ODTUG
Kscope19
SEATTLE, WASHINGTON • JUNE 23-27
PLEASE FILL OUT
YOUR EVALUATIONS
SEATTLE
Washington State
Convention Center

Building Your Conference's Digital Assistant:

Mia Urman
CEO
AuraPlayer Inc.

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 & Honors

- **Patented Solution**
- **Winner of several industryawards**
- **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

Rogers Group Inc.

GAP

Jubilee Life Insurance

dca

Weidenhammer

ADP

hhmi Howard Hughes Medical Institute

Department of Revenue Services State of Connecticut

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

CPP Consolidated Precision Products

Darigold

Great-West Financial

esure

Isracard Group

MTA Bridges and Tunnels

sopra steria

Nesher

Department of Health

STAGE your town. your store.

Nesher Israel Cement Enterprises Ltd.

7,5 Billion

2021

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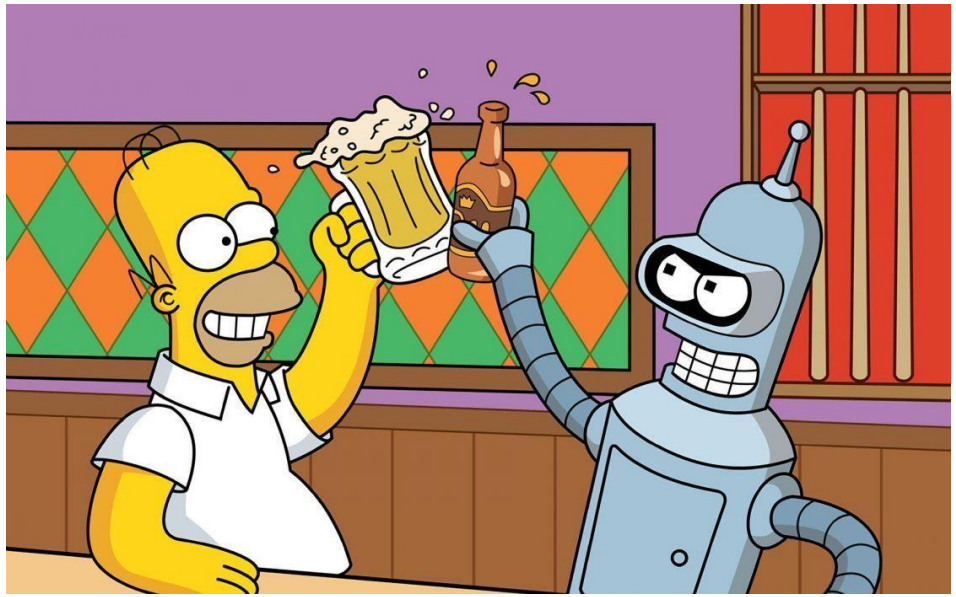

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What is a Chatbot?

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

- Wikipedia

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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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The Rise of Digital Assistant Usage

Statistics and Trends

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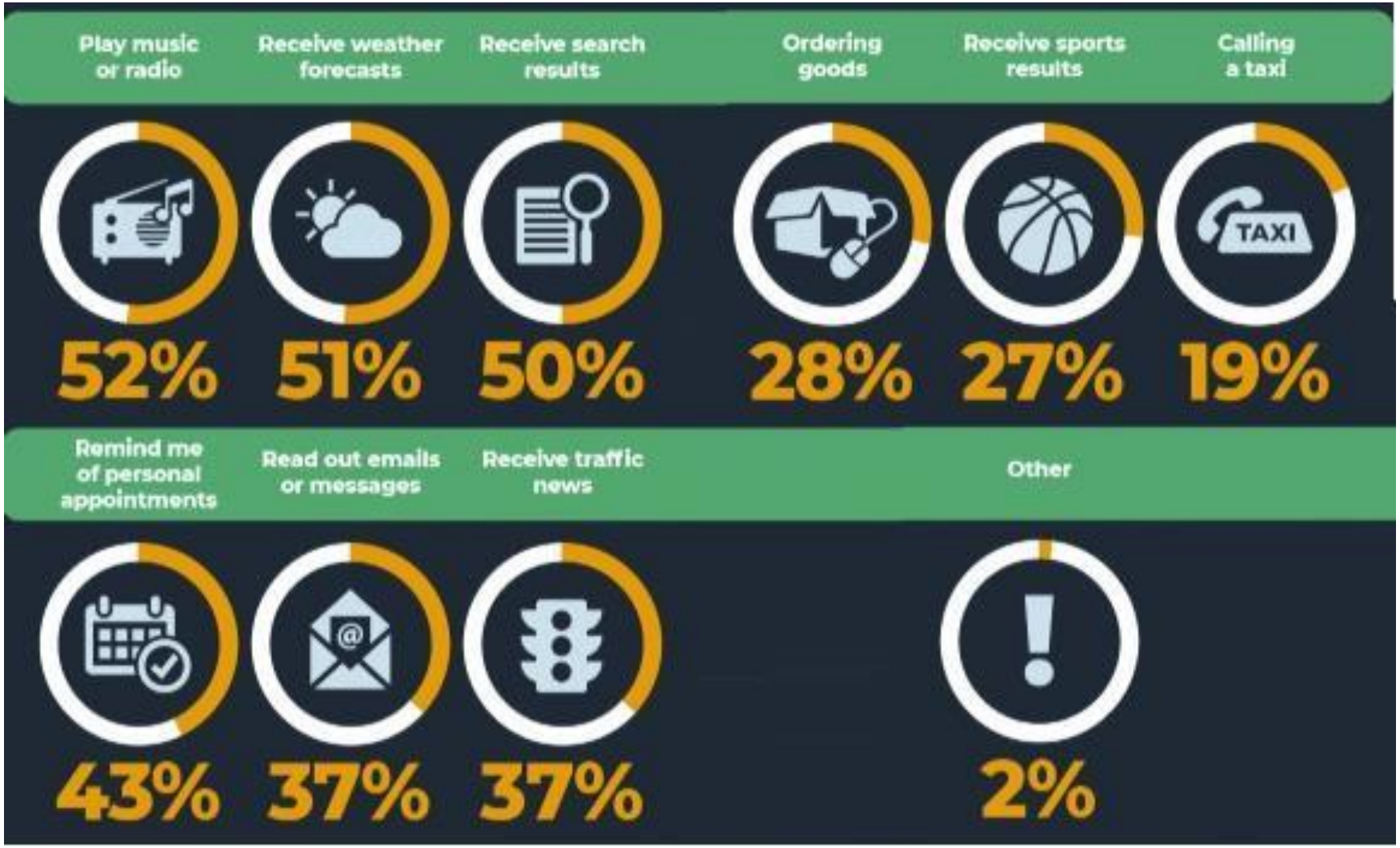
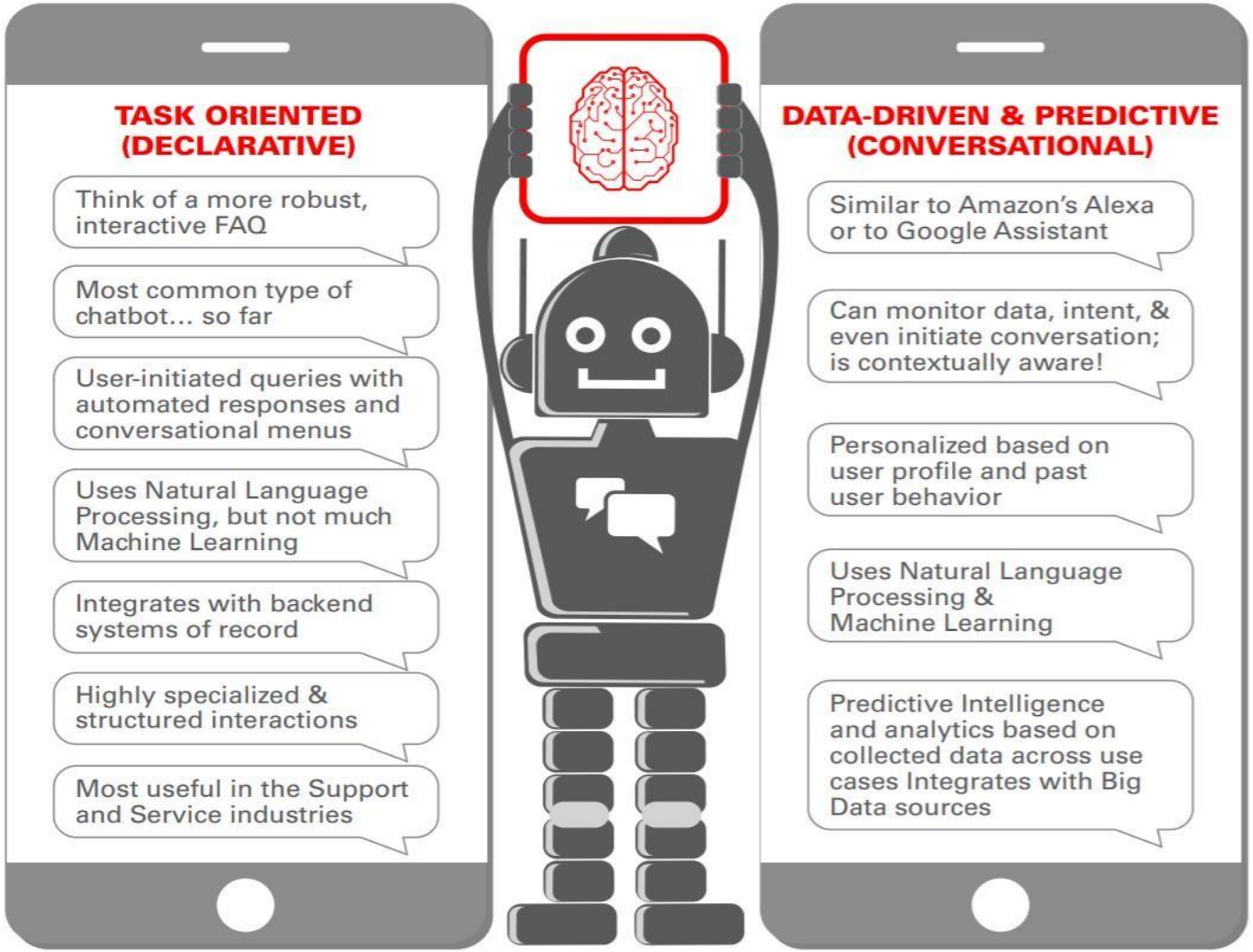
When Will People Use Digital Assistants



