



# REIMAGINING CUSTOMER EXPERIENCE WITH ORACLE REDWOOD UX

## Abstract

User experience has become a critical determinant of enterprise productivity, agility, and business outcomes. In the era of experience-driven applications landscapes, modernizing the user experience layer of enterprise systems is no longer optional. Oracle's Redwood UX is at the forefront of this transformation, designed to provide a modern, consistent, intuitive and extensible user interface across all Oracle Fusion applications. With Oracle gradually decommissioning from its legacy Classic UI (SUI), enterprises are presented with an opportunity to reimagine business processes, elevate user experience, simplify user interactions, reduce user strokes, and incorporate Gen-AI, while leveraging modern development tools like Oracle Redwood framework, Visual Builder Studio.

This paper outlines the business rationale for adopting Redwood UX in Oracle CX, along with a structured approach for transforming legacy applications into modern, Redwood enabled experiences. It also highlights implementation considerations, best practices, and lessons learned from real-world engagements.

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## Introduction

Enterprise applications are increasingly evaluated not only for functional coverage, but for the quality of experience they deliver to users. Sales and service teams expect enterprise tools to be intuitive, responsive, and aligned to how work is performed, especially in customer-facing environments where speed and accuracy influence business outcomes.

Oracle Redwood UX represents a significant advancement in this space, delivering consistent and modern user experience across Oracle Fusion applications. As organizations plan their Oracle CX roadmaps, the move to Redwood should be approached strategically balancing user experience improvement, process simplification, extensibility, and long-term alignment with Oracle's evolving user experience direction.

## Business Rationale for Redwood Transformation

Oracle's shift to Redwood UX creates a pivotal opportunity for organizations to modernize their CX platforms. Rather than viewing Redwood adoption as a mandatory UI change, enterprises can use this transition to address long-standing experience challenges while positioning their CX landscape for future innovation.

The business rationale for Redwood transformation is driven by a combination of evolving user expectations, limitations of legacy experiences, and the opportunity to rethink how CX processes are designed and delivered.

### 1. Business drivers accelerating Redwood adoption

- **User experience and adoption**  
User experience is directly linked to system adoption and productivity. Redwood UX supports a more intuitive interaction model through modern layouts, consistent behavior patterns, and user-centric design – reducing friction in daily sales and service execution.
- **Productivity and operational efficiency**  
Sales and service users spend significant time navigating systems, searching for information, and switching between screens. Redwood provides an opportunity to streamline workflows, reduce navigation overhead, and drive faster task completion.
- **Agility & extensibility**  
Modern CX organizations require flexibility for extensions, integrations, personalized workflows, and ease of deployment. Redwood, supported by Oracle Visual Builder Studio and API-first integration, enables modular and scalable enhancements.
- **Strategic alignment with Oracle product vision:**  
Oracle's continued investments in Redwood UX make it a strategic foundation for future enhancements across Fusion applications. Early adoption supports roadmap alignment and avoids accumulating avoidable UX-related technical debt.
- **AI readiness**  
Redwood creates a foundation for embedding automation and Gen AI enabled assistance so that insights and actions are accessible at the point of work rather than as separate experiences.

### 2. Constraints with Classic UI and legacy environments

- **Lengthy and fragmented development cycles**  
Enhancements often require multiple touchpoints across UI customizations, scripts, and dependent integrations—slowing delivery and increasing coordination overhead.
- **Limited scalability and performance constraints**  
Legacy experience patterns and customization-heavy designs can create performance bottlenecks, especially in high-volume sales activities and data-heavy pages.
- **Manual and error-prone instance migrations**  
Migration of components across instances in Classic UI is manual, with no defined structured approach, introduce defects and rework.
- **Poor developer experience**  
Legacy constructs reduce reusability and make troubleshooting harder, increasing development effort for relatively minor changes.
- **Legacy architecture or security risk exposure**  
Aging customization patterns and inconsistent extension methods increase security and compliance risk and make it harder to implement standard controls.
- **Limited traceability and governance**  
Teams often lack end-to-end traceability into what was customized, why it exists, and which processes it impacts, raising regression risk during upgrades and releases.

## Infosys Approach to Redwood Transformation

Infosys has developed a proven agile methodology to help organizations transition from Classic UI (SUI) to Redwood UX while accelerating delivery and improving user adoption. The approach is designed to ensure that Redwood modernization remains aligned with core business objectives —balancing experience redesign, structured governance, and disciplined engineering practices.

