Building posting systems using machine learning and generative AI

Jari Laine
Miracle Finland Oy
Jari.laine@miracleoy.fi

Pekka Kanerva
Miracle Finland Oy
Pekka.kanerva@miracleoy.fi

MIRACLE
Miracle Finland Oy

Jari

* Jari Laine works as consultant in Miracle Finland Oy
* Jari have been working with Oracle Application express (APEX) since 2006
* These years he have developed, for example, Data Quality and Master Data Management (MDM) applications using APEX for major telecom company
* He has also strong background of data warehousing and ETL
* Jari became an Oracle Certified APEX Developer in 2011 and has acquired several other Oracle certificates after that

MIRACLE
Miracle Finland Oy

Copyright © Miracle Finland Oy

Pekka

* Pekka Kanerva is Oracle technology consultant working for Miracle Finland Oy
* Pekka holds a Master's degree at the Helsinki University of Technology and he has been working with Oracle from the early 90'.
* He is specialized in Oracle technologies, application development with PL/SQL and APEX, and AI/ML Services in Oracle Cloud. Pekka has acquired several certificates on Oracle, Snowflake and Data Vault 2.0 technologies.

MIRACLE
Miracle Finland Oy

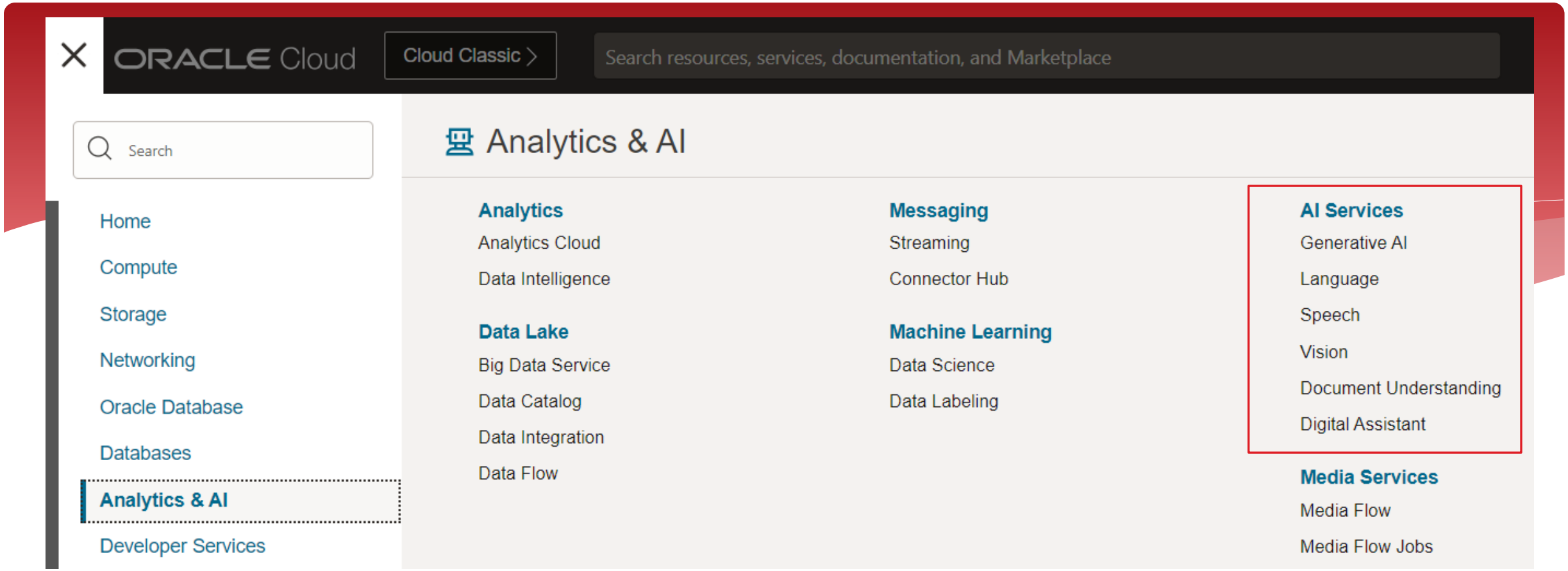
Copyright © Miracle Finland Oy

AI Services

* Pre-trained models
* For a specific use case
* Trained and maintained by Oracle
* Use with your own data
* Train (customize) with your own data