Types of BOTS



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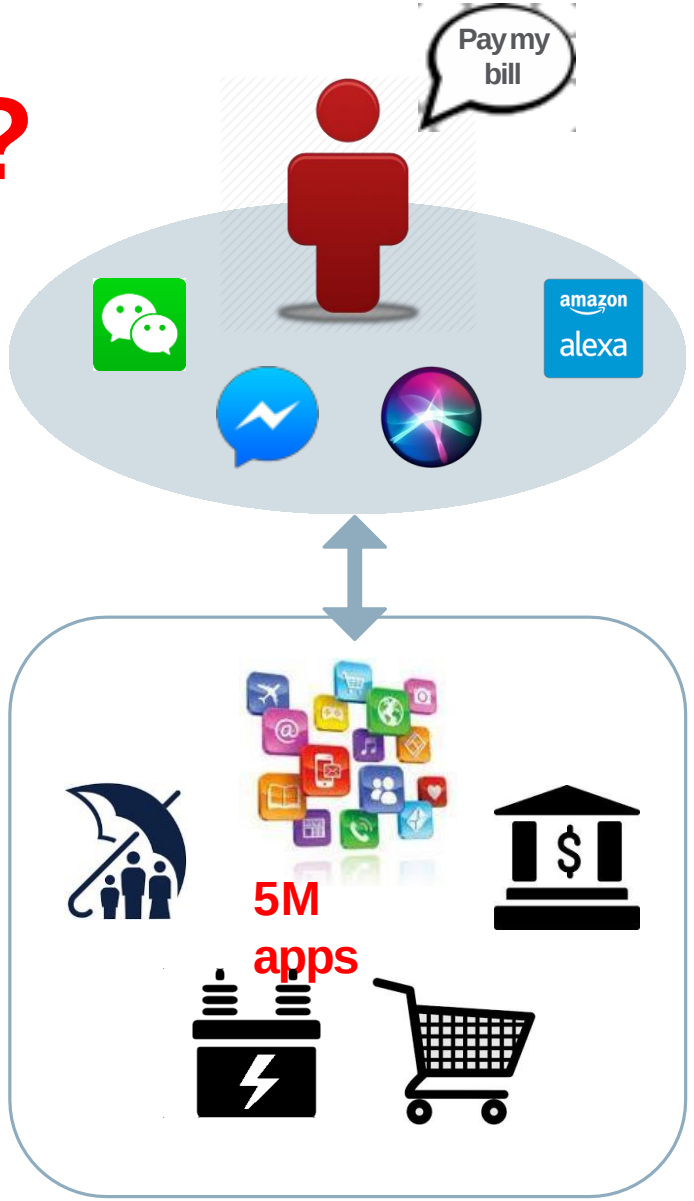
Why Conversational Interfaces?

- 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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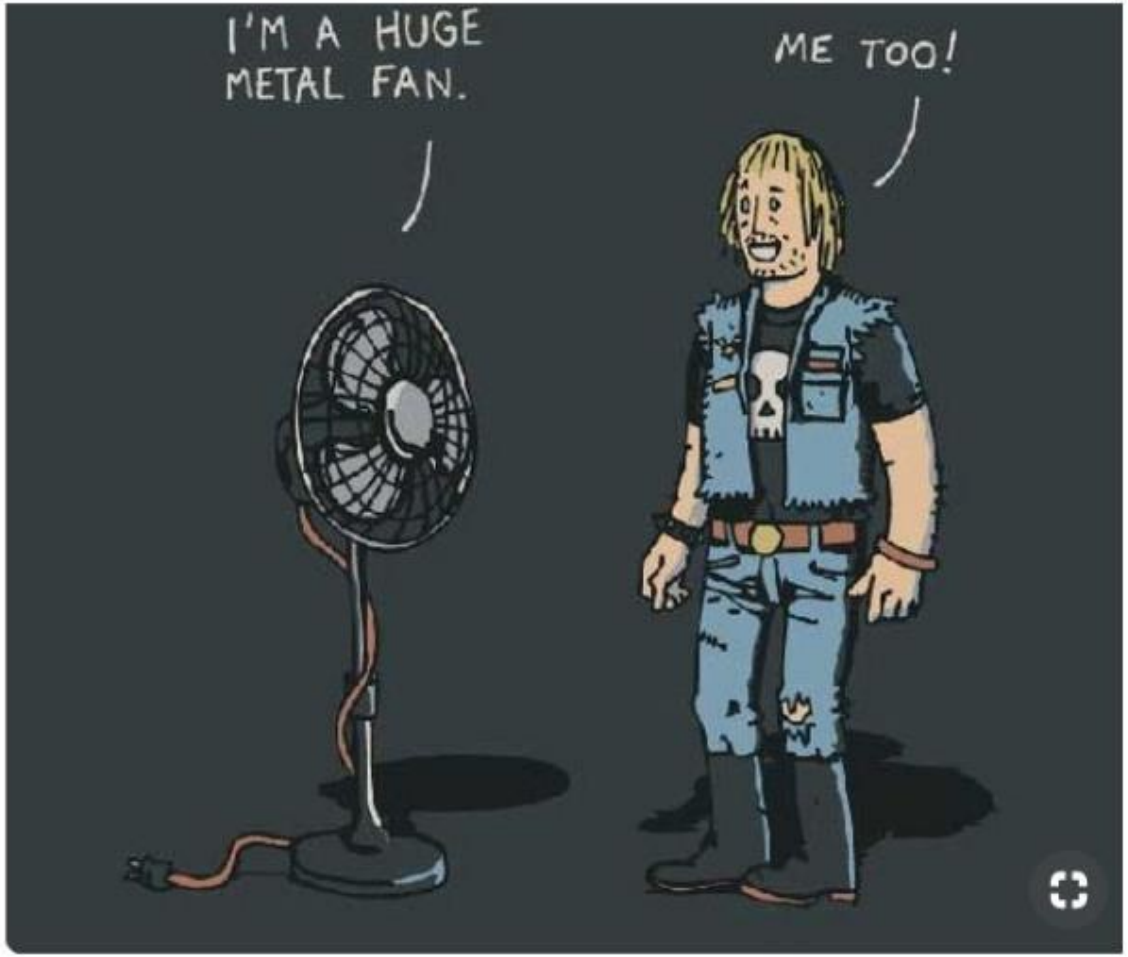
Why language can be difficult



