Expert. Oracle ACE Director, Oracle alumn, over 19 years exp. With Oracle Forms, mobility, Webservice / integration projects.

**Yossi Nakash** **CTO** - R&D expert for over 18 years. Focus on enterprise development for scalability and performance

**Gwen Edwards** **Corporate Development** – Executive with over 20 yrs Fortune 500 P&L experience

## Awards

- **Patented Solution**
- **Winner of several industry awards**
- **Member of Oracle Customer Advisory Board for Mobile**
- **Only Certified Plug-in For Oracle Forms to Oracle Mobile Cloud**

ORACLE Gold Partner

ORACLE ACE Director

SAMSUNG ENTERPRISE ALLIANCE PROGRAM

## Among Our Customers

Tennessee Wildlife Resources Agency

MTA Bridges and Tunnels

Rogers Group Inc.

GAP

hhmi Howard Hughes Medical Institute

Nesher

ADP

State of Israel – Ministry of Agriculture & Rural Development – organic

Great-West Financial

Sandia National Laboratories

Jubilee Life Insurance

נשר מפעלי מלט ישראליים בע"מ
Nesher Israel Cement Enterprises Ltd.

Weidenhammer

Department of Revenue Services – State of Connecticut

STAGE your town. your store.

esure

Isracard Group

CosmosDirekt.

sopra steria

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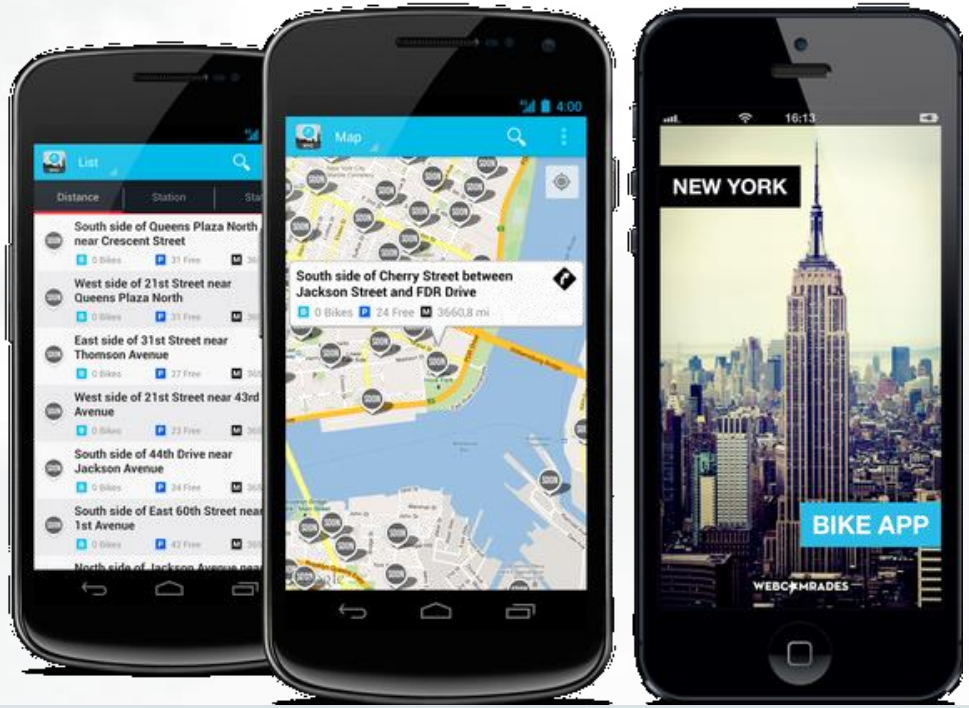
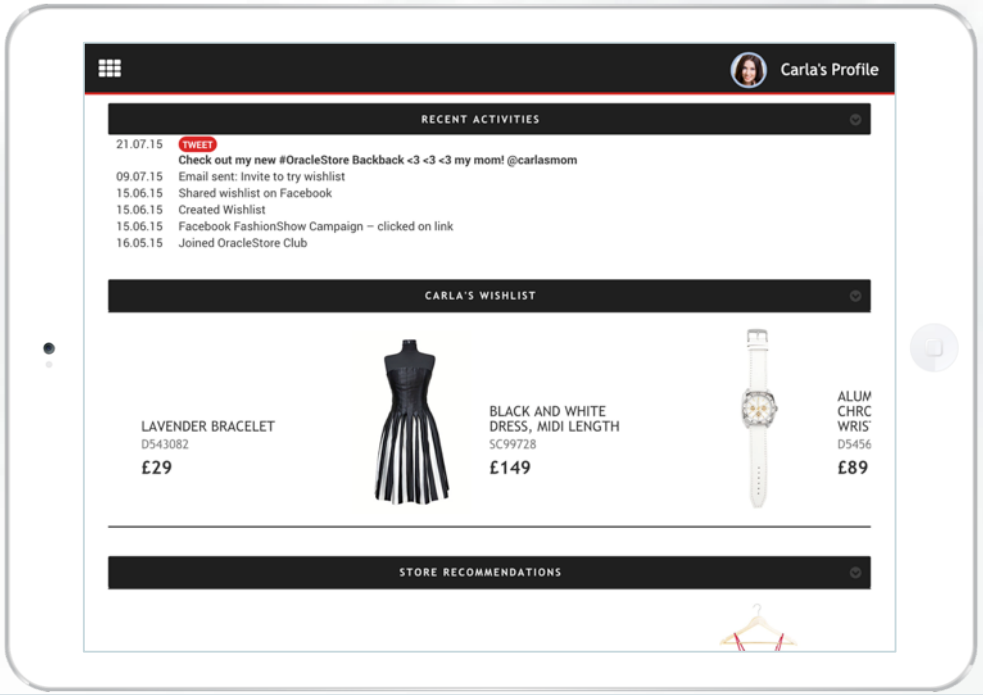
# Today It is about Engaging
# User Experiences



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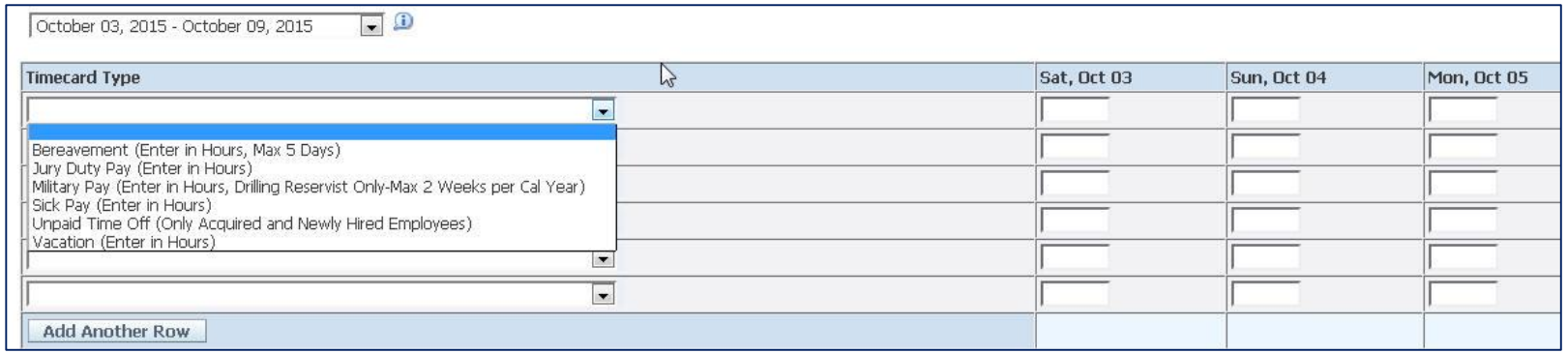
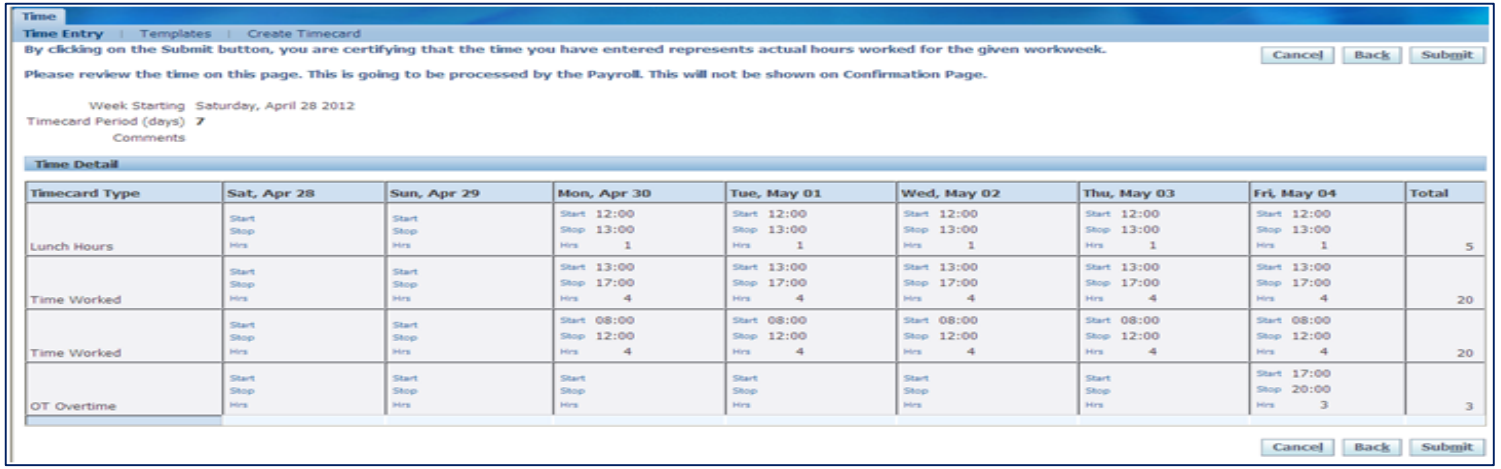
# Millennial: Expectations of the New Workforce

***Not going to accept this …***



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# What is a Chatbot?