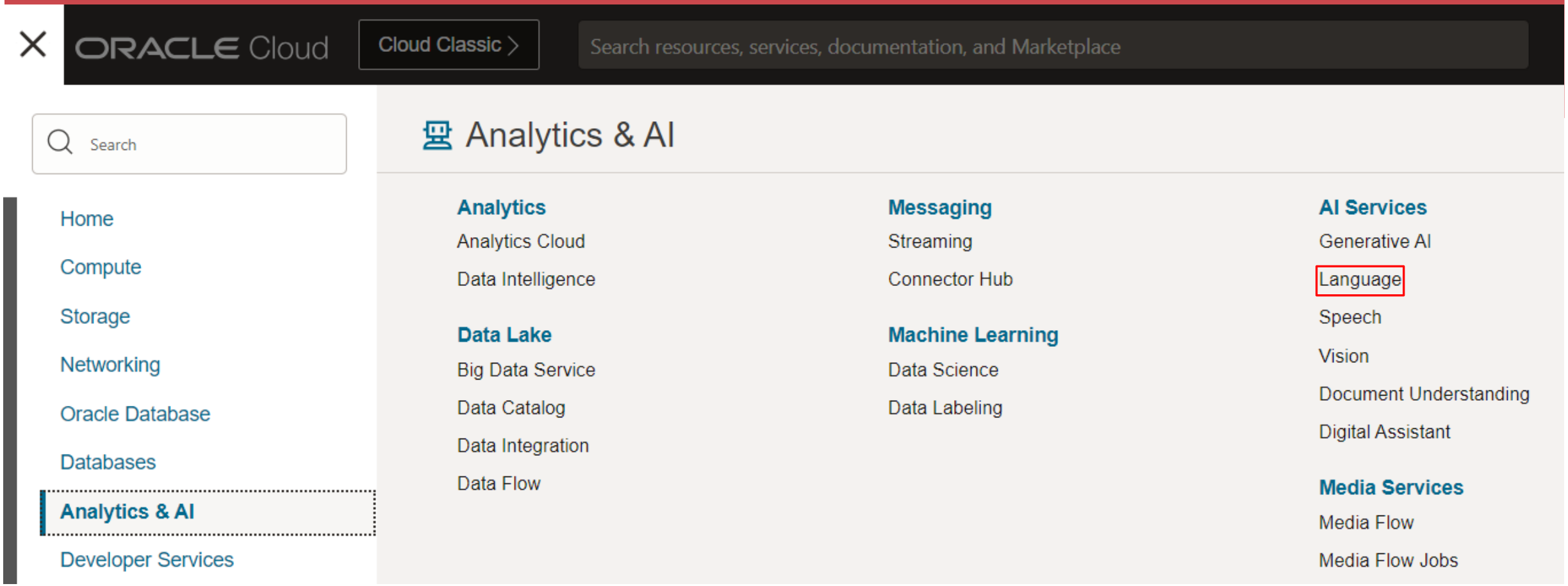
MIRACLE
Miracle Finland Oy

Copyright © Miracle Finland Oy



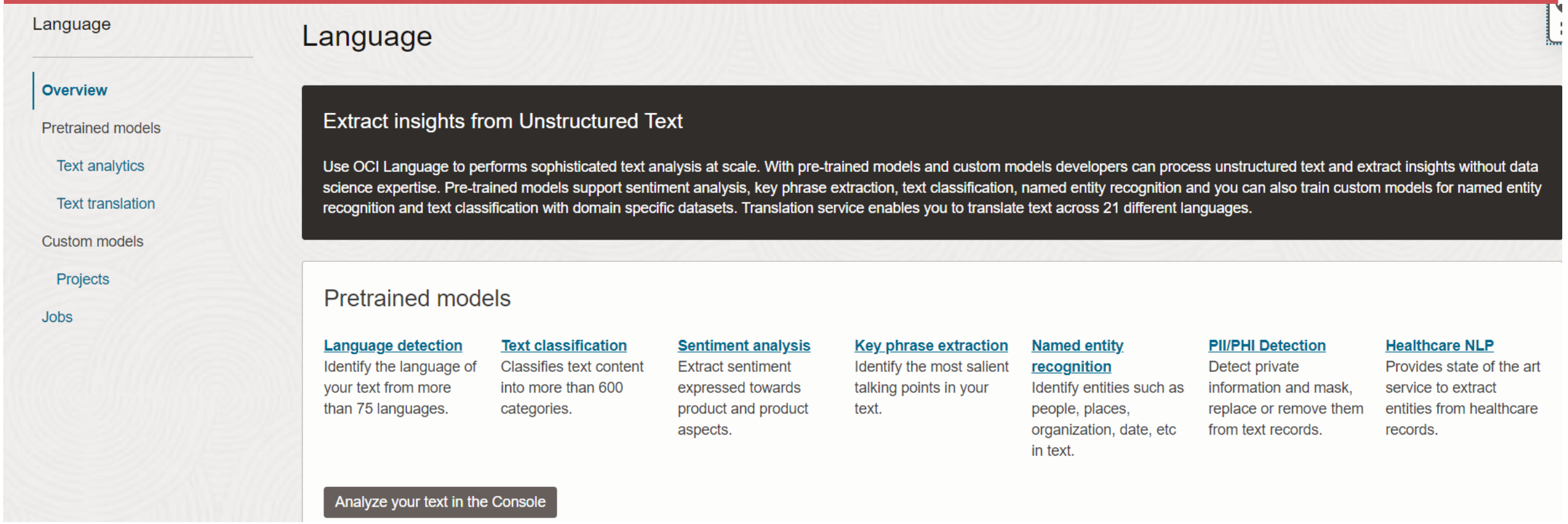
Copyright © Miracle Finland Oy

Language



Copyright © Miracle Finland Oy

Language



MIRACLE
Miracle Finland Oy