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Conversational AI: Challenges

DIVERSITY OF CHANNEL INTERFACES

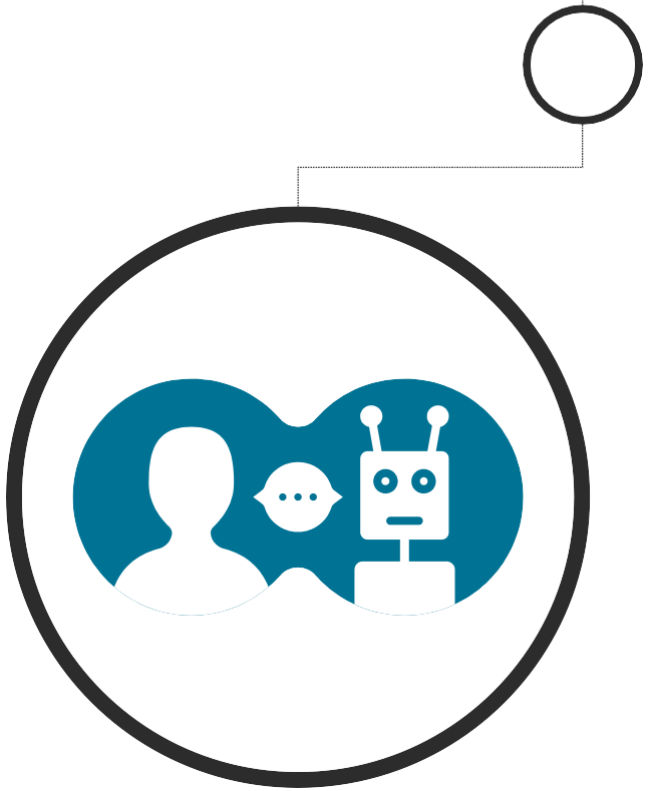
- Chat, Web, Text, Voice, Apps, Devices, etc.

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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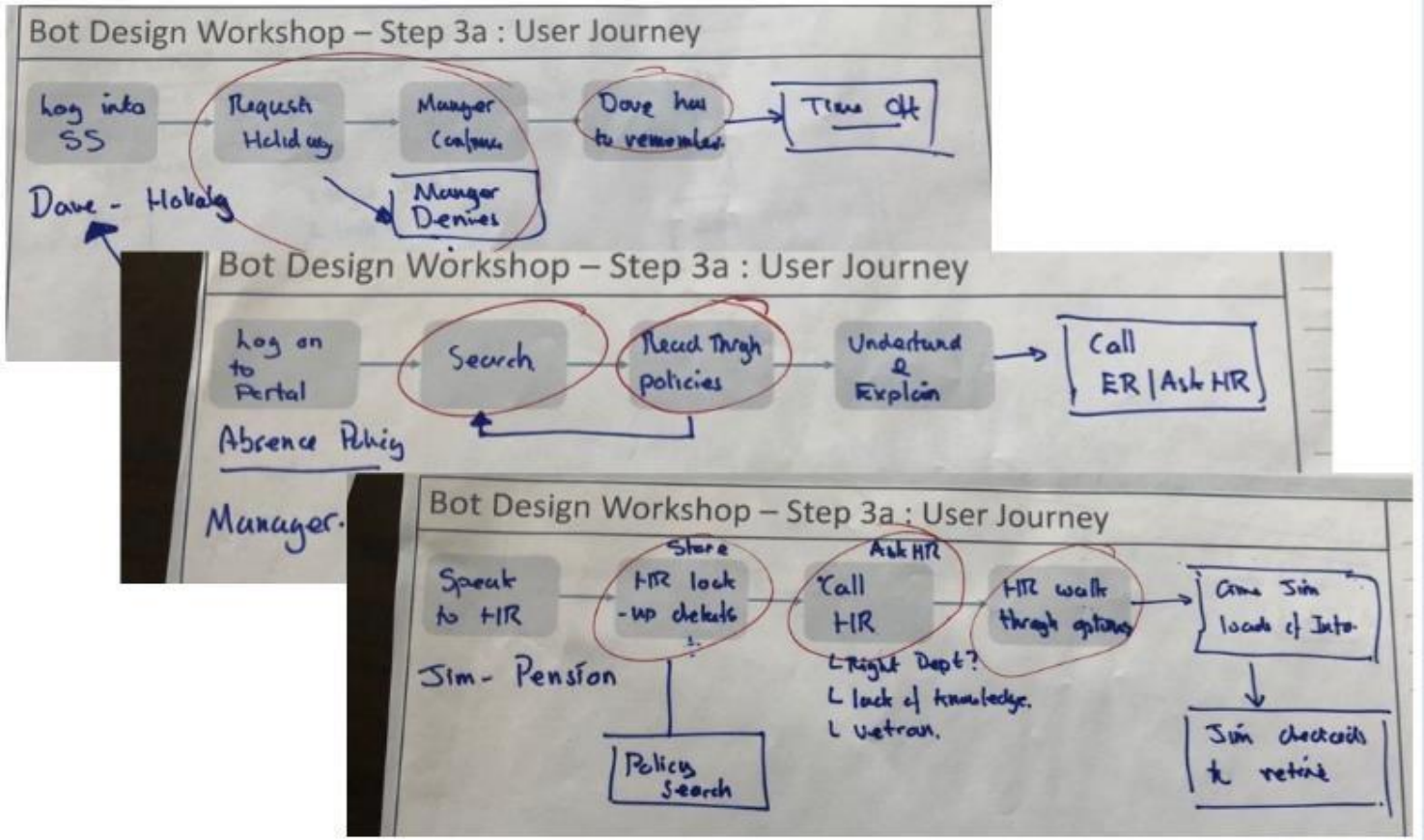
Conversational design

- Business goals
- User personas
- User journey
- Channels
- Dialog design
- Backends
- Sample entities



Consider your bot personality

- We have in-built expectation that a conversation should be engaging
- Decide on your bot persona
  - Formal? Hip? Reflection of your target audience?
- Give it a name and avatar, but not necessarily human
- Give a positive and welcoming introduction
- The voice and tone of your bot is your brand
- Words carry emotions
  - *"You neglected to supply"* vs *"If you could tell us.."*