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

- Wikipedia

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# 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

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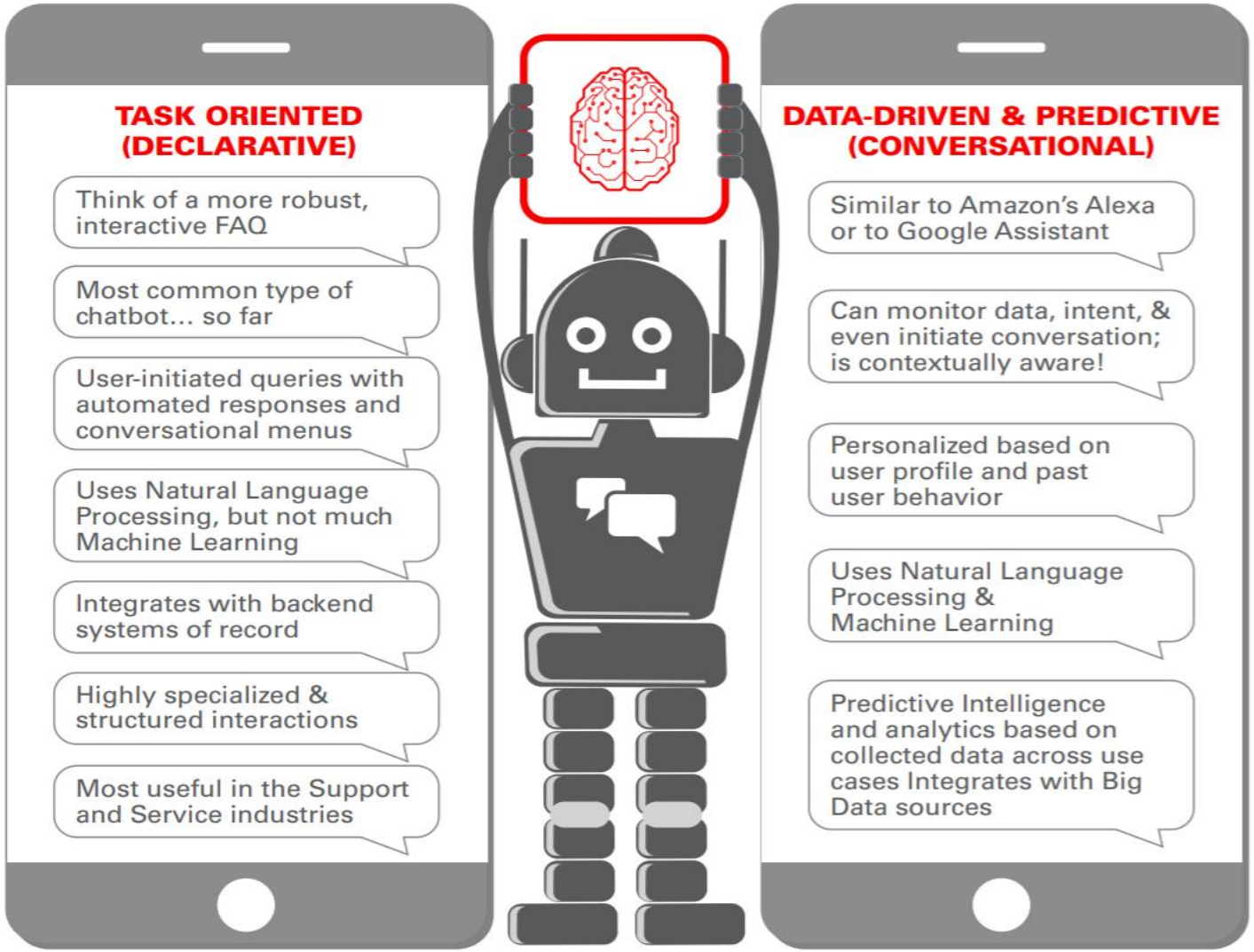
# Types of BOTS

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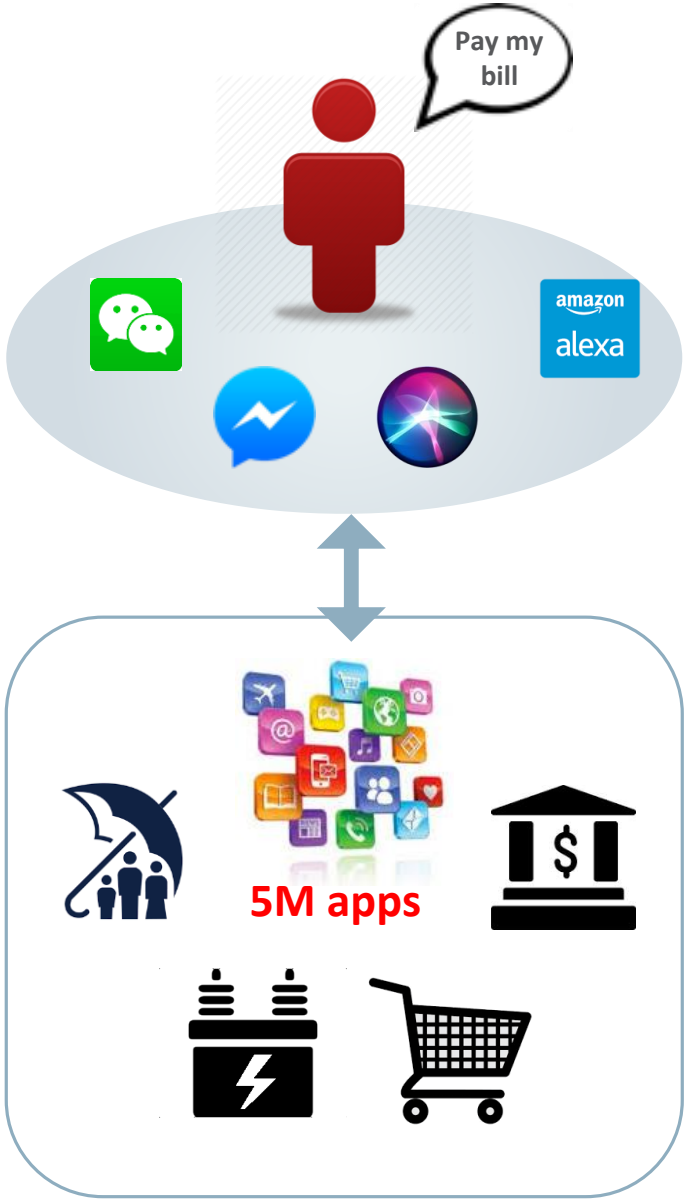
# Why Conversational Interfaces?

- Language interfaces remove significant friction
- Just write or speak, no learning
- Direct access to value trapped in distant services and millions of app

Discover,
download,
install,
launch

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# Conversational AI: Challenges

## DIVERSITY OF CHANNEL INTERFACES

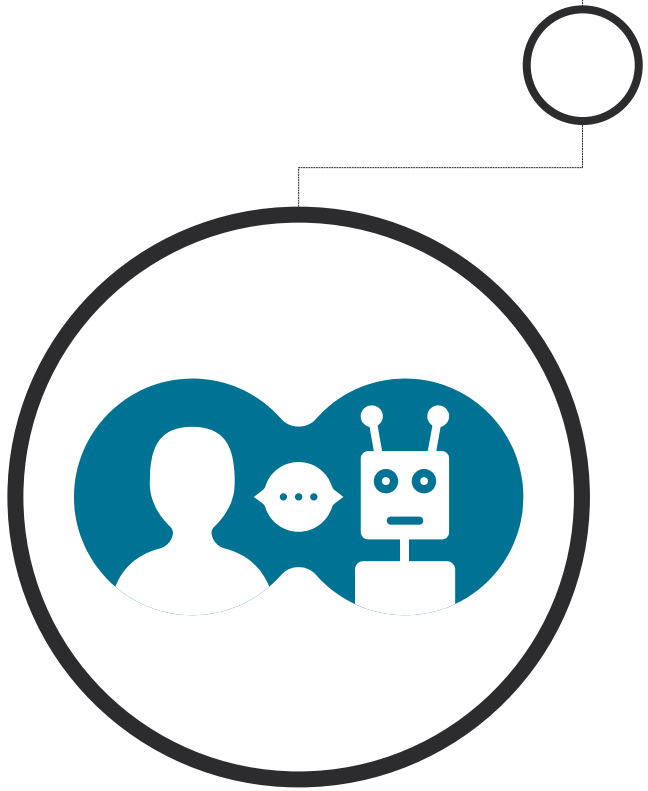
- Chat, Web, Text, Voice, Apps, Devices, etc.