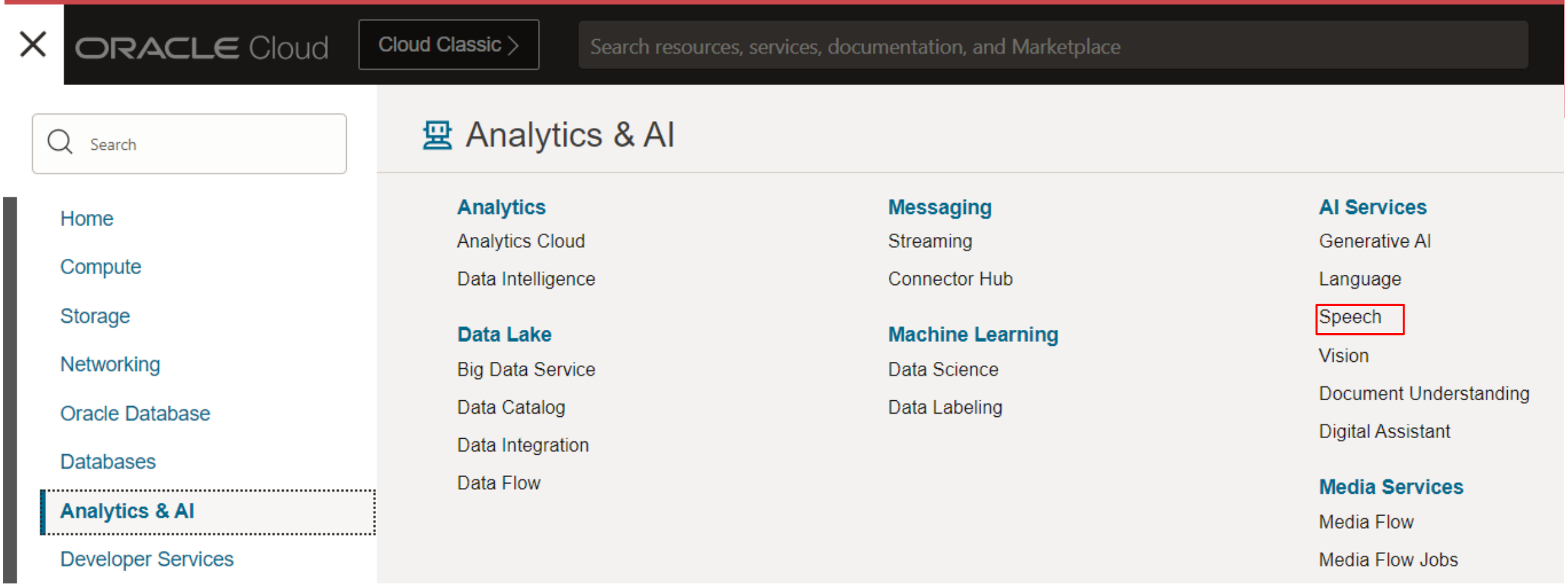
Copyright © Miracle Finland Oy

Demo

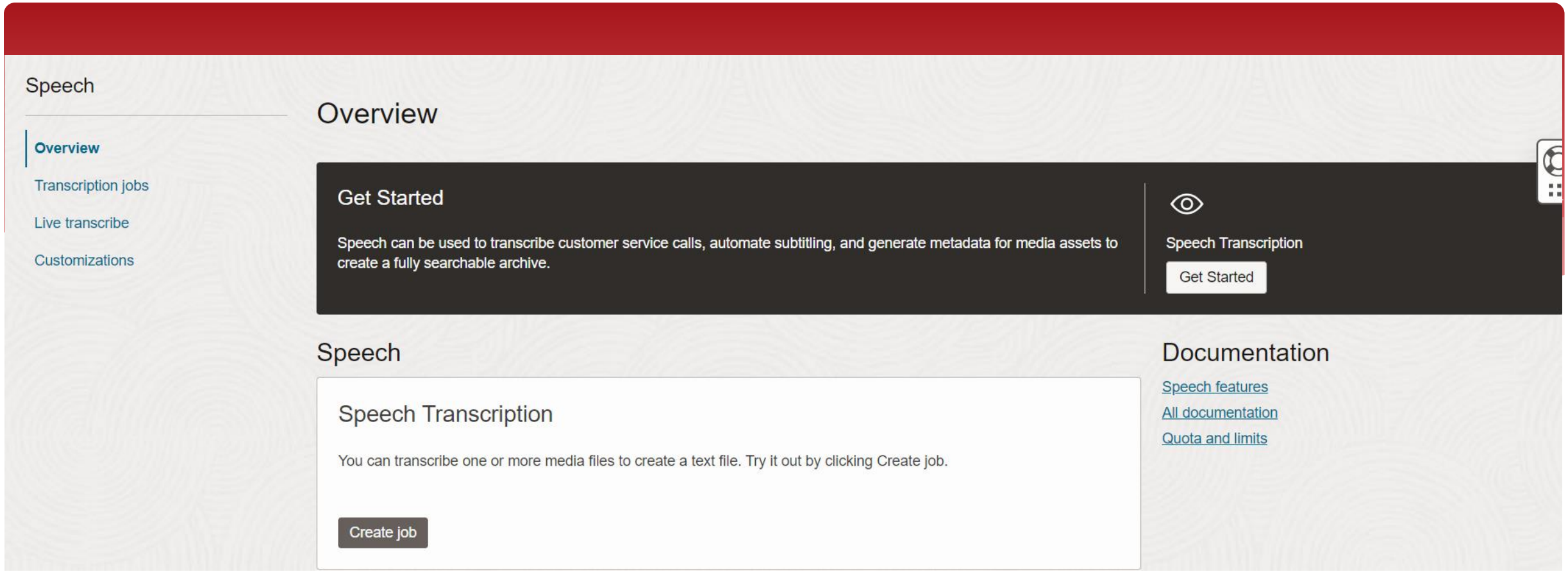
* Language

Copyright © Miracle Finland Oy

Speech



Copyright © Miracle Finland Oy



Copyright © Miracle Finland Oy

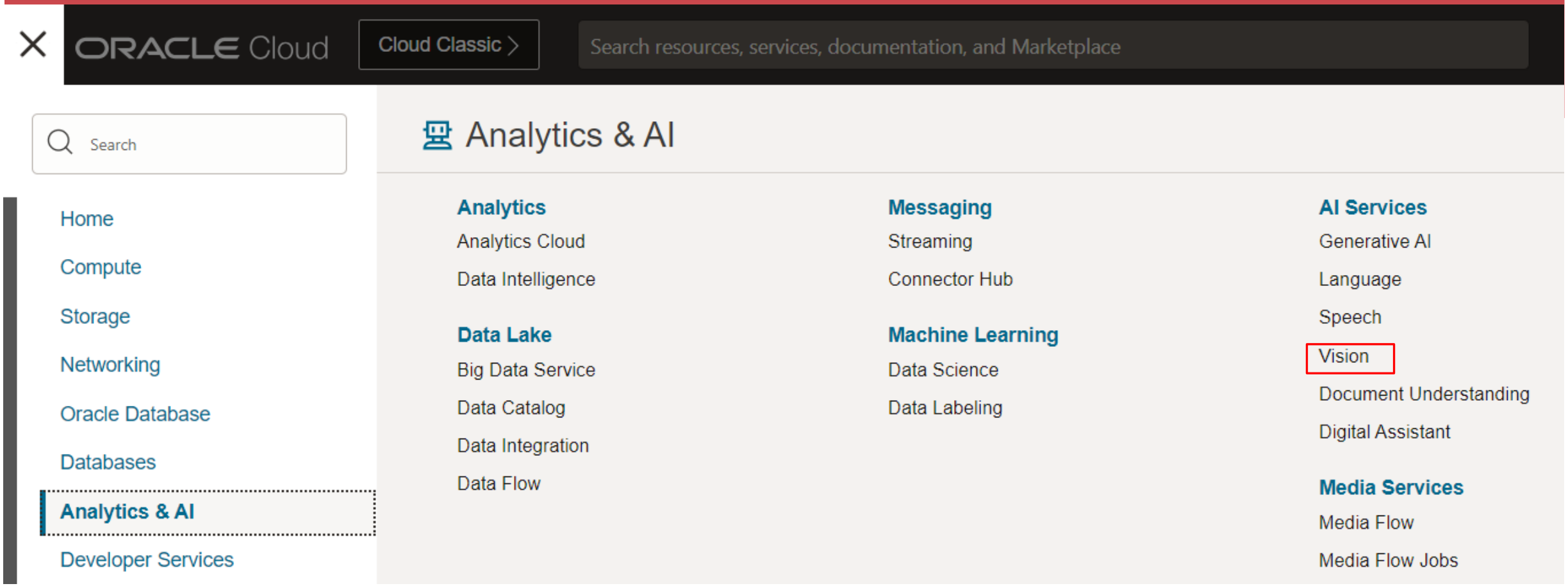
Live transcribe