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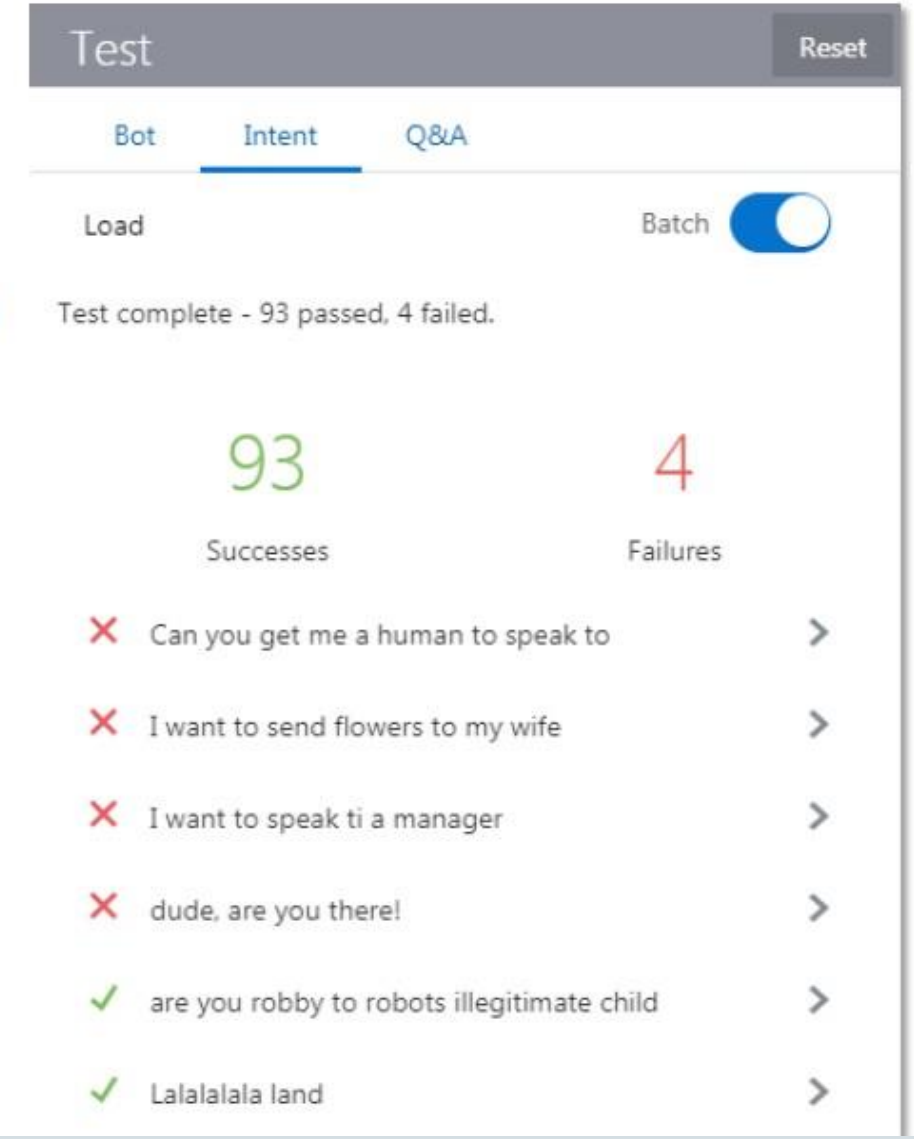
Test, fix, repeat

- NLP is only as good as the data you train it with
- Real data comes from real users
- 80/20 split training/test data
- Use batch testing
- Use analytics and insight
- Test, fix, repeat



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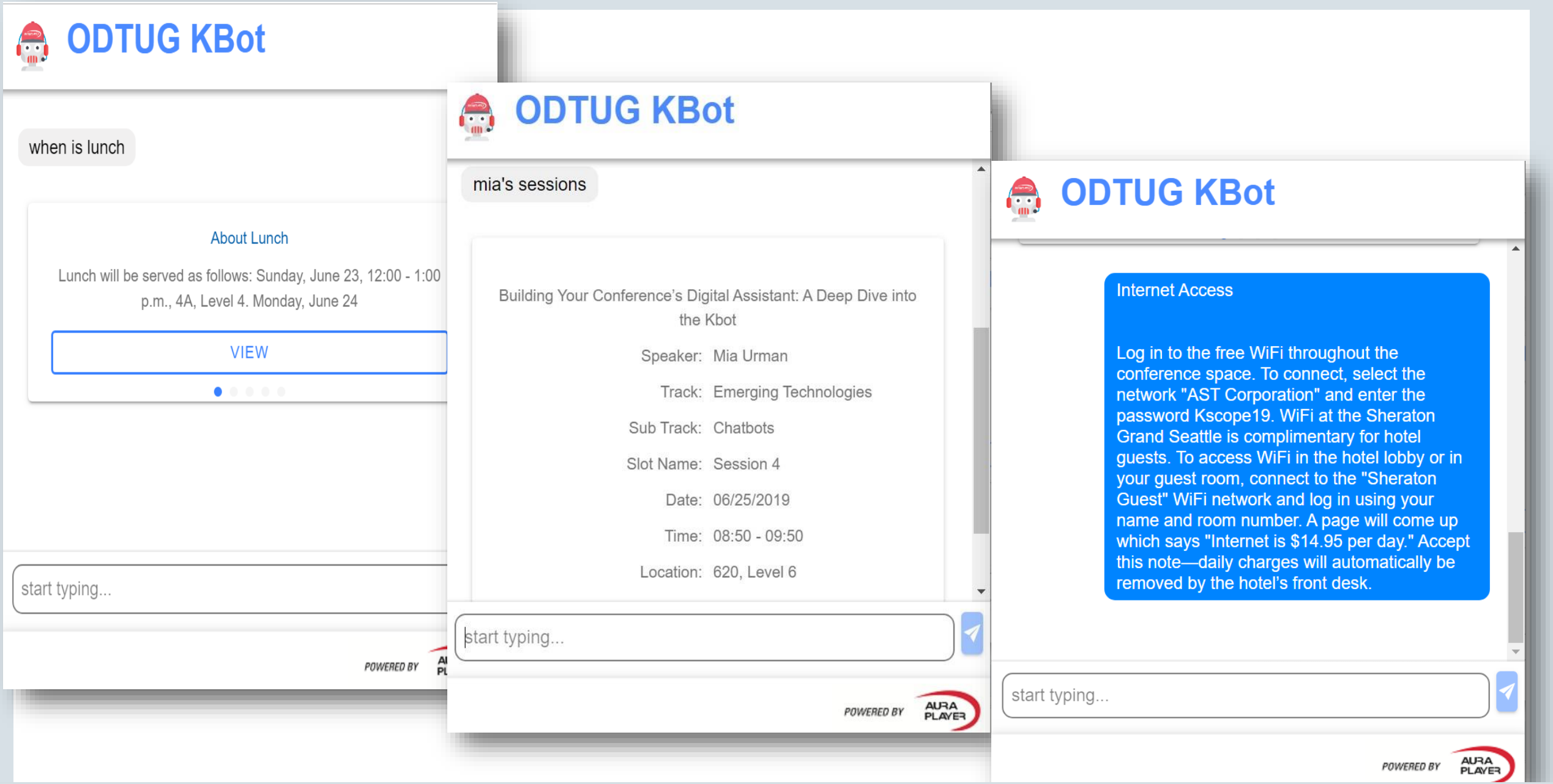

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DEMO TIME

Say Hello to Oracle Digital Assistant Cloud Service

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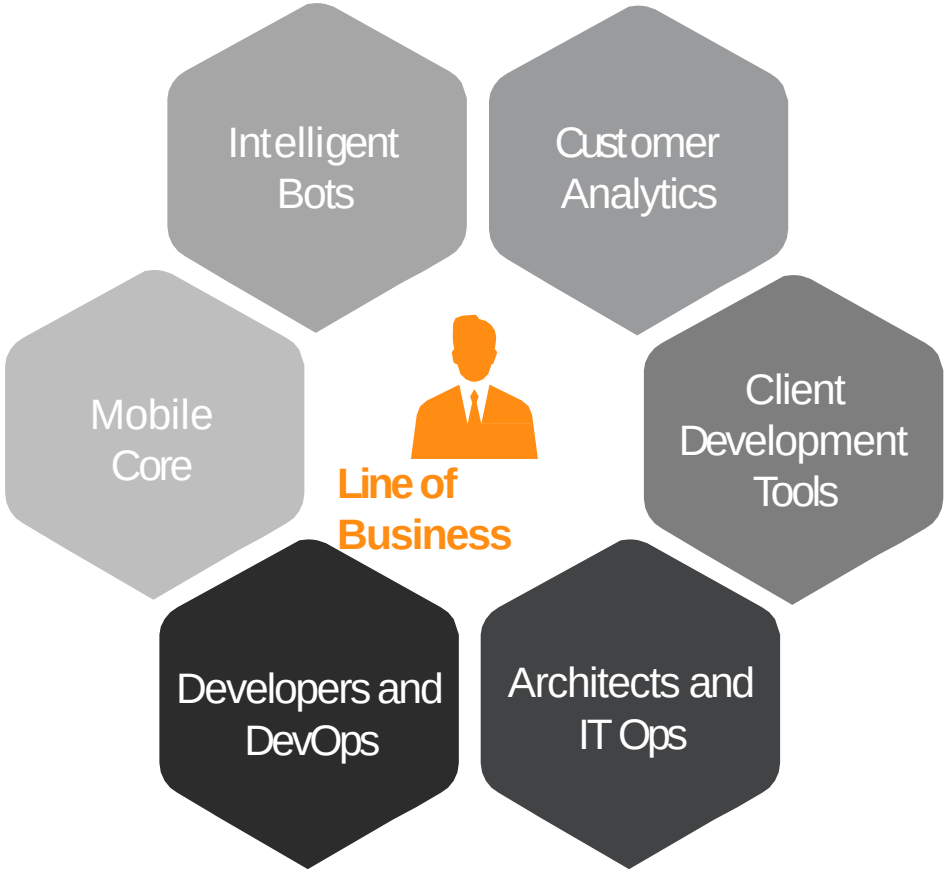
AMCe becomes Mobile Hub and Digital Assistant