## IMPLEMENTATION COMPLEXITY

- Access, security, back end integration, dialog design, languages

## GETTING AI RIGHT

- Requires many techniques:  NLP, ML, speech, image, sentiment, plus dialog and context



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# Say Hello to Oracle Intelligent Bots

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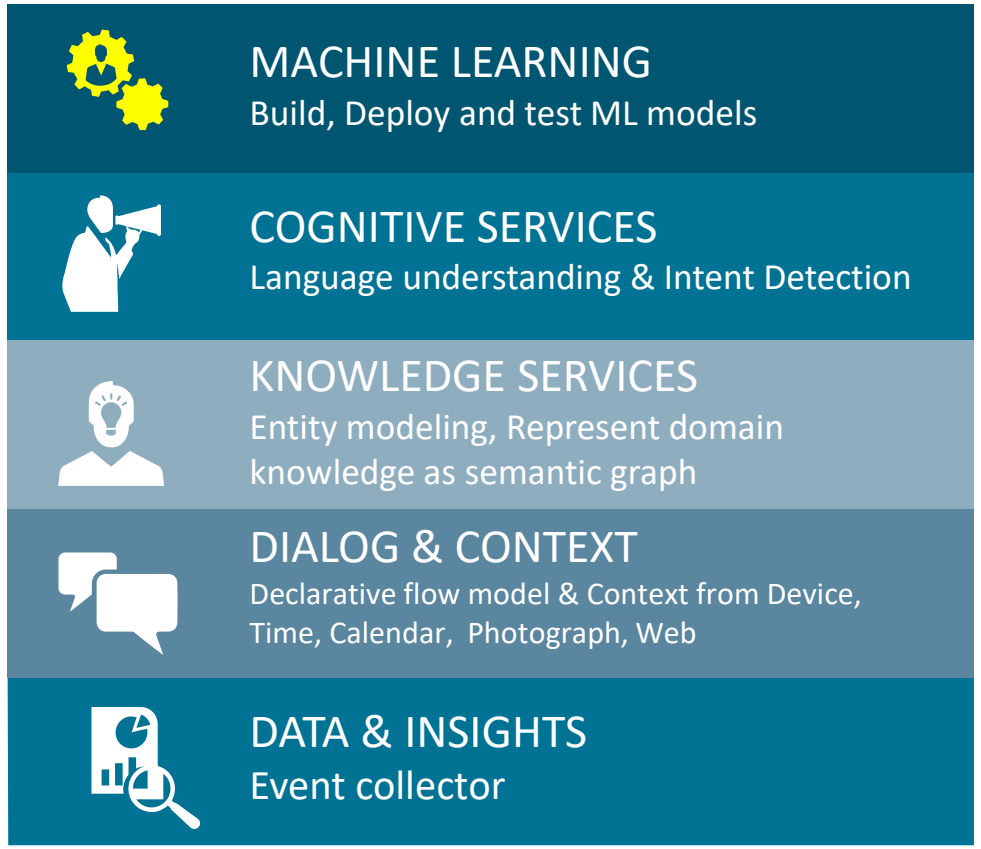
# Oracle Intelligent Bots

## Enhance user experiences with conversational interactions

- **Pre-Integrated Delivery Across Channels**
  - APIs for integration with Instant Apps and channels, dialog builder, human-handoff framework
- **Enterprise Ready**
  - Pre-built back end integration framework, connectors, security, scale, continuous bot analytics
- **Embedded AI for Conversational Dialog**
  - Unified contextual state engine and AI platform, Speech & image recognition, intent detection, multilingual NLP

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# Chatbots v/s Digital Assistant

**Digital Assistant and Chatbots are synonymous to some customers**

## Chatbots

- A computer program designed to simulate conversation with human users
- Uses AI for understanding conversations
- User initiated
- Single purpose
- E.g. Airline Bot, Event Bot

## Digital Assistant

- A Digital assistant recommends or completes tasks beyond simple conversations
- Uses AI for predictions and recommendations
- Bot initiated
- Multi purpose (bots = skills)
- E.g. Employee self service

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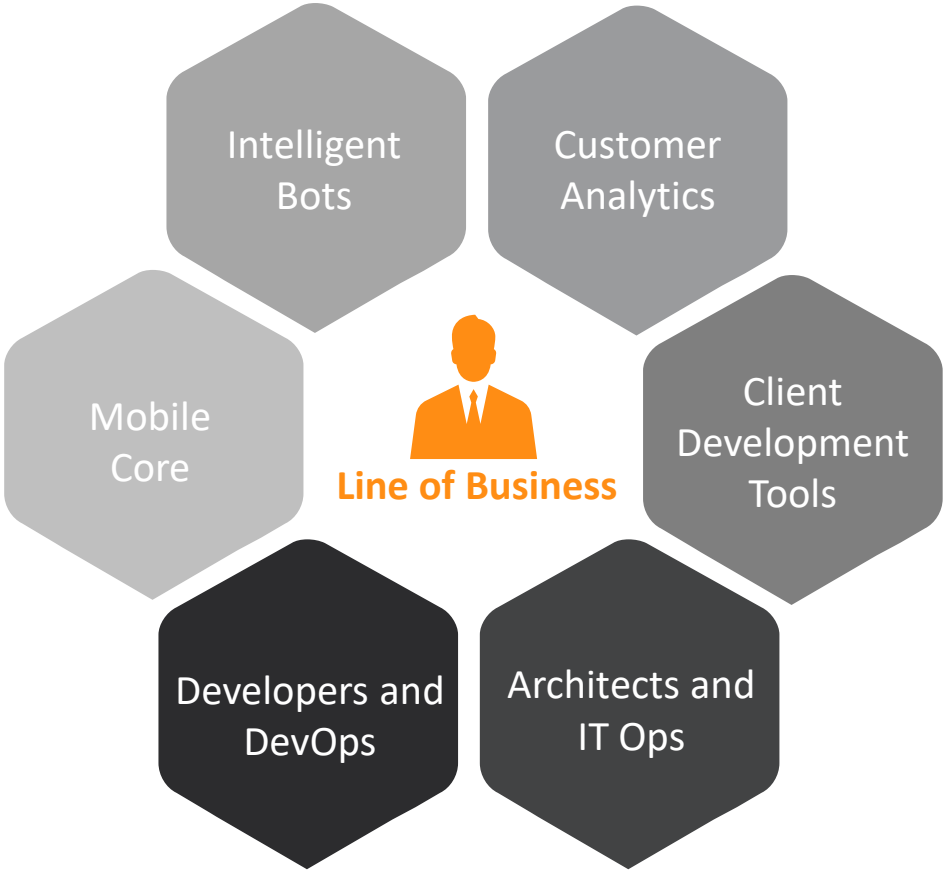
# *AMCe becomes Mobile Hub and Digital Assistant*




NOW

**Mobile Hub**

**Digital Assistant**

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# Employee Digital Assistant and Skills Example

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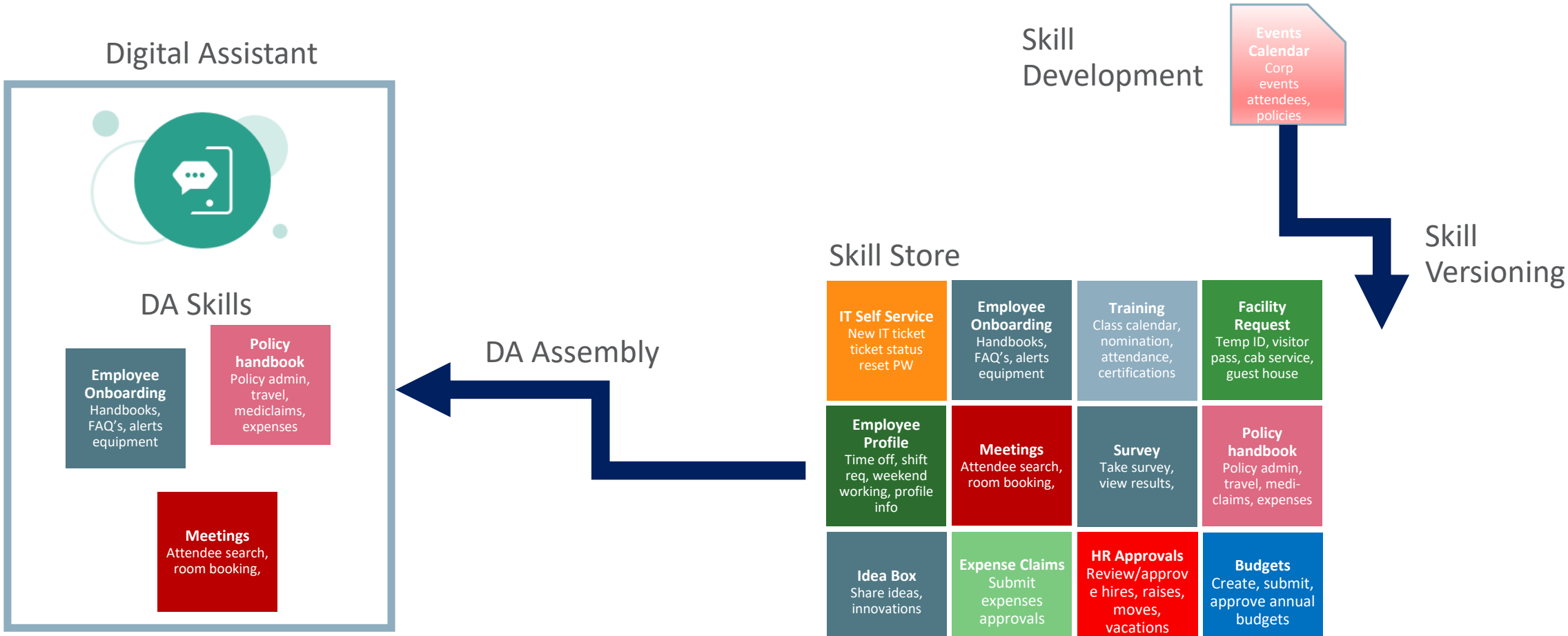
# Simplified Digital Assistant Assembly

