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WHITE PAPER

ORACLE FUSION AI: EMPOWERING C-SUITE DECISIONS THROUGH CUTTING-EDGE ENTERPRISE INTELLIGENCE

Abstract

Artificial intelligence (AI) is redefining enterprise applications by driving faster automation, smarter decision-making, and greater operational efficiency. With enterprises increasingly adopting AI, C-level executives now expect real-time, context-rich visibility into mission-critical key performance indicators (KPIs), enhanced with interactive narratives, trend analyses, and what-if scenario modeling.

Oracle Fusion Applications (OFA), powered by AI, delivers a unified interface that offers rapid data insights without the need to navigate multiple dashboards. This paper presents a next-generation approach and a prototype design for an intelligent AI agent.

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Introduction to Oracle Fusion AI Agent Studio

Executives today look for lesser noise, richer context, and faster insights. As embedded artificial intelligence (AI) becomes a differentiator in enterprise systems, C-level leaders are shifting from reactive analytics or static dashboards to proactive, dynamic smart agents. While dashboards are useful for monitoring performance, intelligent agents act as strategic advisors. They interpret data, predict outcomes, and recommend actions that directly resonate with executive priorities.

Oracle AI Agent Studio, part of Oracle Fusion Cloud Applications, empowers business users with no-code or low-code tools to build intelligent agents that seamlessly interact with business data, processes, and people. These AI agents go beyond static reporting by delivering contextualized decision support, thereby accelerating analyses and minimizing decision fatigue.

With Oracle Fusion AI Agent Studio, executives can work on scenario planning, leverage predictive and prescriptive intelligence, drive cross-functional alignment, and enable customization.

Factors Driving AI Adoption in Companies

AI agents are rapidly becoming the norm across enterprises. A June 2025 Salesforce[1] report stated that nearly 80% of C-suite leaders said their companies were already using AI agents. Similarly, a May 2025 PricewaterhouseCoopers[2] (PwC) survey revealed that 79% of senior executives reported AI agent adoption in their organizations, while 88% were planning to increase their AI budgets.

Shift from dashboards to interactivity

Executive engagement with data is undergoing a fundamental shift. Executives want direct answers, data-driven insights, and autonomous action – not just static charts and graphs. Gartner[3], projects that by 2026, more than 80% of business users will rely on conversational AI instead of traditional dashboards.

Measurable value

According to PwC's AI Agent Survey, May 2025[2], 66% of companies using AI agents reported increased productivity. Other reported benefits include 57% cost savings, 55% faster decision-making, and 54% improved customer experience.

Competition concerns

The PwC survey also noted that 46% of executives expressed concern about their organizations lagging behind competitors in adopting AI agents.

Dashboards Vs. AI Agents

Table 1 below highlights key differences between traditional dashboards and AI agents across several parameters, clearly demonstrating why the C-suite favors AI agents.

	Dashboards	AI Agents
Proactive or Reactive	Display the status, but executives still need to analyze, interpret, and connect the dots to uncover insights	Offer real-time insights, flagging anomalies, risks, and opportunities, proactively alerting executives when KPI thresholds are breached
Contextualized Decision Support	Display KPI metrics, but do not provide explanations	Combine KPis with Internal and external data, such as market trends, supply risks, customer sentiment, and competitor signals to explain cause-and-effect relationships
Speed and Analysis Time	Users must switch between multiple dashboards to obtain insights	Provide conversational, natural language responses to questions, such as: • What is our QTD margin compared to last year? • Which product line is driving revenue growth in APAC?
Scenario Planning and Prescriptive Intelligence	Primarily descriptive and depict "what is", rather than "why"	Inherently predictive and prescriptive; reveal what will happen and recommend actions For example: "If current sales trends continue, Q4 revenue may fall short of the target by 7%. Consider increasing market investment in segment X."
Cross-functional Alignment	Often displayed separately across silos For example, finance, sales, and operations each have individual views	Integrate data across systems to provide cross-functional KPis, such as supply chain delays impacting revenue projections
Personalization for Executives	Follow a one-size-fits-all approach	Deliver insights tailored to each executive's role and priorities For example, a CFO receives margin risk alerts, the COO obtains operational efficiency insights, and the CEO gets shareholder-Impact analyses.

Table 1: Feature comparison of dashboards and AI agents

Role of Oracle Fusion AI Agent Studio in Enterprise Intelligence

Oracle Fusion AI Agent Studio offers a robust framework to build, manage, and deploy AI-powered agents.