NOW

Mobile Hub

Digital Assistant

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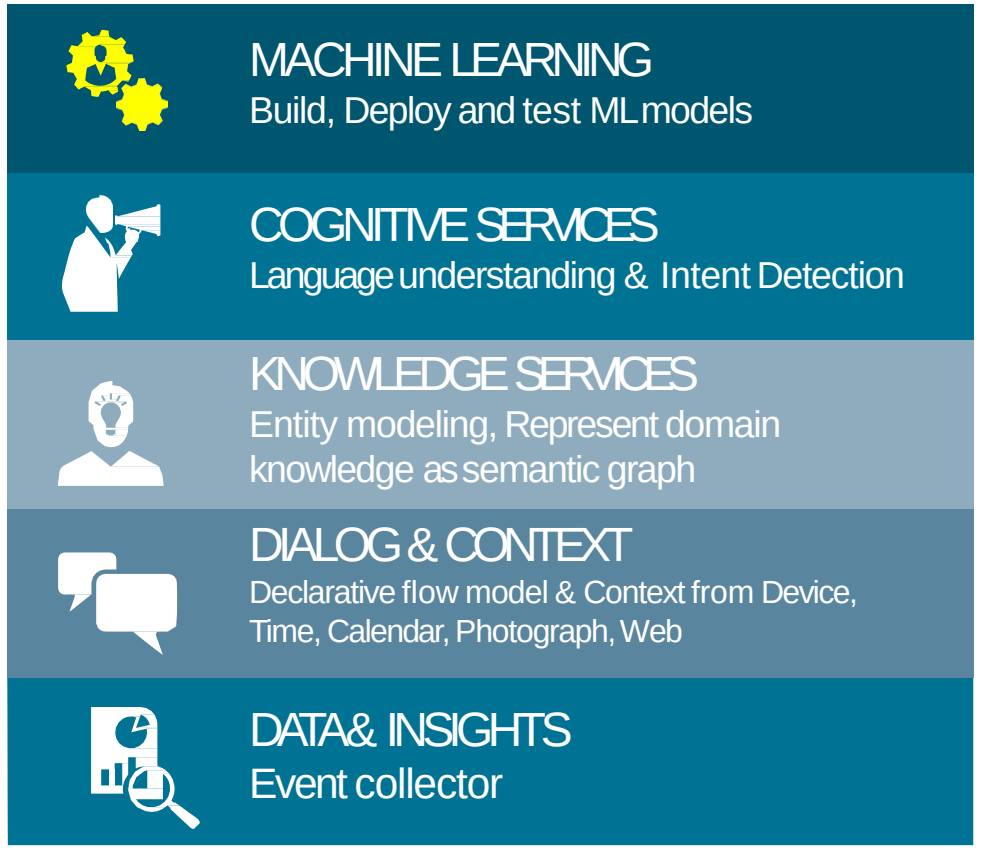
Oracle Intelligent Bots / Oracle Digital Assistant

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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Oracle Digital Assistant Features

Proactive Engagement
A digital assistant is proactive, anticipating and initiating interactions with users

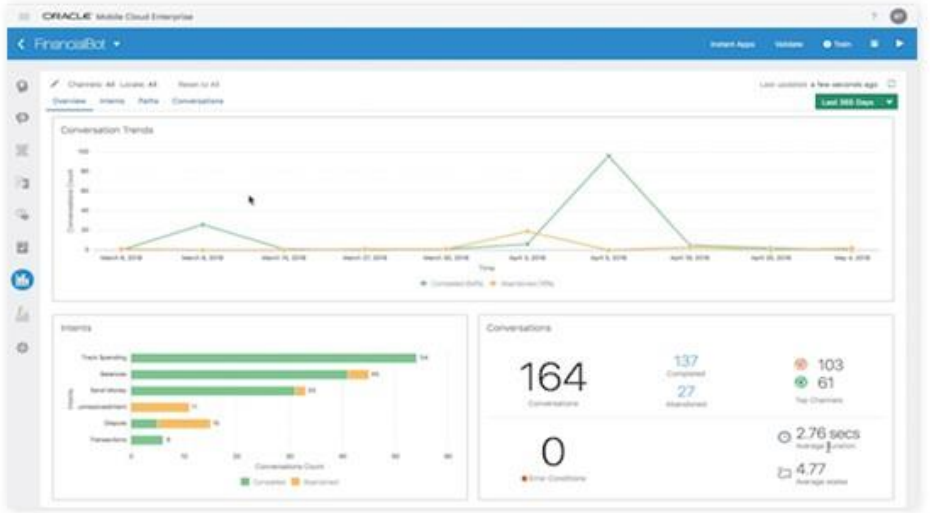
Live Agent Handoff
Enhance user interactions with live agent handoff capabilities

Automate Multiple Apps
Digital assistants can combine skills that vary, depending on the context of the interaction and the connected backend system

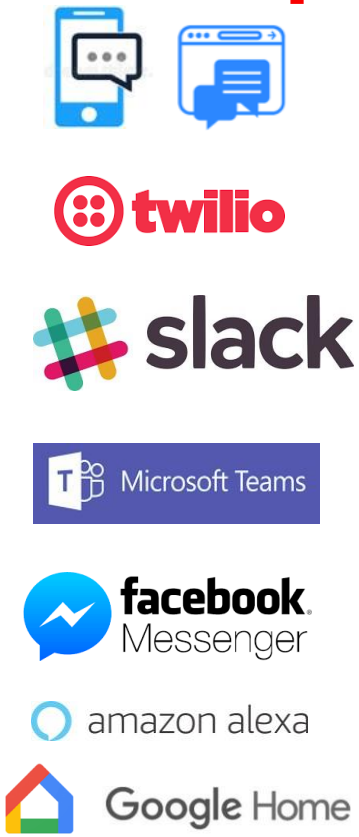
Instant Apps
Build an assistant that can capture structured data, leveraging existing app functionality, while staying within the flow of the conversation

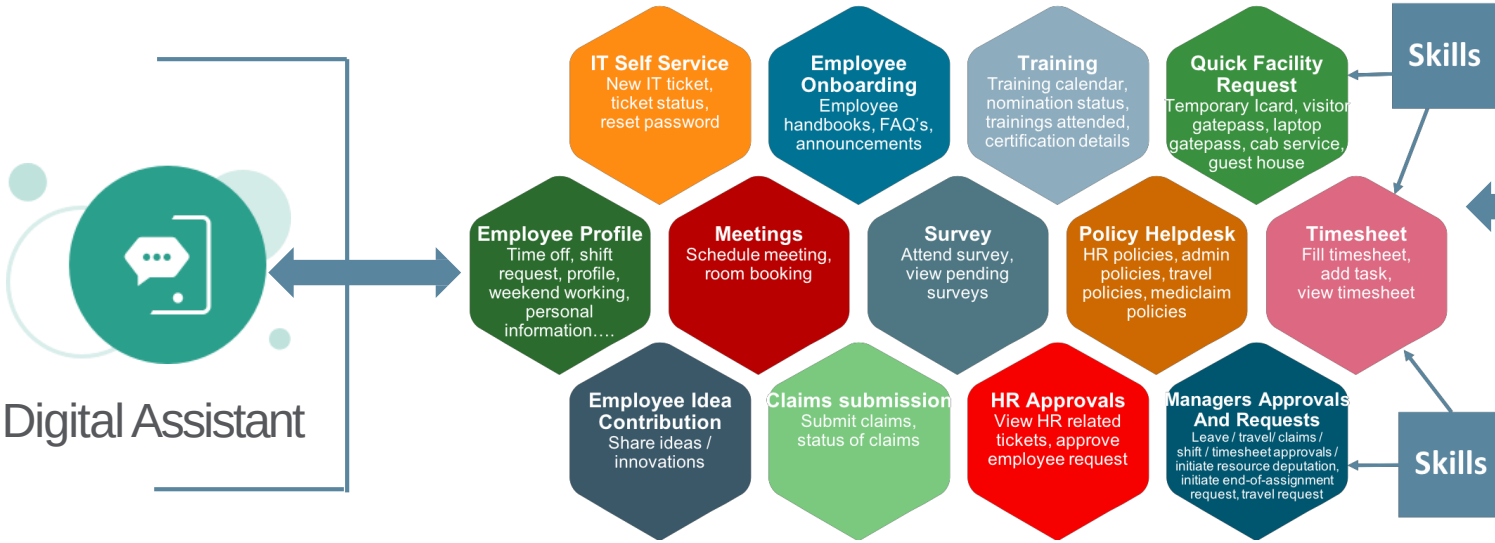
QnA Builder
Quickly enhance an assistant's skills by importing already-established FAQs to automate common inquiries