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# The Challenge: Agility

## How to Deliver Enterprise Systems to Mobile Channels Without Costly and Risky Redevelopment Projects?

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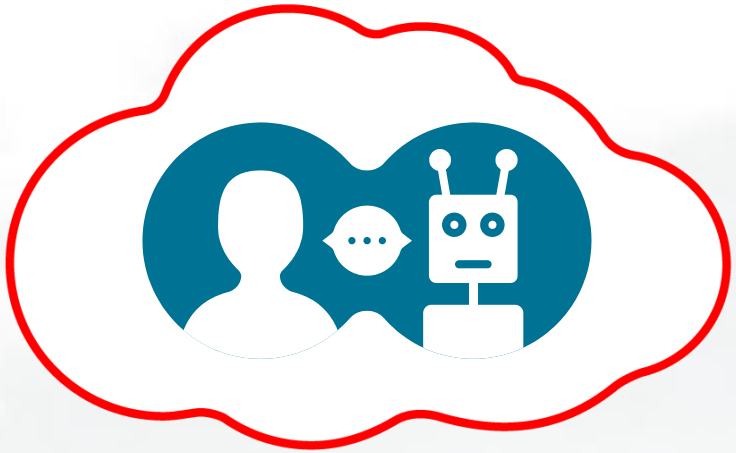
# The Solution Creating ChatBots with Oracle EBS/Forms

Enterprise grade ChatBot in the Cloud

Open standards, RESTful interfaces



Built-in back end integration framework, connectors,

security, scale

Instant Apps and channels, dialog builder, human-handoff framework

+

Expose existing Forms Applications as Web Services without writing one line of code

Rapid wizard-based development

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No redevelopment or migration of the Oracle Forms System

# Who is a Candidate ?

- Oracle Forms – Version 10g, 11g, 12c (sql*forms in upsell wheel) – Versions below 10g upsell Forms upgrade
- Oracle EBS – Version 12 and up

Any module that is based on Oracle Forms meaning a java applet is downloaded to the client machine

We also support EBS customization done in Oracle Forms

- Oracle AP / AR / PO / Invoices
- Oracle Inventory / Manufacturing
- Oracle Time and Labor
- Oracle Projects, Equipment
- Oracle Clinical, Oracle Insurance
- Oracle Utilities / WAM

- We support OAF customization and all FLEX fields and customizations!!
- Primavera, JDE, Peoplesoft, Oracle HCM – We have already done successful POC's
- We even have pre-built templates for sales orders, and iprocurement

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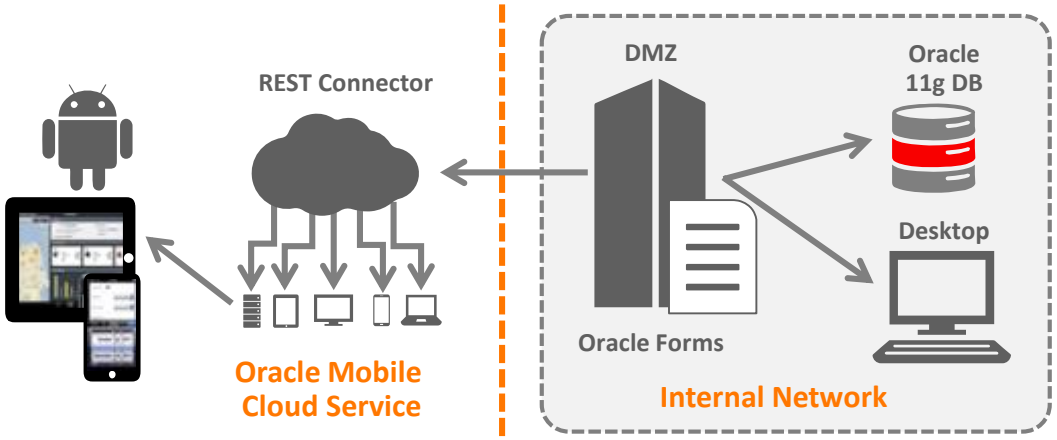
# NY Metro Transport Authority

## Collision Accident Reporting System (CARS)




## Location Aware Accident Reporting

### Problem:

Accidents on bridges and tunnel are recorded on paper at scene then typed into desktop system.

### Requirements:

- Integrate to current Oracle Forms system without any change to backend
- Run application in an offline mode
- Scan driver license and integrate with other state and federal systems of record
- Integrate with device camera and location services

### Solution:

- Oracle MAF for cross platform client application
- Oracle MCS for simplifying all mobile backend services – offline, identity management, security, push notification, storage
- Partnered with Aura Player to integrate with Oracle Forms and provide REST interfaces
- Platform expanded to other use cases

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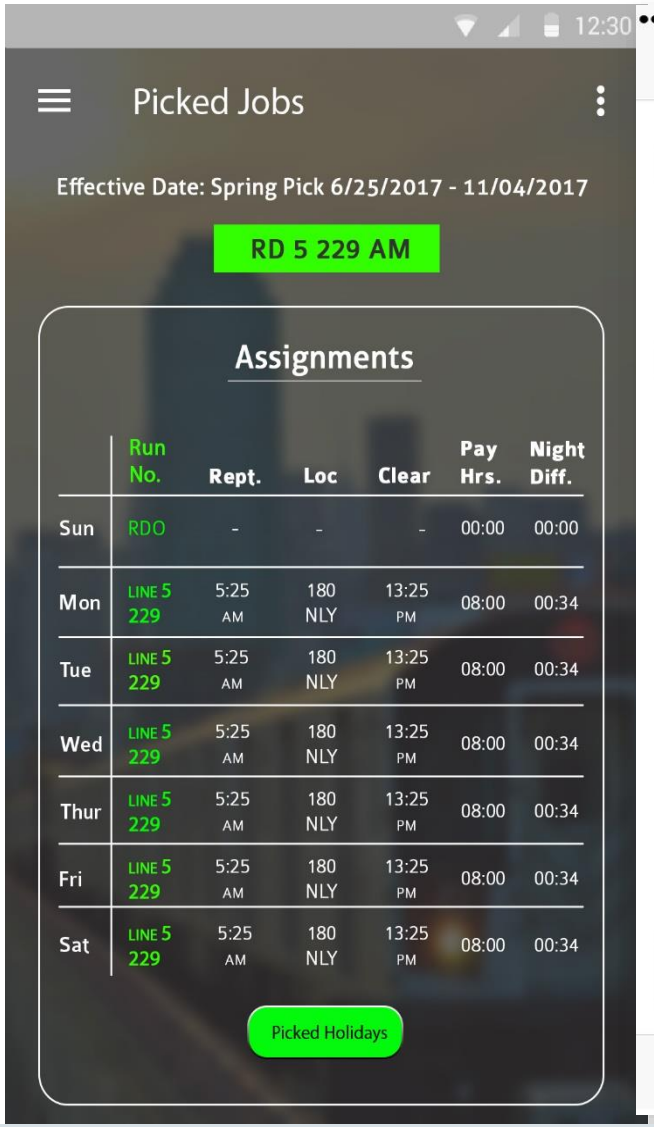
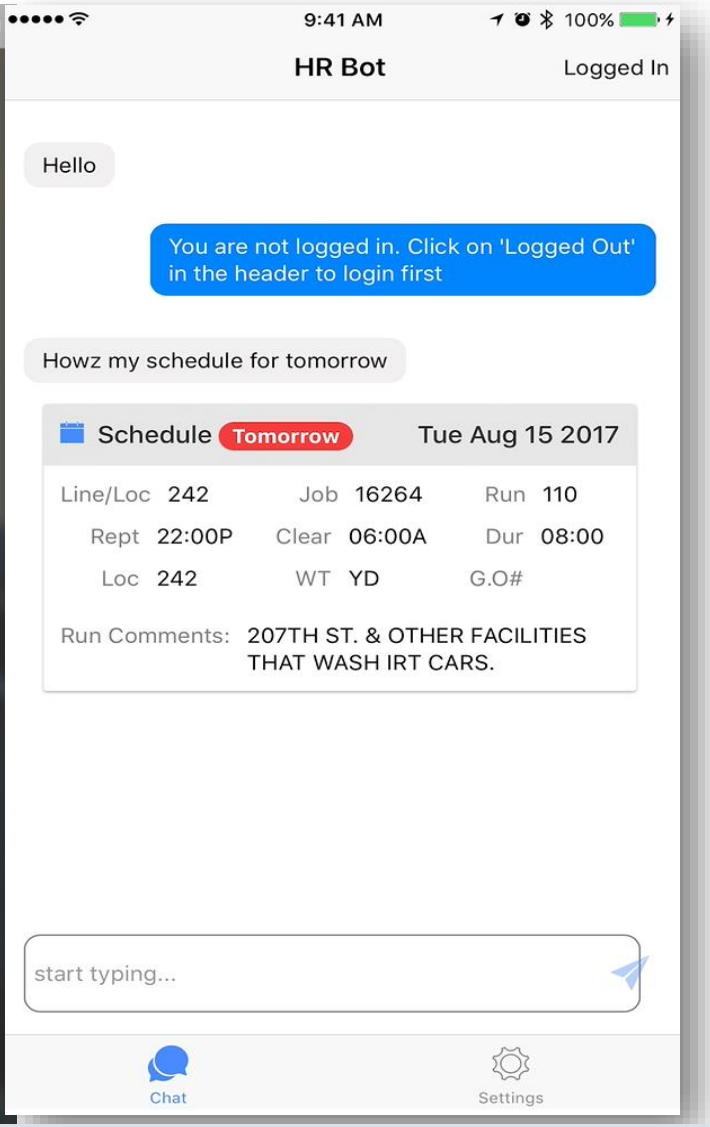
# Customer Story: Chatbot / Mobile HR System

- 40,000 non-technical employees of all backgrounds and demographics can get answers to their requests in seconds from any device, in any location, instead of waiting on hold or coming into the office.
- **Without touching one line of code in the existing system**, AuraPlayer transformed the Oracle Forms application to a REST services
- Mobile application can provide HR services in the field without the need to return to the office
- Oracle ICS host a **chat application all employees could use on their existing devices without training**.