At the foundation is an iterative delivery model built around prioritized releases and short sprints. This structure enables rapid validation with end users, early detection of dependency and product constraints, and continuous refinement based on feedback. Rather than treating modernization as a one-time conversion, the program is executed as a transformation roadmap that delivers value progressively and reduces risk.

A second pillar is user-centric design. Infosys integrates business stakeholder input throughout discovery, prototyping, building, testing, and rollout. This reduces rework, improves usability, and strengthens adoption — especially for high-frequency sales and service journeys.

Finally, a strong governance framework ensures clear visibility into progress, risks, and dependencies. Regular sprint reviews, backlog prioritization, architecture checkpoints and cross-functional alignment ensure timely decisions and consistent design and engineering standards.



## 1. Discovery & Assessment

- Audit and analyze Classic UI components, custom objects, integrations, and scripts.
- Identify reusable assets versus elements requiring redesign.
- Conduct discovery workshops and design-thinking sessions to expose friction points and optimization opportunities
- Align with key stakeholders and show key improvements & capabilities and seek constant feedback.
- Early engagement with product vendors helps to identify and resolve the product issues.

## 2. Redwood UX Strategy

- Map legacy screens and activities to modern Redwood journeys and UX flows.
- Redesign workflows to reduce user effort (clicks, navigation, repeated data entry) and improve task completion time
- Prioritize high impact CX scenarios (e.g., UI improvements, account management, prospect onboarding, lead-to-opportunity conversion, pipeline updates)
- Prototype Redwood experiences early and validate with end users to confirm usability and business fit.
- Define navigation and information architecture improvements (unified navigation, contextual actions, search optimization)
- Establish a migration and deployment strategy aligned to environments and business timelines.

## 3. Build and Development (Oracle Visual Builder Studio)

- Build Redwood-aligned extensions and applications leveraging Oracle Visual Builder Studio (VB Studio).
- Incorporate secure REST APIs to access Oracle CX data and services while preserving role-based security controls.
- Follow Redwood design standards and framework guidelines to ensure consistency.
- Apply simplified components and frameworks to improve scale.
- Enable parallel development streams where feasible to accelerate delivery without increasing regression risk.

## 4. Validation & Verification

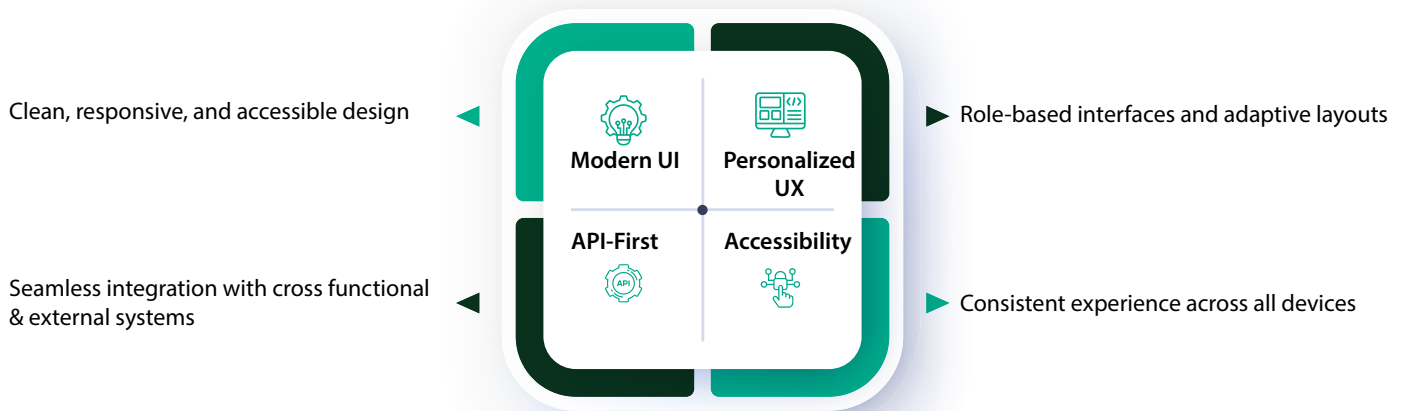
- Execute focused UAT covering usability, functional correctness, performance, and data integrity.
- Involve the key business end users to validate the solution.
- Validate incrementally: component-level tests first, followed by end-to-end integrated testing.
- Ensure coexistence scenarios are tested where Redwood and legacy elements run in parallel during transition.