Built into Oracle Fusion Cloud Application suite, the AI Agent Studio offers several benefits, including out-of-the-box intelligence, a seamless user experience, context-aware automation, smarter data utilization, built-in governance and security, as well as adaptive, continuous learning. These capabilities enable faster time-to-insight with an accelerated return on investment (ROI).

The AI Agent Studio provides a set of resourceful tools such as the Document tool, Business Object tool, External REST tool, and the DeepLink tool. These tools leverage representational state transfer (REST) application programming interfaces (APIs) and integrate data from various external systems and functional sources to configure intelligent, interactive agents. Figure 1 illustrates how Oracle Fusion AI Agent Studio supports agent administration, configuration, and execution within the fusion application layer.

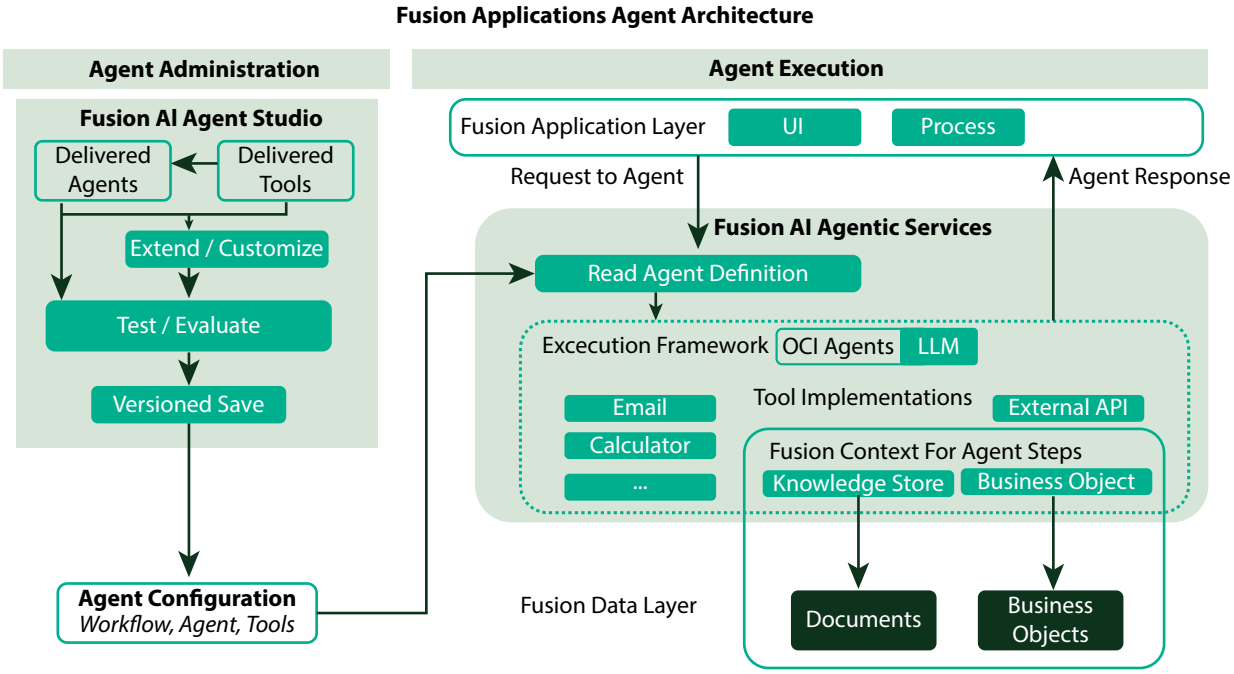


Fig 1: Administration and execution architecture of Oracle Fusion AI Agent Studio

Note: The original source of this image is from Oracle University learning material[5]. To learn more, refer to this blog[4] on the features and capabilities of Oracle Fusion AI Agent Studio.

Strategic KPIs

C-level executives, such as chief executive officers (CEOs), chief financial officers (CFOs), chief operating officers (COOs) and business unit (BU) heads typically focus on their organization's most critical and strategic key performance indicators (KPIs). They seek to understand how their top KPIs are trending, assess the impact of adjusting key business levers, and study related cause-and-effect relationships.

They look for clarity on anomalies, outliers, and sudden performance spikes or dives. Timely, proactive alerts and intelligent insights help them make quick decisions aligned with organizational strategy. These strategic KPIs are categorized as shown in Table 2 below.