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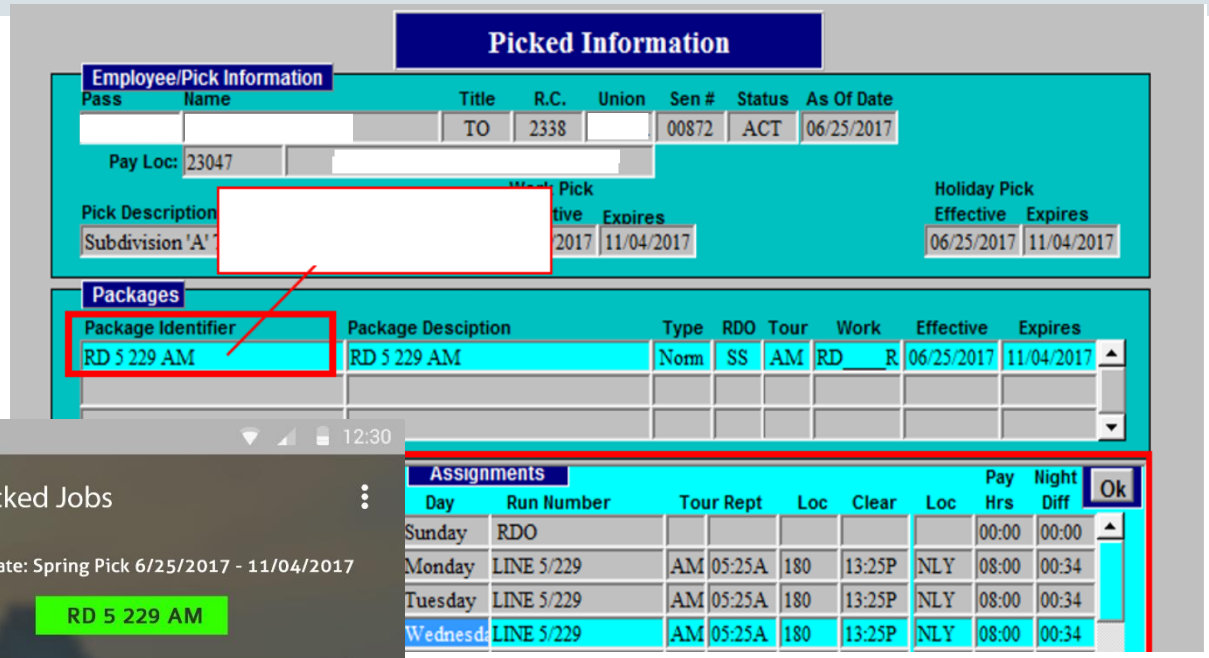
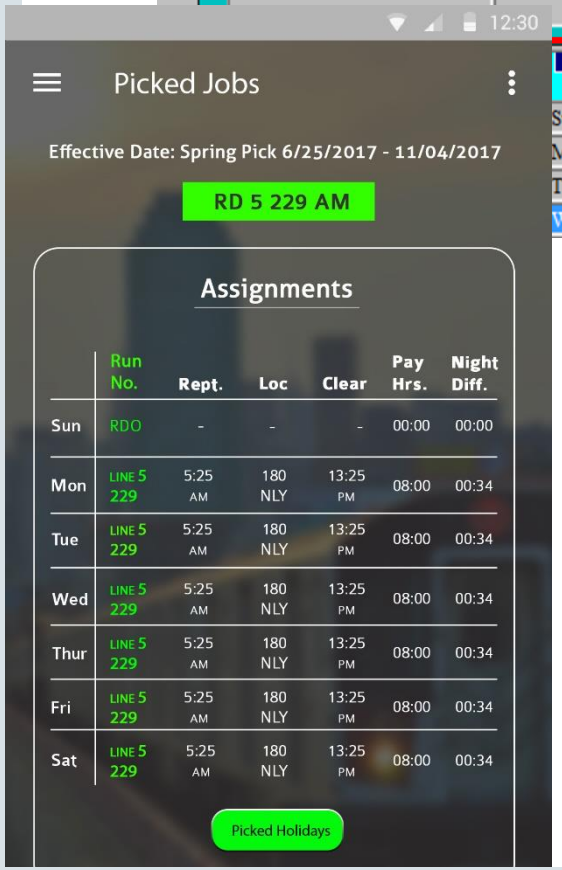
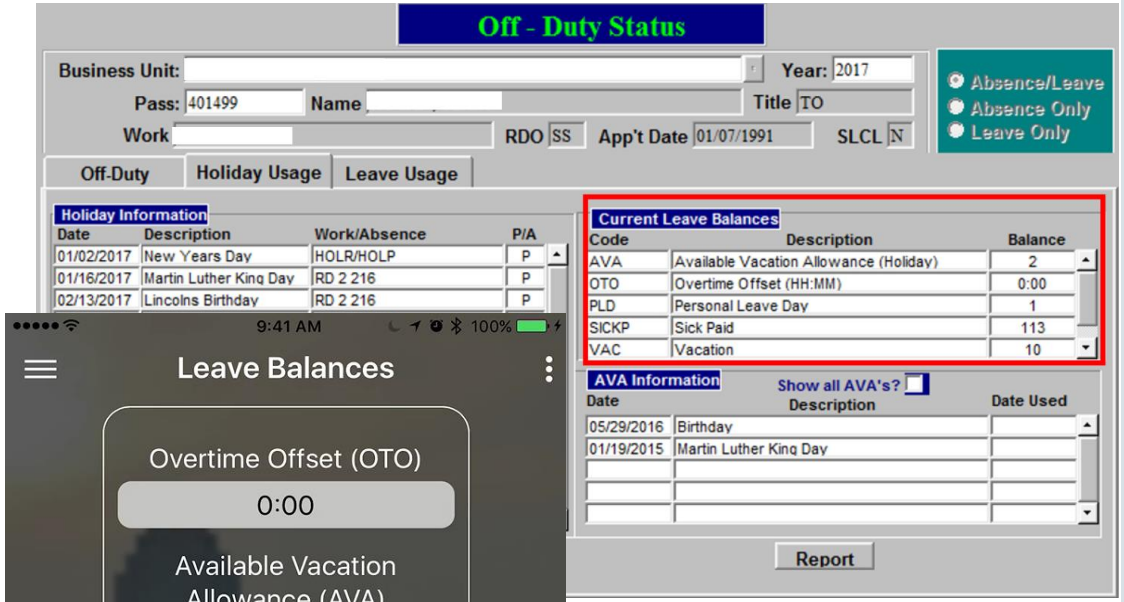
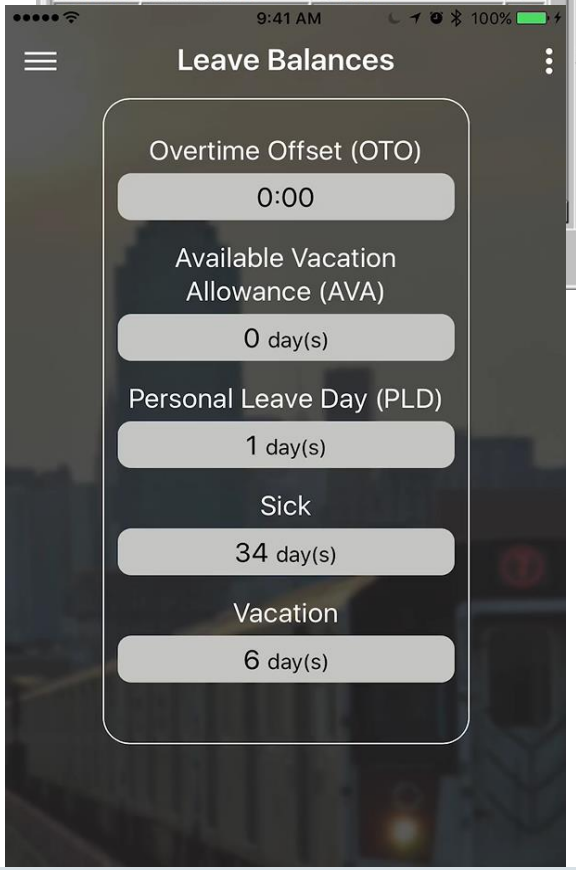