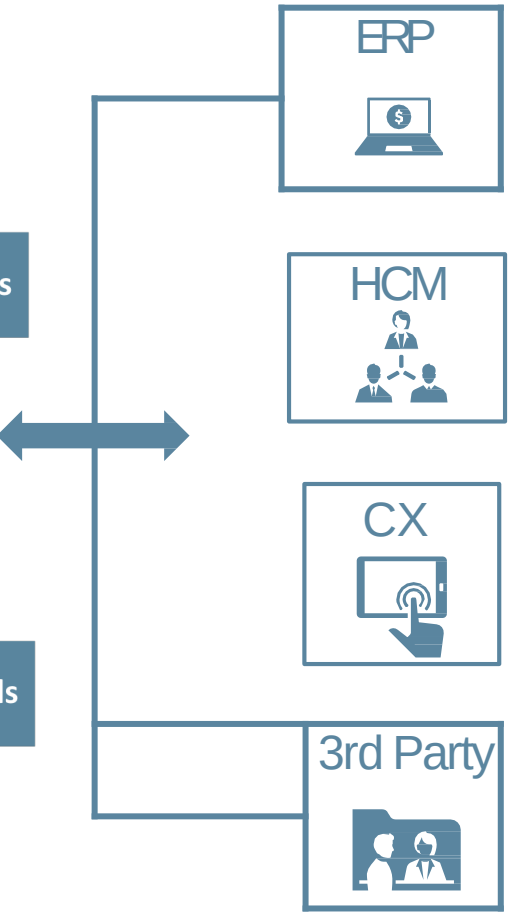
Built in Analytics



Employee Digital Assistant and Skills Example







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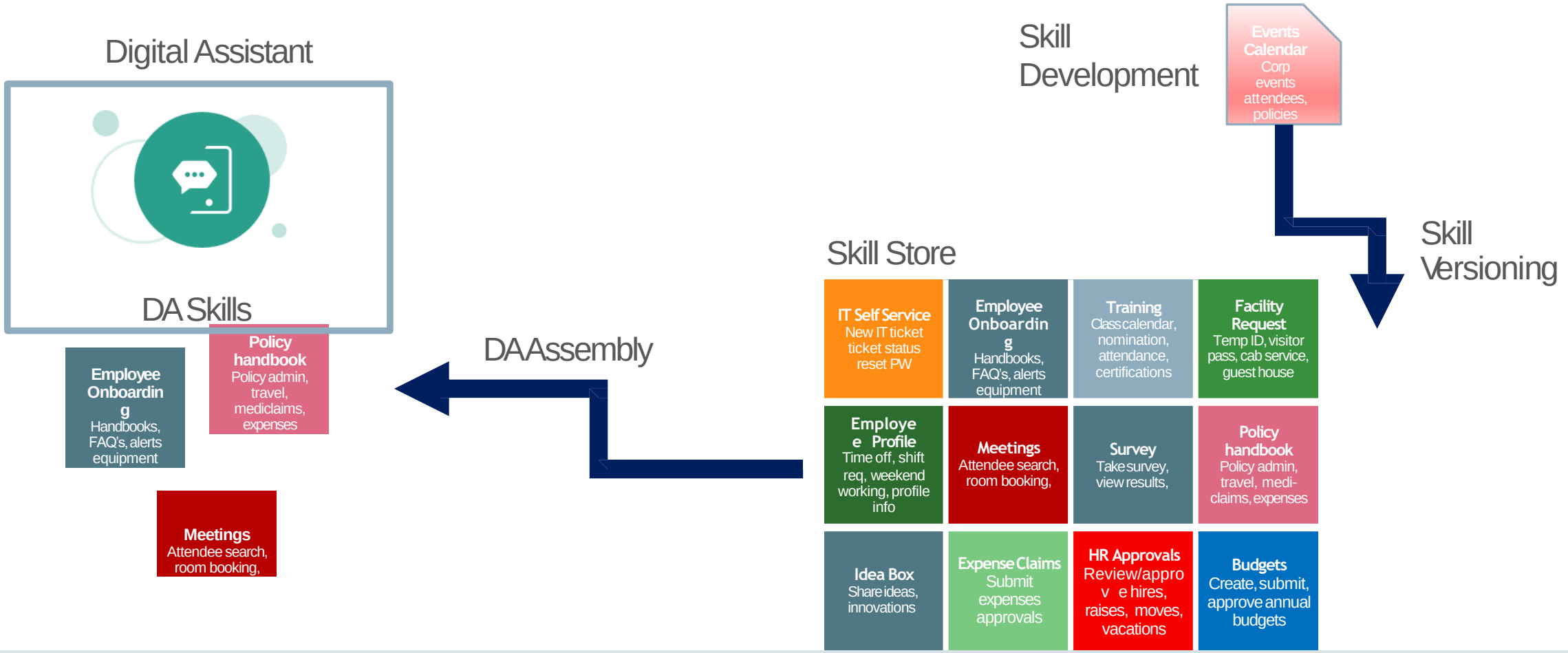
Simplified Digital Assistant Assembly



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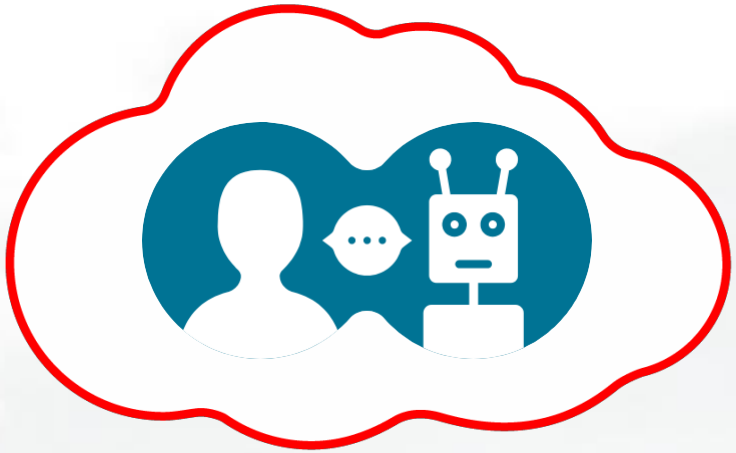
The Challenge: Agility