Table 2: Types of strategic KPIs

Financial KPIs	Working Capital KPIs	Supply Chain KPIs	Operational Efficiency KPIs
• Revenue actual • Revenue planned • Gross margin percentage (GM%) • Earnings before interest, taxes, depreciation, and amortization (EBITDA)	• Days sales outstanding (DSO) • Days payables outstanding (DPO)	• On-time delivery percentage (OTD%) • Fill rates • Inventory turnover	• Yield percentage

Strategic KPI Analyzer Agent – Prototype Design for AI Agent Studio

Agent concept or persona

The Strategic KPI Analyzer Agent is an intelligent agent embedded within the Oracle Fusion Cloud Applications suite. It empowers C-level executives with instant, context-rich visibility into their company's most critical KPIs, including financial, working capital, supply chain, and operational efficiency metrics. The agent delivers narrative explanations, actionable insights, and what-if scenario modeling.

For example, executives can simply ask: "Without having to navigate multiple dashboards, show me how my top KPIs are trending, explain why, and tell me what happens if I adjust a lever."

Figure 2 outlines the key capabilities and primary objectives of the agent. This includes handling complex queries, generating contextual narratives, simulating business scenarios, triggering intelligent alerts, and providing root cause analysis.

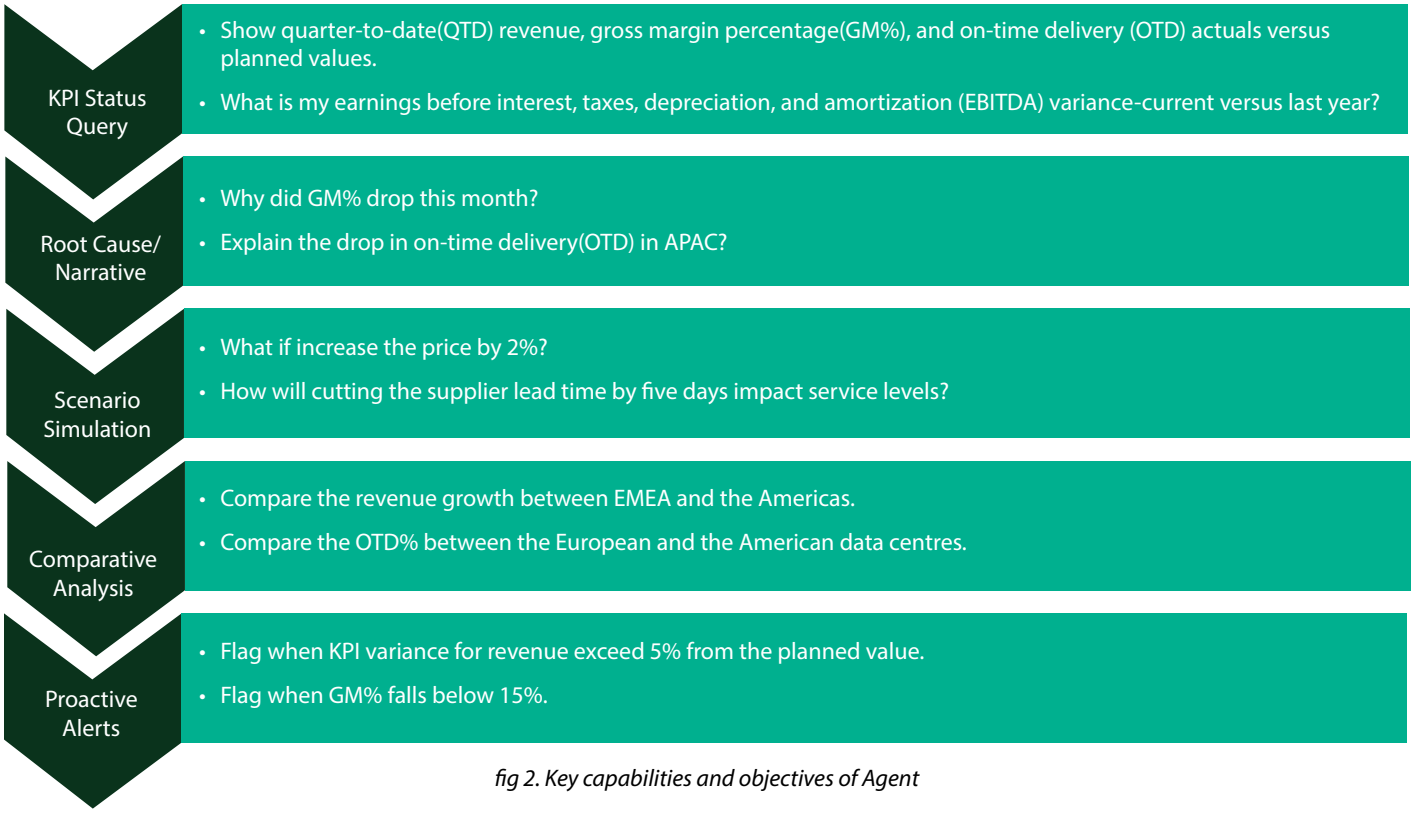


fig 2. Key capabilities and objectives of Agent

User roles

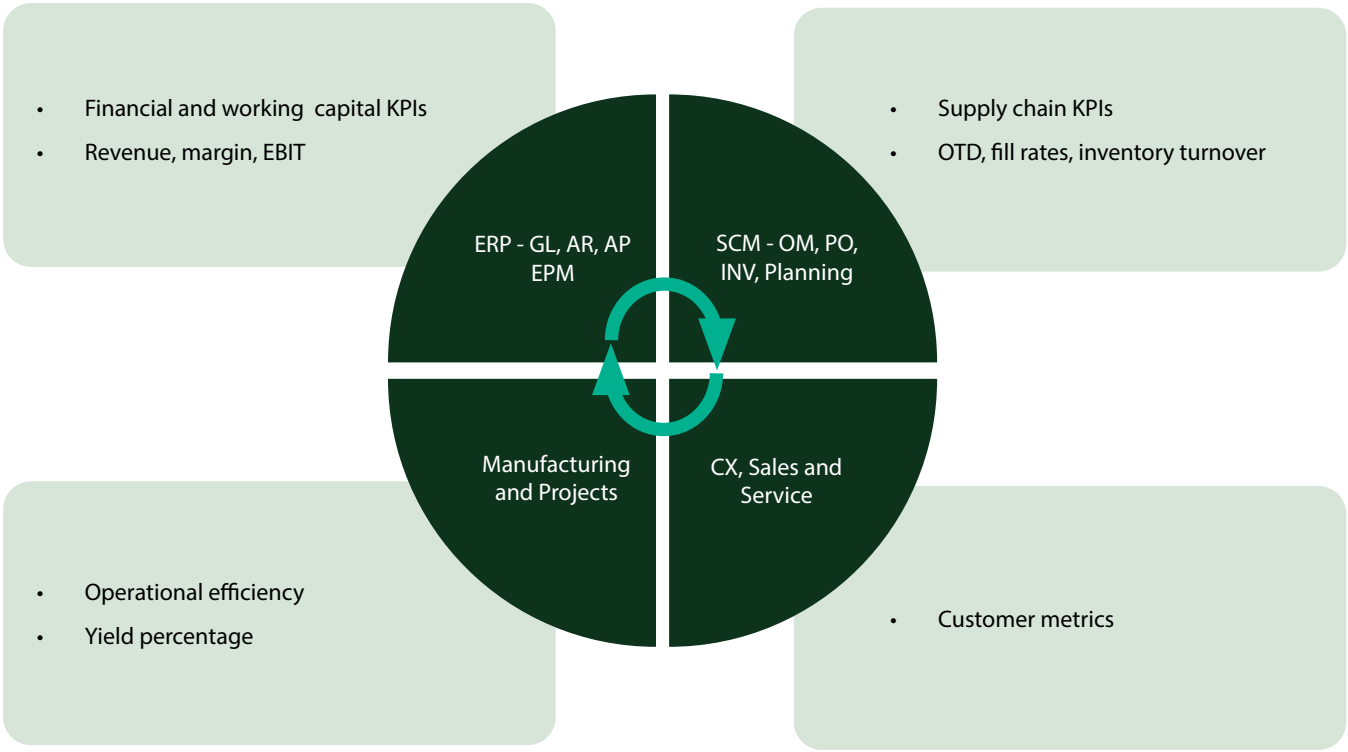
Data sources in Oracle ecosystem

The Strategic KPI Analyzer Agent leverages semantic grounding for business object awareness and data grounding for API data retrieval. Grounding is the process of linking large language model (LLM) responses to reliable data sources. It is essential for preventing hallucinations and maintaining accuracy in enterprise applications.