* Demo

Miracle Finland Oy

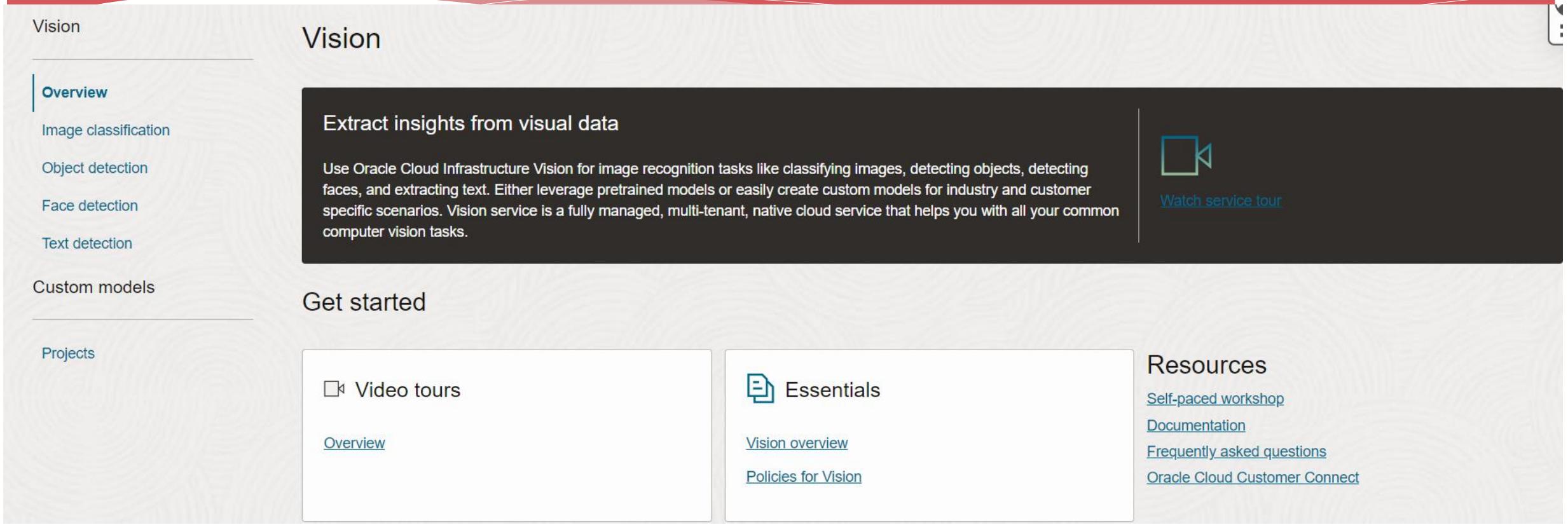
Copyright © Miracle Finland Oy

Vision



Copyright © Miracle Finland Oy

Vision



MIRACLE
Miracle Finland Oy

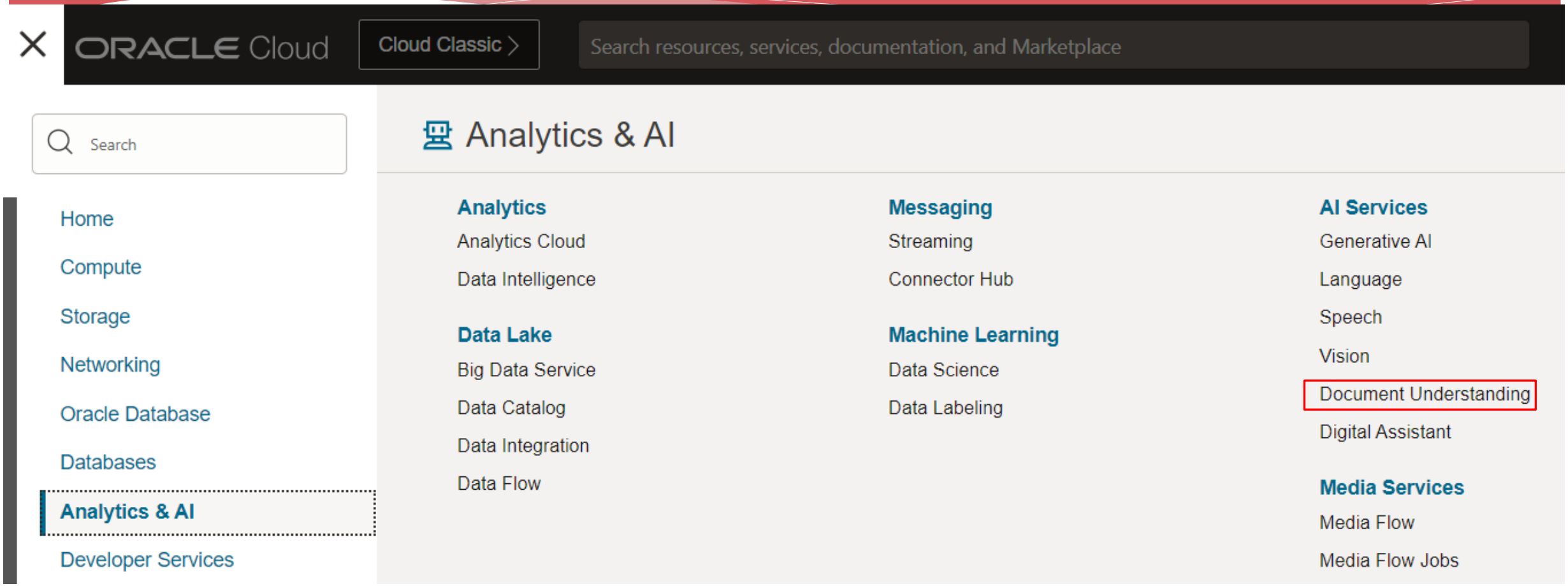
Copyright © Miracle Finland Oy

Demo

* Vision