App https://www.dropbox.com/s/njb0vznqvdur1ol/MTA_APP_Short.mp4?dl=0

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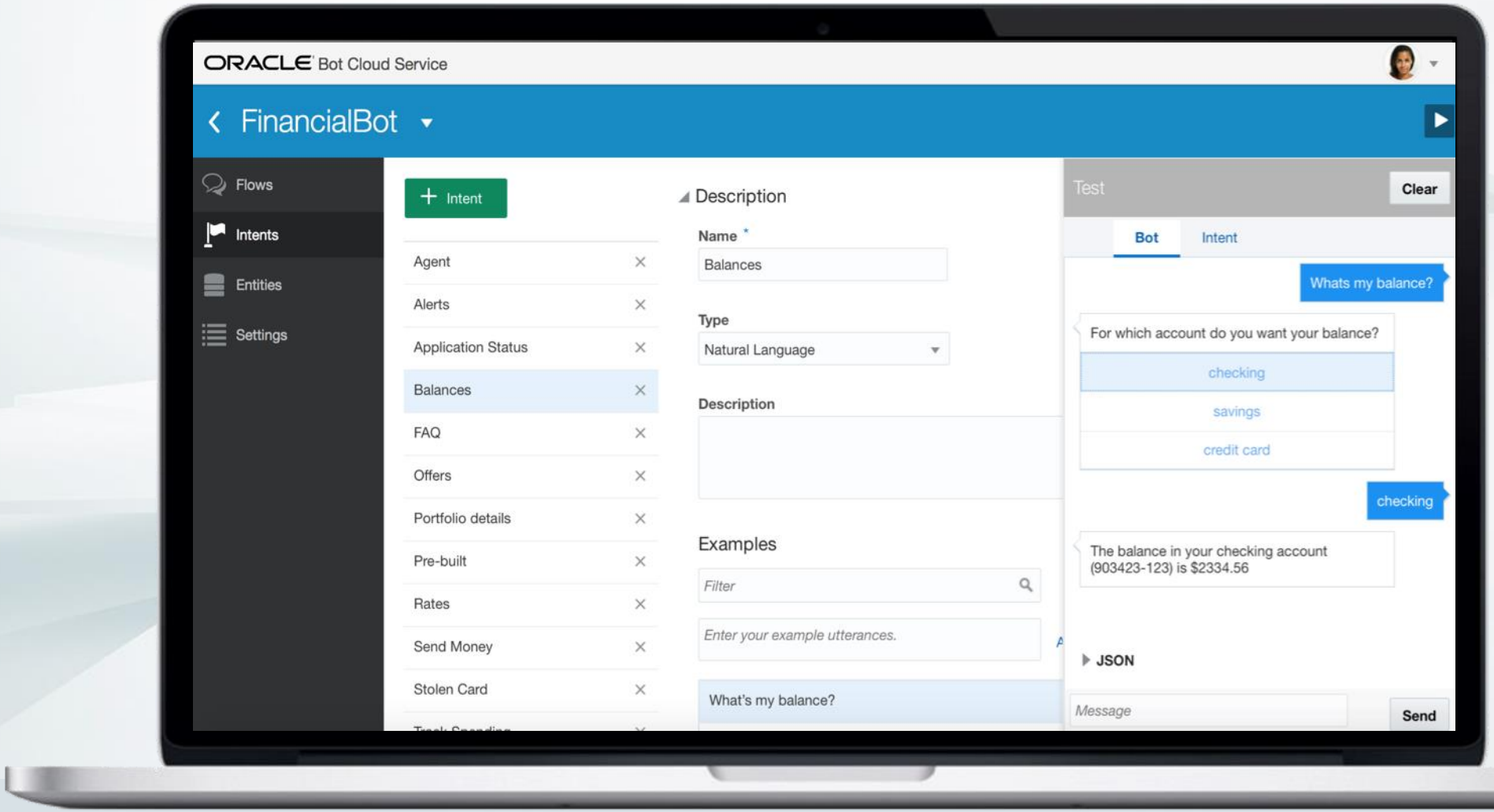
# Demo: Bot Builder - Build, Test & Deploy Bots

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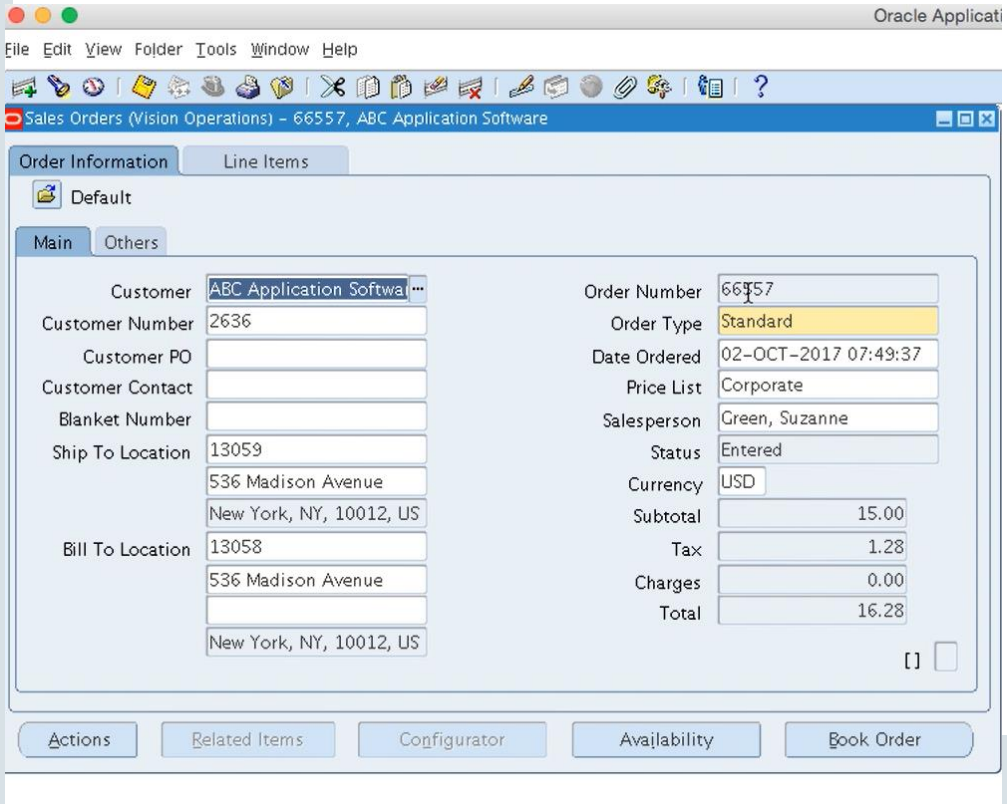
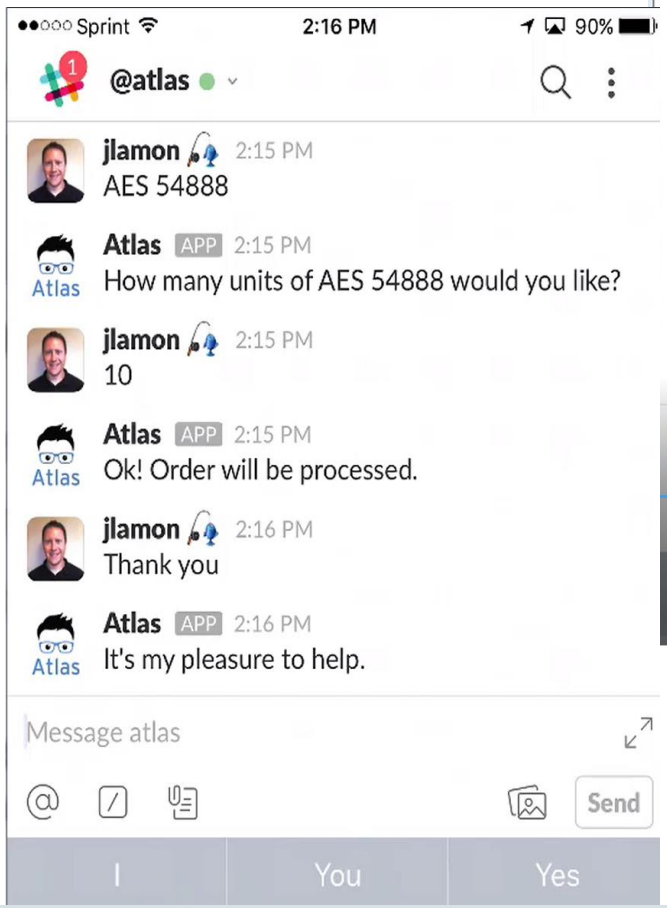
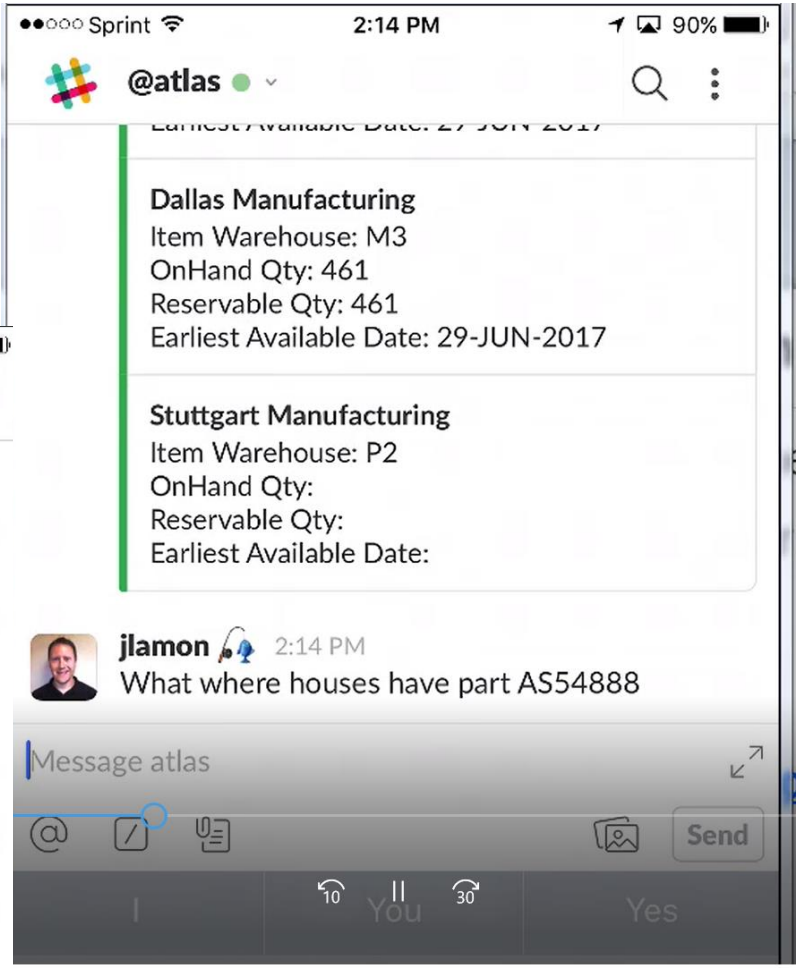
# EBS Sales BOT in #Slack