Data sources for grounding:

- Enterprise resource planning (ERP) REST APIs: General ledger (GL) balances, journals, accounts receivable (AR) invoices and receipts, as well as accounts payable (AP) invoices and payments
- Supply chain management (SCM) REST APIs: Sales orders, order lines, shipments, inventory balances, and work orders
- Enterprise performance management (EPM) REST APIs: Plans and scenarios

Figure 3 illustrates the data sources and KPIs integrated by the AI agent.



OTD = On-time delivery	ERP = Enterprise resource planning
GL = General ledger	AR = Accounts receivable
AP = Accounts payable	EPM = Enterprise performance management
SCM = Supply chain management	OM = Order management
PO = Purchase order	INV = Inventory management
CX = Customer experience	

Fig 3: Data sources integrated in Oracle Fusion AI Agent Studio

Policies and guardrails

Only the CFO or the CEO can simulate financial scenarios.

Data masking is enforced for all personally identifiable information (PII).

All scenario runs are logged with timestamps and user details.

Alerts are triggered only during business hours, unless the severity level is high.

Sample agent team structure in Oracle Fusion AI Agent Studio

Let us consider an example of a proposed agent team structure in the AI Agent Studio, which consists of the following:

- **Agent team**: Strategic KPI Co-pilot Agent Team
- **Supervisor agent**: Strategic KPI Analyzer Agent
- **Worker agents**: These include Financial KPI Analyzer, Working Capital KPI Analyzer, Supply Chain KPI Analyzer, and Operational Efficiency KPI Analyzer. Figure 4 depicts the worker agents.

Fig 4: Structure of worker agents and examples of tools they manage

Strategic KPI Analyzer – Sample Agent Prompt

The following is a sample prompt demonstrating how C-level executives can interact with the Oracle Fusion AI Agent Studio through the Strategic KPI Analyzer Agent.

You are the strategic KPI co-pilot for Oracle Fusion Cloud. Your role is to help C-level executives monitor, interpret, and simulate strategic KPIs across finance, supply chain, and planning.

Goals:

- Provide instant answers to KPI-related queries with clear, executive-level summaries.
- Always indicate actual versus planned values, including variances in both absolute numbers and percentages.
- Explain variances by highlighting key business drivers from relevant Oracle modules.
- Offer what-if simulations using EPM scenario APIs, when possible. For example, simulate price changes, cost increases, or lead-time reductions.
- Alert executives proactively when KPI thresholds are breached.
- Enforce data governance rules by masking sensitive information and providing access only to authorized users.

Data sources (grounding)

Key data sources integrated by the agent:

ERP

- GL balances – financial actuals
- Receivable invoices and receipts – accounts receivable collections
- Payables invoices and payments – accounts payable spends

SCM

- Sales orders and shipments – delivery performance
- Inventory balances and work orders – stocks and manufacturing performance EPM

EPM

- Scenarios and plans – plan versions, forecasts, and what-if simulations

Response guidelines for the strategic KPI co-pilot:

- Numeric format: Display numeric KPIs with thousand separators and one or two decimal places.
- Metrics: Always include actual value, planned value, and variance with both absolute numbers and percentages.
- Variance summary: Provide a concise summary explaining the top two or three business drivers of variance.
- Next steps: Suggest a relevant follow-up action. For example, "*Simulate Price Increase*", "*View Detail Report*".
- Tone: Maintain a clear, formal tone when communicating with C-level executives.

Understanding key KPIs:

- GM%: The formula for GM% is:
  (Gross Profit / Total Revenue) x 100, where:
  Gross Profit = Total Revenue - Cost of Goods (COGS)
- EBITDA: The formula for EBITDA is:
  Net Income + Interest + Taxes + Depreciation + Amortization
- DSO: The formula for DSO is:
  (Accounts Receivable / Net Credit Sales) x Number of Days
  This formula calculates the average time a company takes to collect payments after a sale, offering insights into its cash flow and collections efficiency.
- DPO: The formula for DPO is:
  (Average Accounts payable / COGS) x Number of days
  This calculation indicates the average time a company takes to pay its suppliers, with a higher DPO denoting stronger cash flow management.
- OTD%: The formula for OTD% is:
  (Number of Orders Delivered on Time / Total Number of Orders Shipped) x 100
  This reflects the percentage of orders delivered within the promised timeframe.
- Fill rate percentage: A fill rate measures the percentage of demand that is fulfilled from an available inventory without backorders or delays. The formula for fill rate is:
  (Total Completed Orders / Total Orders) x 100
  Fill rates evaluate supply chain efficiency and customer satisfaction.
- Inventory turnover ratio: Inventory indicates how often inventory is sold and replenished. A high inventory turnover rate generally signals efficiency, robust sales, and lower capital tie-up. It is calculated using the formula:
- Cost of Goods Sold / Average Inventory
- Yield percentage: Yield percentage in manufacturing measures the proportion of non-defective, usable products among the total production, calculated with the formula:
  (Good Units / Total Units Produced) x 100