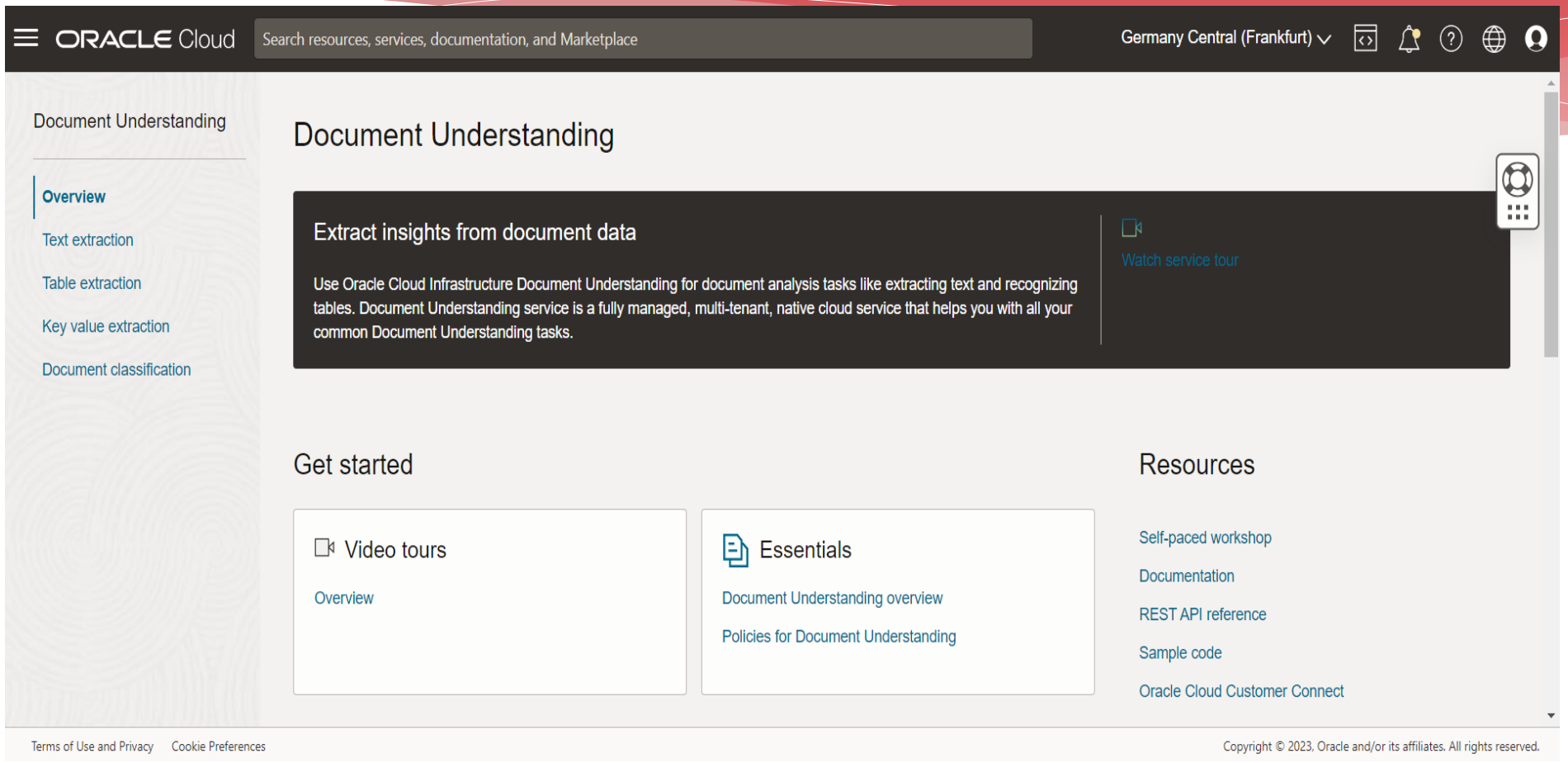
Copyright © Miracle Finland Oy

Document Understanding



Copyright © Miracle Finland Oy

Document Understanding



Copyright © Miracle Finland Oy

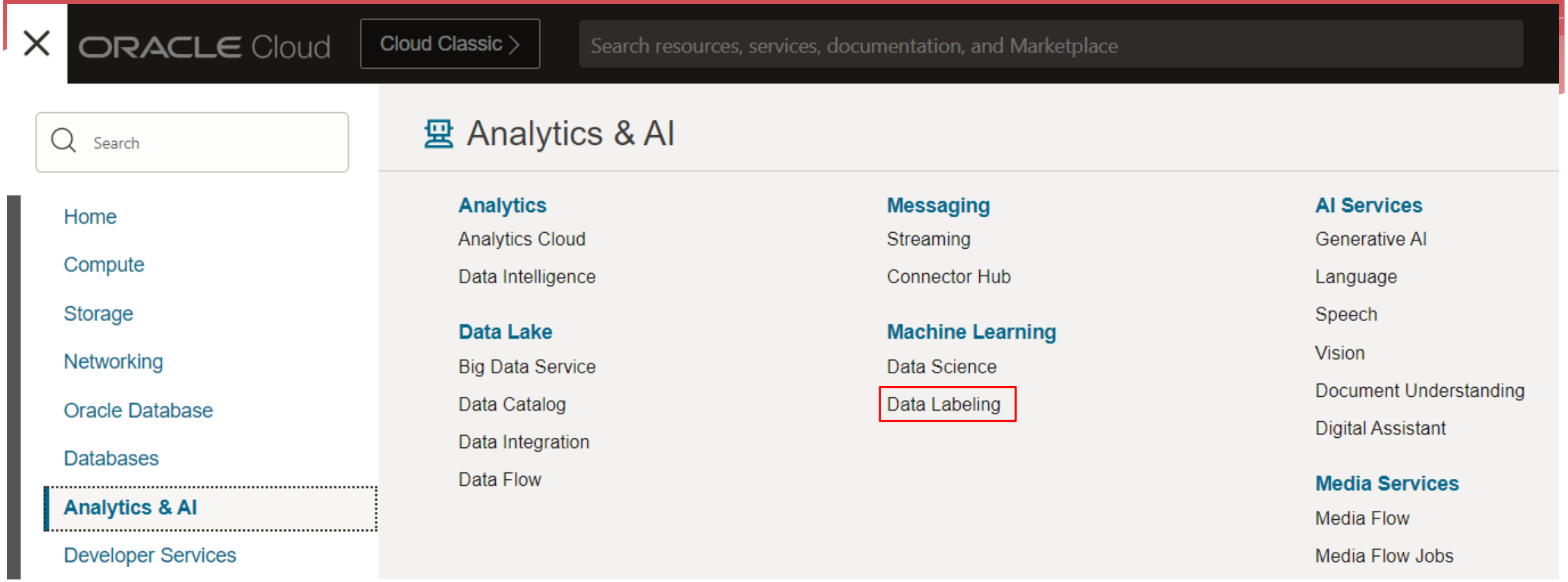
Document Understanding

* Demo

Miracle Finland Oy