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

The Solution Creating DA with Oracle EBS/Forms

Enterprise grade Digital assistant 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 FLEXfields 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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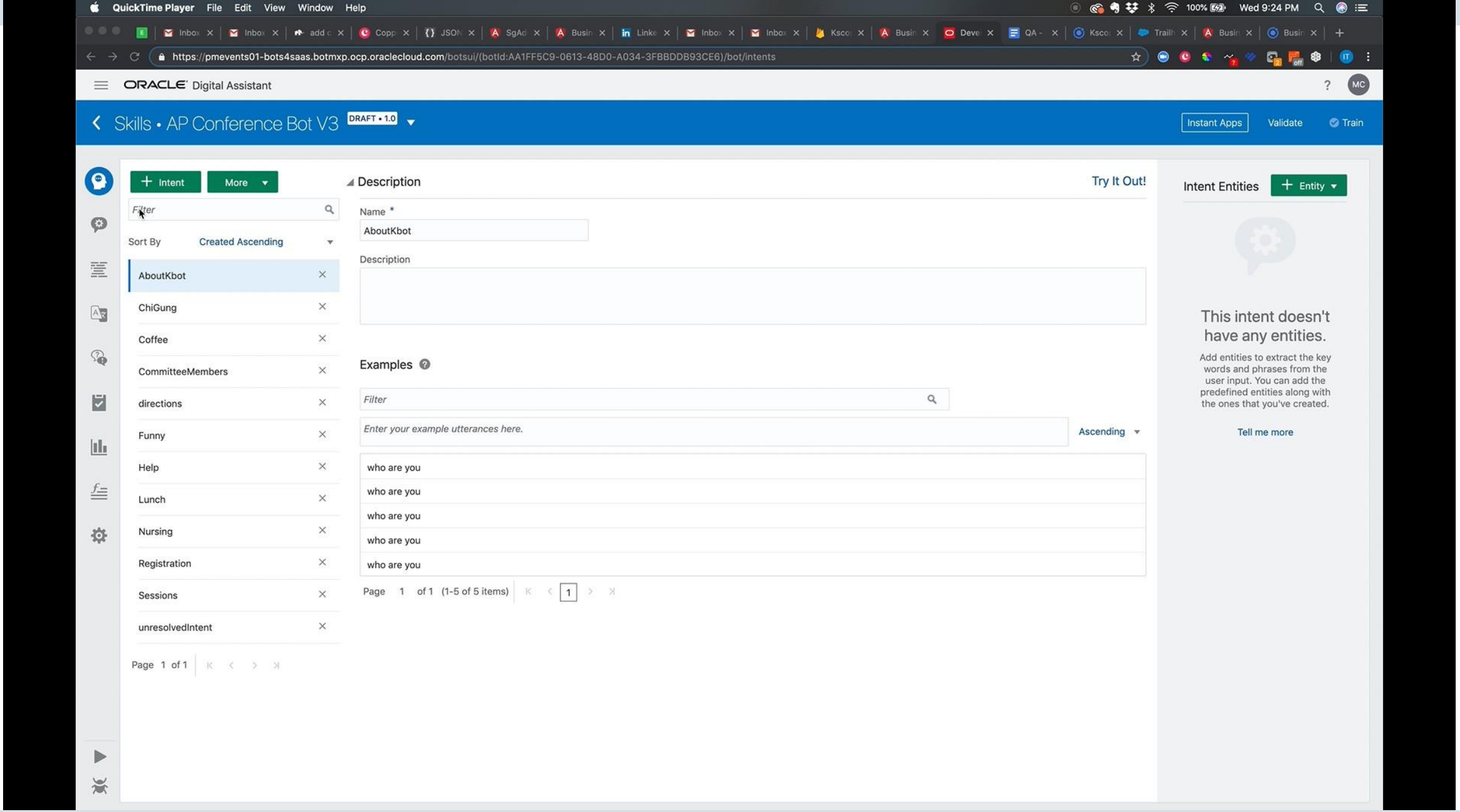

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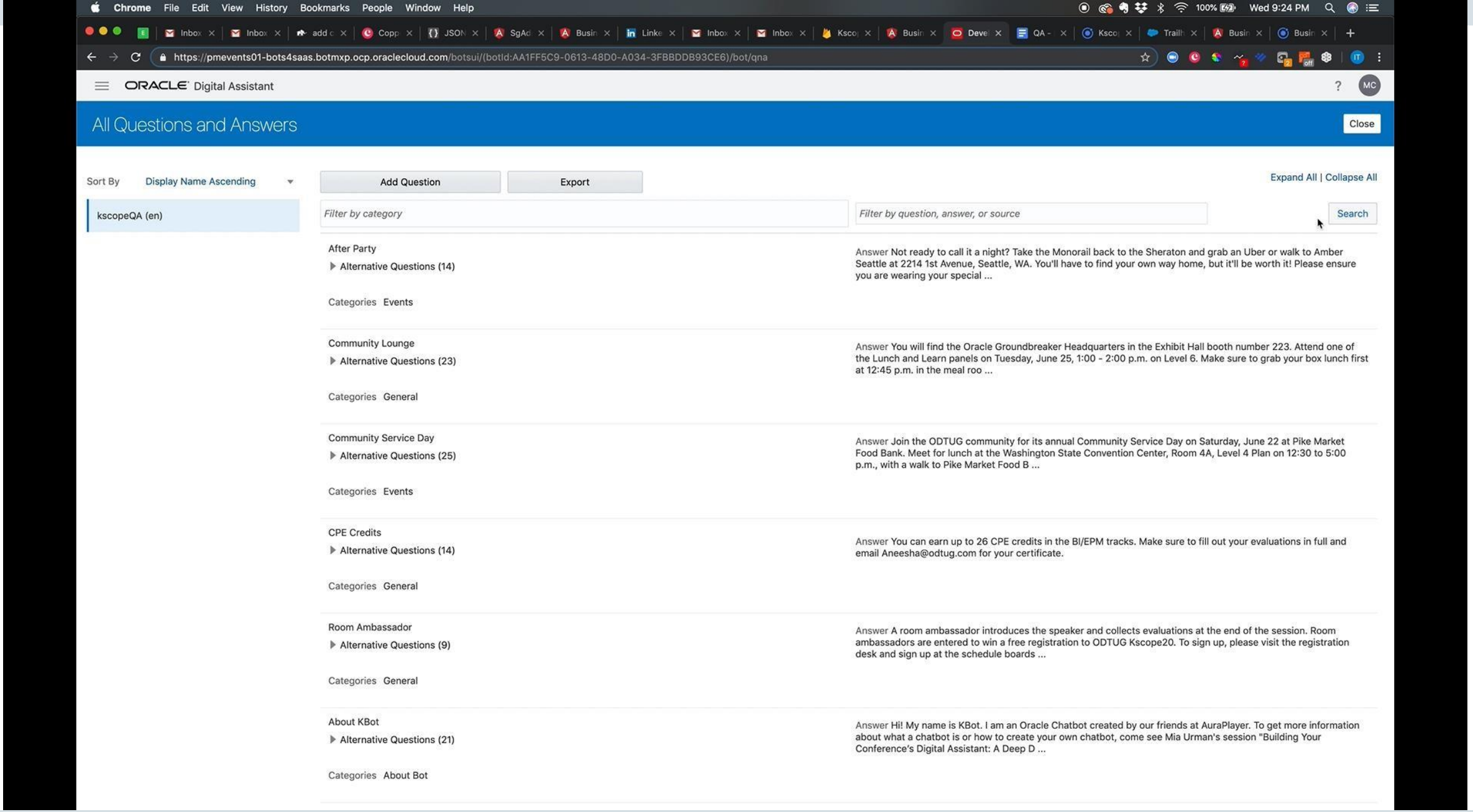