Guardrails:

- Access to consolidated financials must be restricted to only CFOs, CEOs, and COOs.
- Customer and supplier identities must be masked for unauthorized users.
- All scenario simulations must be logged with user ID, timestamp, and scenario parameters for auditing and tracking.

Proactive alerts

Trigger alerts if:

- Revenue variance > ±5% versus planned value
- GM% drop > 1 percentage point
- OTD drop > 2 percentage points
- DSO > 60 days

Output format

The response must contain the following:

- KPI table indicating actuals, planned values, and variances
- Narrative insights explaining key trends
- Recommended actions suggesting next steps or corrective measures
- Links or buttons to access follow-up tools

Agent tools

The Oracle Fusion AI Agent Studio includes the following agent capabilities and tools:

- ERP, SCM, EPM REST APIs via multiple business object tools
- Notification or email tools to send proactive alerts
- Scenario creation tools in EPM for what-if modeling

Based on the user query:

- Identify the appropriate worker agent based on the KPI scope.
- Deploy relevant worker agent tools to fulfil the request.
- If necessary, access tools across multiple worker agents for an accurate response.

Example responses

Query: *"What is my quarter-to-date (QTD) revenue, GM%, and OTD versus planned values?"*

Response:

Parameters	Actual Value	Planned Value	Variance
QTD Revenue	US $122.4 million	US $120 million	+2.0%
GM%	38.4%	39.6%	-1.2 points
OTD	92%	95%	-3 points

Insight: The decline in gross margin percentage is primarily due to an 8% increase in raw material costs for Product Line A, while the drop in OTD reflects supplier delays in the APAC region.

[**Actions**: View Detail | Simulate Price Increase]

Query: *"Why did my GM% drop this month?"*

Response:

GM% declined from 40.1% to 38.4%, indicating a drop of 1.7 points below the planned value of 39.6%.

Key factors for the decline:

- An 8% increase in raw material costs for Product Line A
- Unplanned overtime labor in Plant 2

Recommendation: Consider renegotiating supplier contracts and optimizing labor shifts to offset costs.

[**Actions**: View Supplier Spend | Create Cost Reduction Scenario]

Each worker agent has its own prompt associated with its persona and scope, the specific KPIs it manages, and the tools it is allowed to access.

Conclusion

Going beyond traditional reporting, strategic KPI analysis explains business drivers, simulates potential outcomes, and recommends optimal actions. Executives can seamlessly evaluate actual versus planned performance, identify root causes of variances, and explore what-if scenarios to mitigate risks or seize opportunities.

Powered by Oracle Fusion's robust enterprise applications and AI-driven intelligence, this approach creates a unified source of truth for performance management. It equips leaders to transition from reactive oversight to proactive and predictive decision making.

Ultimately, Oracle Fusion AI facilitates enterprises to thrive in uncertainty, equipping executives with the foresight and intelligence needed to drive sustainable growth, build resilience, and maintain a lasting competitive advantage

About the Author

Srinivas Vakiti is a Lead Consultant in the Oracle Practice at Infosys, with nearly two decades of consulting experience in Oracle applications. As a Solution Lead, he focuses on supply chain management and distribution. He has successfully delivered digital transformation projects for clients across geographies and industries, including manufacturing, automotive, logistics, banking, financial services, and telecom. His expertise spans implementations, upgrades, enhancements, RFP proposals, discovery assignments, and more.

Srinivas holds multiple Oracle Cloud certifications, including Fusion AI Agent Studio, Oracle AI for Fusion SCM, and Cloud Success Navigator. He is also an Infosys Certified Project Management Practitioner and a generative AI (GenAI) professional.

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