EBS Sales BOT
https://www.dropbox.com/s/xfbrs3brly1fkhc/EBS_SALES_BOT.mp4?dl=0

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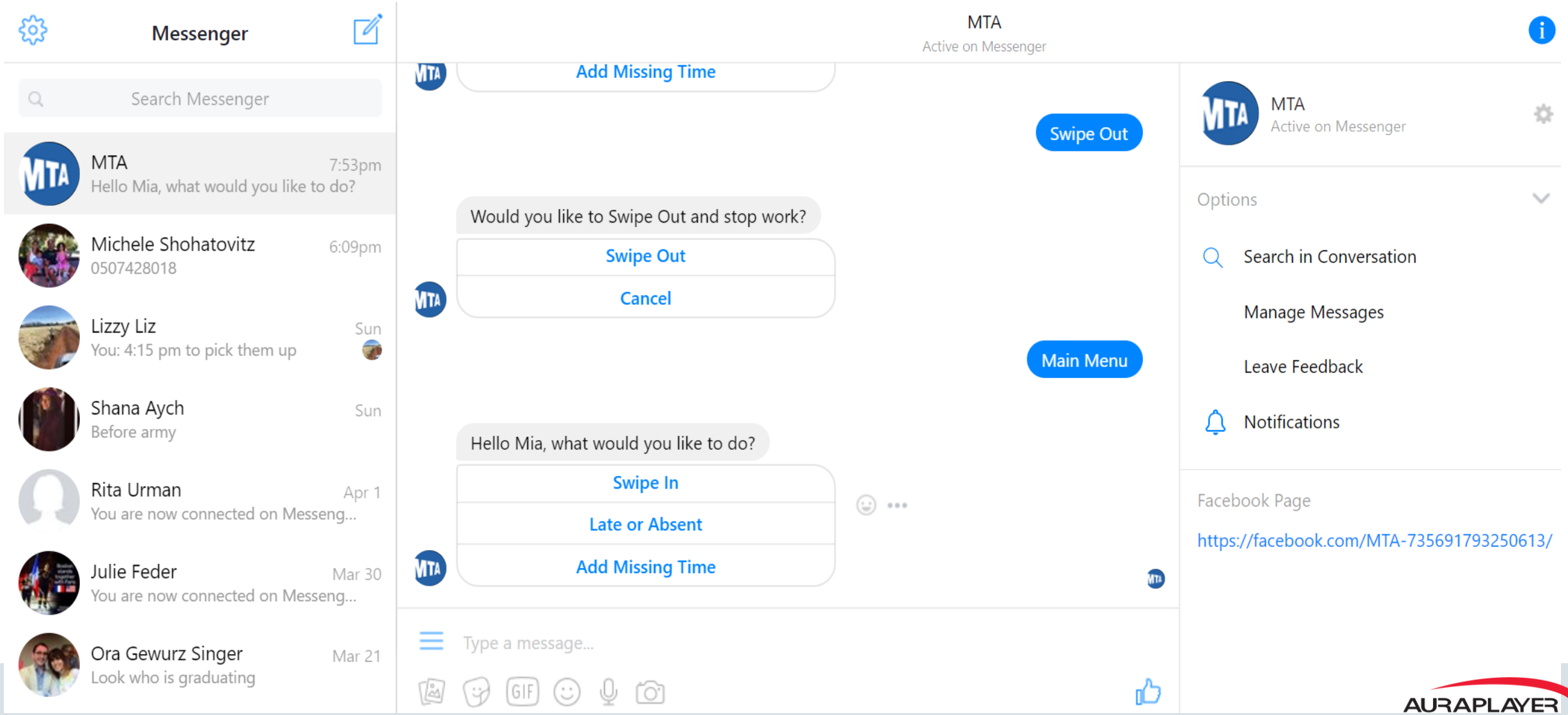
# Facebook Messenger – Hours Reporting



# How Do We Do It?

- **→Define the Flows –** Define the business process for the conversation Including input / output, Client-side requirements - #Slack / Facebook / Txt etc…
- **→UI/UX design -** What will the conversation look like from a UI perspective.
- **→Setup ChatBot Account / AuraPlayer**
- **→Develop the client side -** Mobile application is developed according to the specs in the UI/UX design.
- **→Deploy App and test app -** The application is then deployed to the customer's test environment.

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# 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

amazon alexa

Alexa…what's my balance

- NL Understanding
- Intent Classification: Balances
- Intent Ranking Confidence → 98%

For which account?

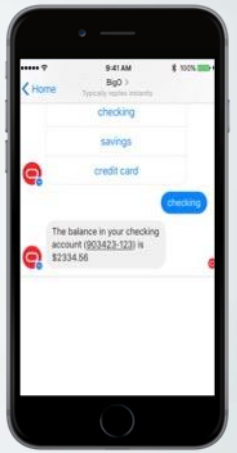
- Required Entities: Account Type
- Entity Values

Checking Savings Credit

Savings

Integration Component

Ent data




The balance in your checking account is $2334.56

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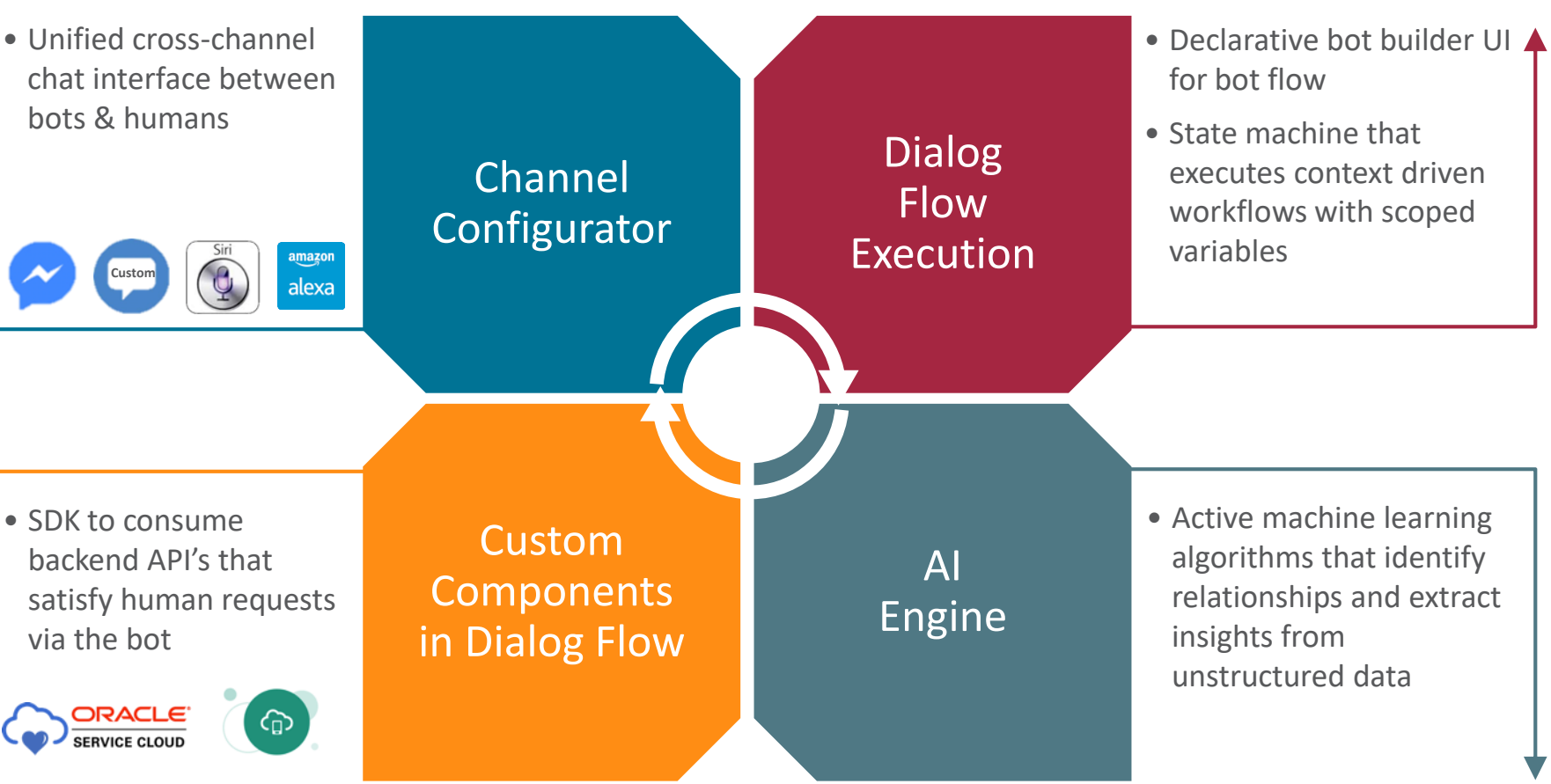
# Oracle Intelligent Bots: Key Components

- Unified cross-channel chat interface between bots & humans

Channel Configurator

- Declarative bot builder UI for bot flow
- State machine that executes context driven workflows with scoped variables

Dialog Flow Execution



- SDK to consume backend API's that satisfy human requests via the bot

Custom Components in Dialog Flow

- Active machine learning algorithms that identify relationships and extract insights from unstructured data

AI Engine

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# To Move Forward – Start today!