## 5. Rollout & Enablement

- Review and decide staggered go-live strategy versus big-bang approaches based on the business objectives and risk tolerance.
- Execute structured change management: training, communications, enablement assets, and adoption support.
- Implement quicker deployments to higher environment with automated migration process.
- Strengthen migration and deployment auditing through improved traceability.



## Key Benefits of Redwood UX in Oracle CX Cloud



### • Redwood's Key Differentiators

- Simplified, intuitive user experience aligned to modern UX expectations
- Faster delivery through modern extension and development approaches
- Quick time to market for CX capabilities and experience improvements
- Reduced development cycle time for change through reusable patterns and streamlined delivery practices
- Adaptive data visualization with personalized user insights

### • Responsive and accessible applications

Redwood experiences are designed to provide a consistent interface across desktop, tablet, and mobile applications. They support accessibility principles aligned to Web Content Accessibility Guidelines (WCAG) standards, enabling broader usability and improving inclusivity across user personas.



## Key Lessons Learned

- **Modernize for business value, not because it is "new."** Migrate because it's better aligned with your product velocity, future proofing and driving significant revenue growth, all the while delivering consistent, world-class customer experience. Redwood transformation programs succeed when they prioritize adoption, productivity, and roadmap alignment, rather than screen conversion.
- **Engage with Oracle Product teams early phases and continuously.** Early engagement helps clarify feature parity, identify product constraints, and determine the best design alternatives.
- **Decide your rollout your strategy in discovery and assessment stage.** Early planning minimizes the business disruptions and mitigates the impact on the pipeline and revenue management processes.

## Key Challenges & Considerations

- **Change management**  
The shift to Redwood alters user workflows and navigation patterns. Training and communication must be planned as part of delivery, not after deployment.
- **Feature gaps and redesign need**  
Some Classic UI features may not have direct Redwood equivalents. Programs must plan for redesign, replacement patterns, or alternative approaches.
- **Governance and compliance**  
Ensure Redwood extensions follow enterprise architecture standards, security controls, and compliance requirements. Maintain traceability across design, build, test, and releases.

## Recommendations for CIOs & IT Leaders

- **Invest in design thinking and experience-led transformation:** Avoid replicating legacy experiences; rethink the experience from the ground up.
- **Establish a Redwood Center of Excellence:** Build cross-functional capabilities across UX, Oracle CX, VB Studio engineering, integration, security and testing.
- **Leverage Oracle Partner Ecosystem:** Use partner accelerators and proven frameworks to reduce risk and accelerate time-to-value.
- **Adopt agile delivery with disciplined governance:** Redwood modernization is best delivered through iterative releases, continuous feedback and strong architectural controls.
- **Engage with product vendor early:** Early engagement with product vendor mitigates the product risks. Align with vendor roadmap and product guidance to reduce rework and accelerate resolution of constraints.

## Conclusion

Modernizing Oracle CX from Classic UI (SUI) to Redwood UX is far more than a visual reimagining—it's a strategic transformation. It enables organizations to simplify processes, reduce user effort, improve adoption, and modernize CX workflows while building a platform foundation ready for innovation, including GenAI-enabled assistance in the journey of work.

Redwood UX provides a consistent and future-aligned experience layer across Oracle Fusion applications, supporting improved productivity, better user engagement, and greater business agility.

Organizations that steer this transition today can set the benchmark for customer experiences in the future by building a scalable, modern CX platform that supports continuous improvement over time.



## About Author



Mahesh Potluri is a senior leader with over 23 years of experience across consulting, program management, enterprise solution architecture, pre-sales and large-scale digital transformations programs centered on Oracle Fusion applications. He has led global implementations for clientele across North America, Europe, and Asia, delivering measurable outcomes across industries. At Infosys, he plays a pivotal role in shaping Oracle Cloud strategy and solution direction. Mahesh is a recognized thoughtful leader in the Oracle and technology ecosystem, has authored multiple white papers, and is a recipient of several Oracle Excellence Awards for transformational programs.

Infosys Topaz is an AI-first set of services, solutions and platforms using generative AI technologies. It amplifies the potential of humans, enterprises, and communities to create value. With 12,000+ AI assets, 150+ pre-trained AI models, 10+ AI platforms steered by AI-first specialists and data strategists, and a 'responsible by design' approach, Infosys Topaz helps enterprises accelerate growth, unlock efficiencies at scale and build connected ecosystems. Connect with us at [infosystopaz@infosys.com](mailto:infosystopaz@infosys.com).

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