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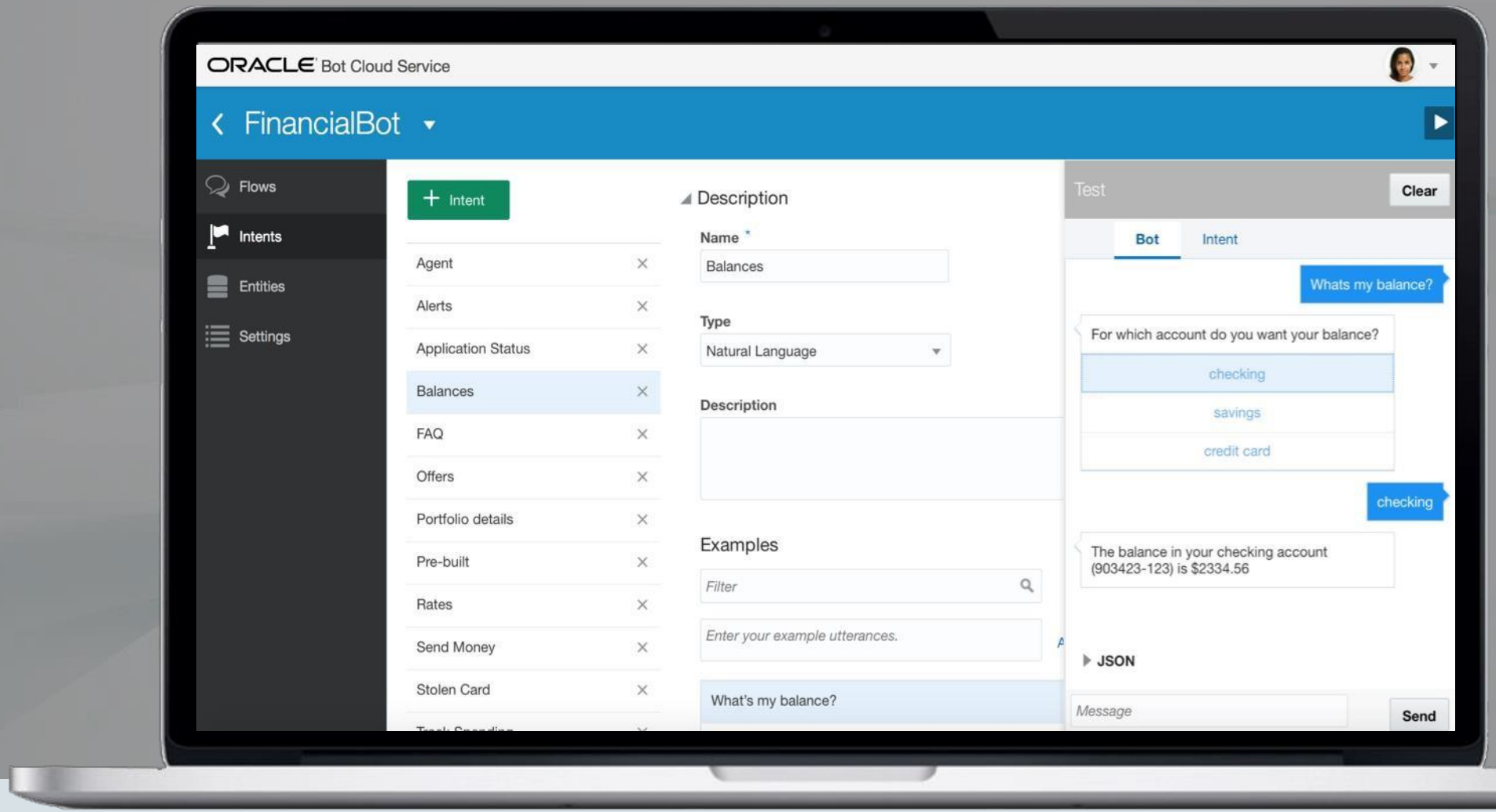
Demo: Bot Builder - Build, Test & Deploy Bots



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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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For More Information

VISIT:
www.AuraPlayer.com

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

FOLLOW: @AuraPlayer

CONTACT: info@auraplayer.com

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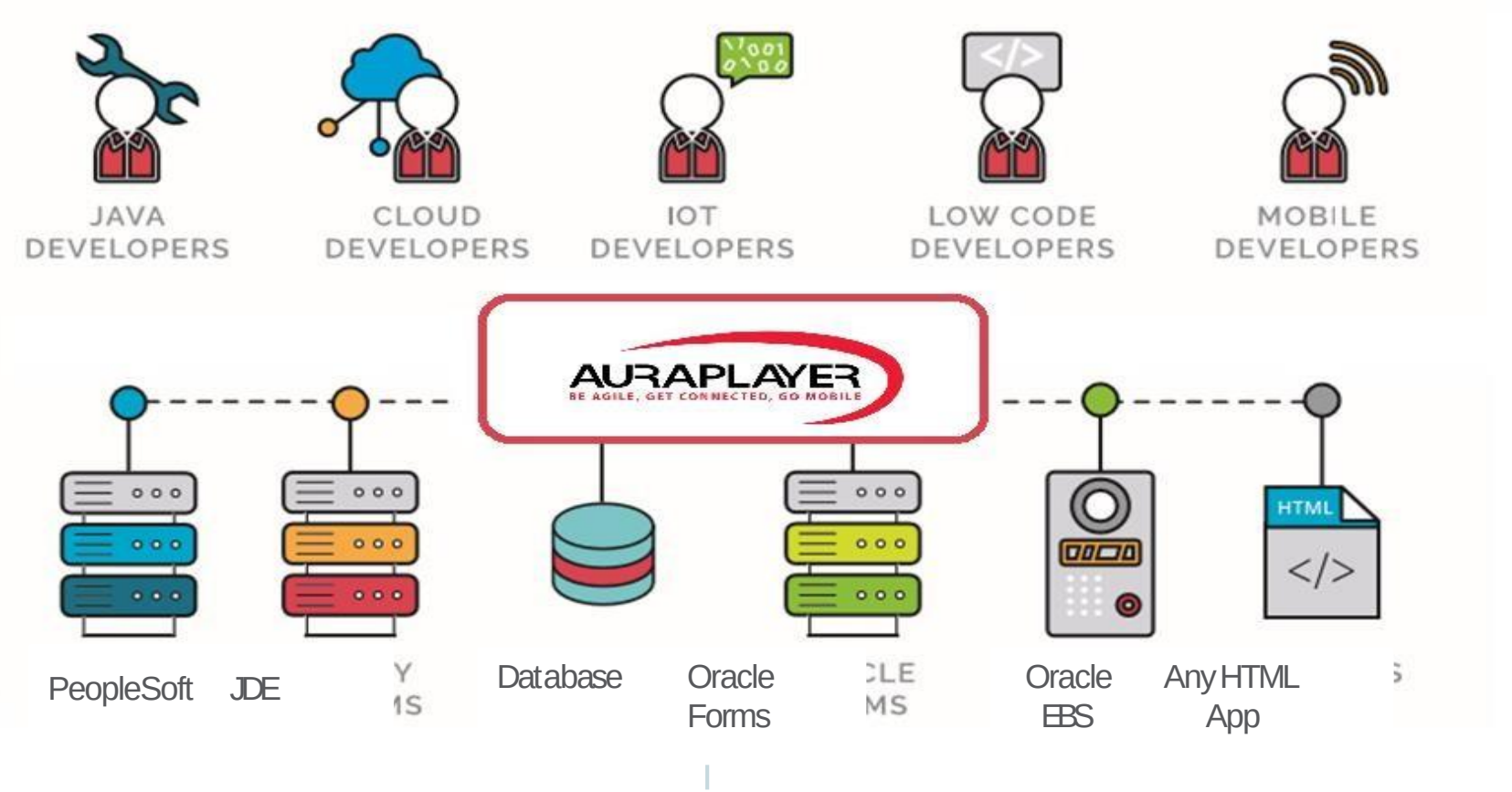
What is AuraPlayer?

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



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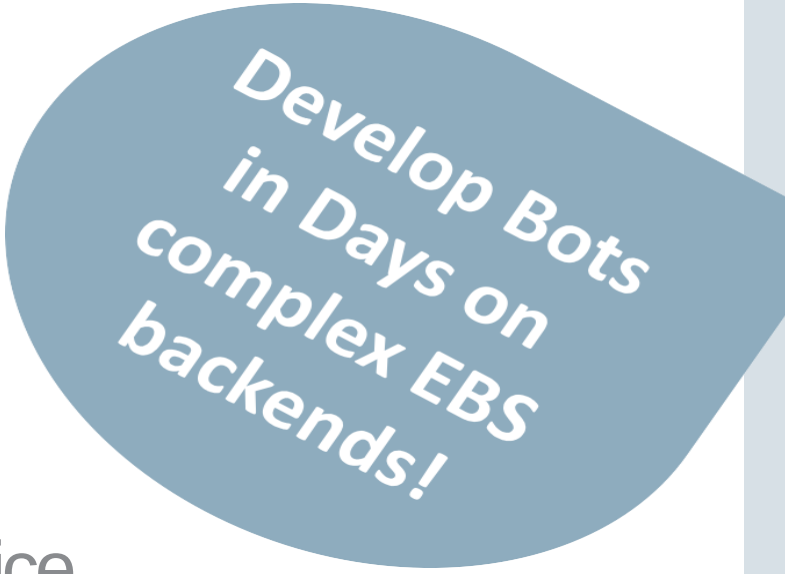
Why AuraPlayer ?



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