## Considerations For Modernization Projects

- Assess Your Requirements
  - What platforms do we need to deploy to?  UI requirements?
- Understand Your Existing System
  - Where does the business logic sit today?
- Define Timeline and Budget
- Choose development tools and environment
- Conduct Proof of Concept of Proposed Solution
- Decide on final Implementation Method
- Contact miaurman@auraplayer.com to get your FREE consultation!

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# Whatever The Strategy

**It’s Time**

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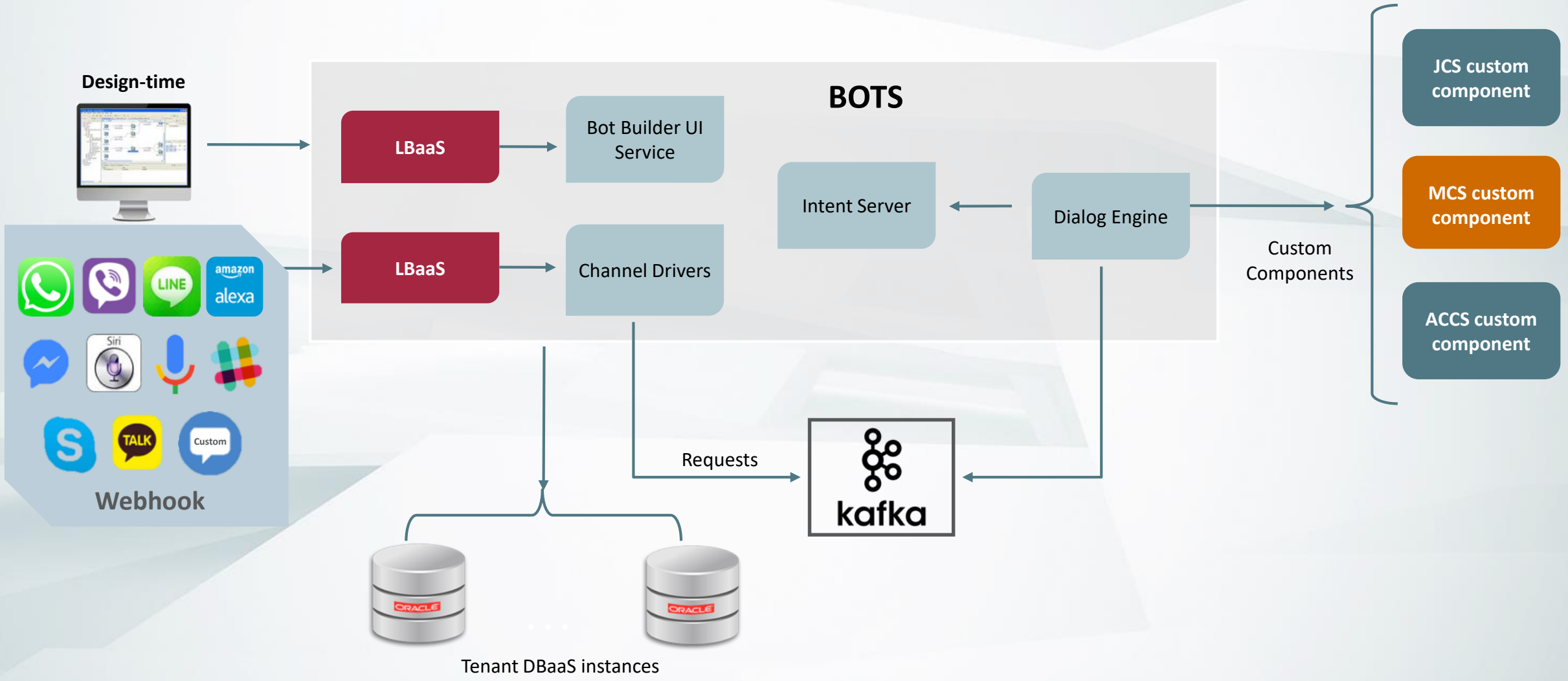
# Bots Architecture

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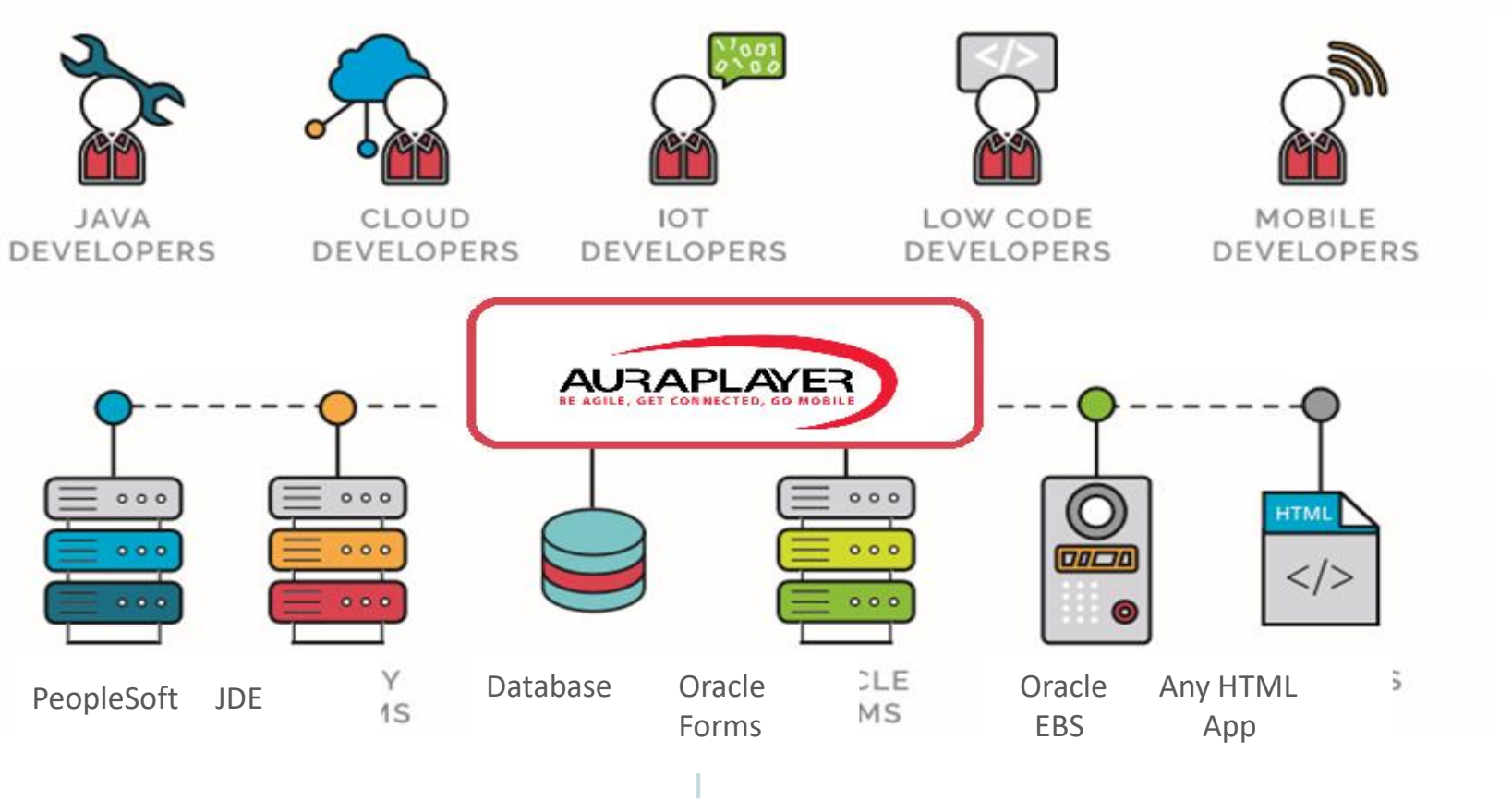
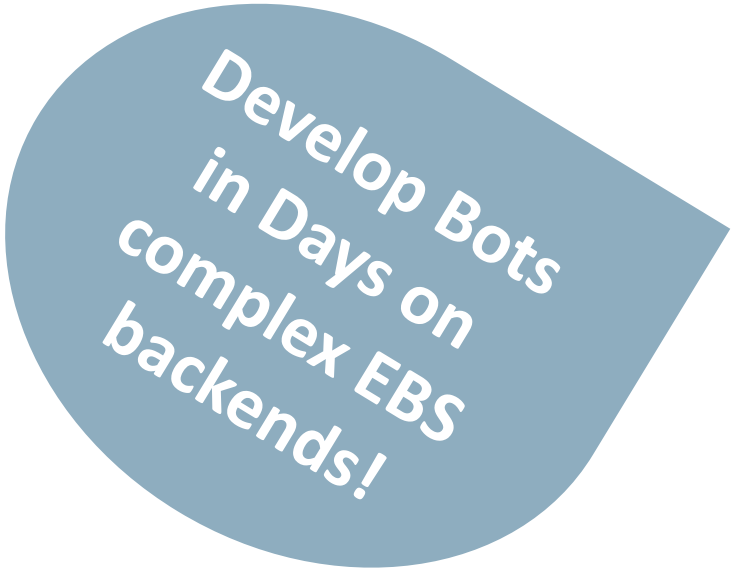
# What is AuraPlayer?

- AuraPlayer creates a REST API from any back-end data source, legacy or cloud application in minutes, WITHOUT redevelopment



# Why AuraPlayer ?




- No Redevelopment / Migration of the Back-ends
- Decrease Time to Market for BOT Development
- Reduce Development Costs - Wizard based Webservice development process
- Reduce Maintenance Costs
- Open Architecture  / Generates Generic WS

# For More Information

**VISIT:**
www.AuraPlayer.com

**WATCH:**
https://bit.ly/2zjLpan

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