Copyright © Miracle Finland Oy

Data Labeling



Copyright © Miracle Finland Oy

Labeled data

* Needed for Supervised learning
* Labeling is identifying properties (labels) for images/text data and annotating (labeling) them with those properties
* Single/multiple labels
* The data labeled can be used with AI Service Custom models

MIRACLE
Miracle Finland Oy

Copyright © Miracle Finland Oy

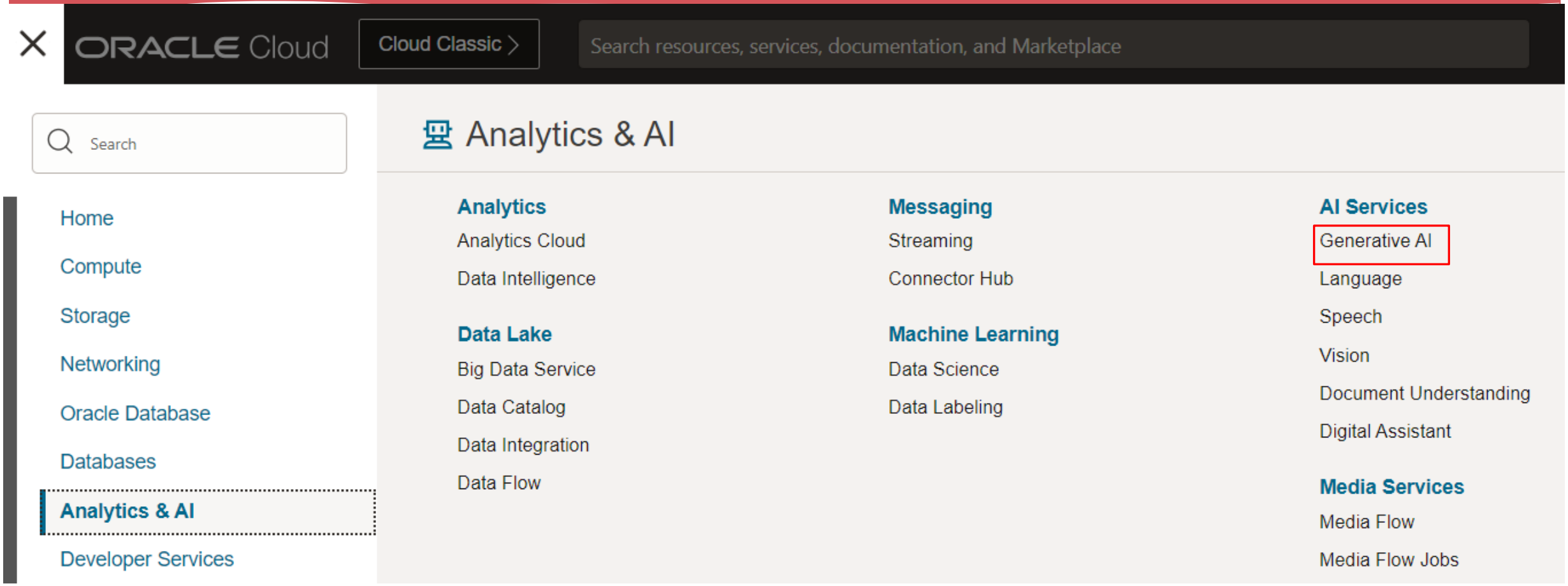
OCI Data Labeling Service

* Images
  * Classification, object detection,…
* Text (evaluations, feedback,…)
  * Classification, highlighting words or span of words within a text (can be used to train a custom NLP model)
* Documents (PO, Invoice, Receipt,…)
  * Classification

MIRACLE
Miracle Finland Oy

Copyright © Miracle Finland Oy

Generative AI



MIRACLE
Miracle Finland Oy

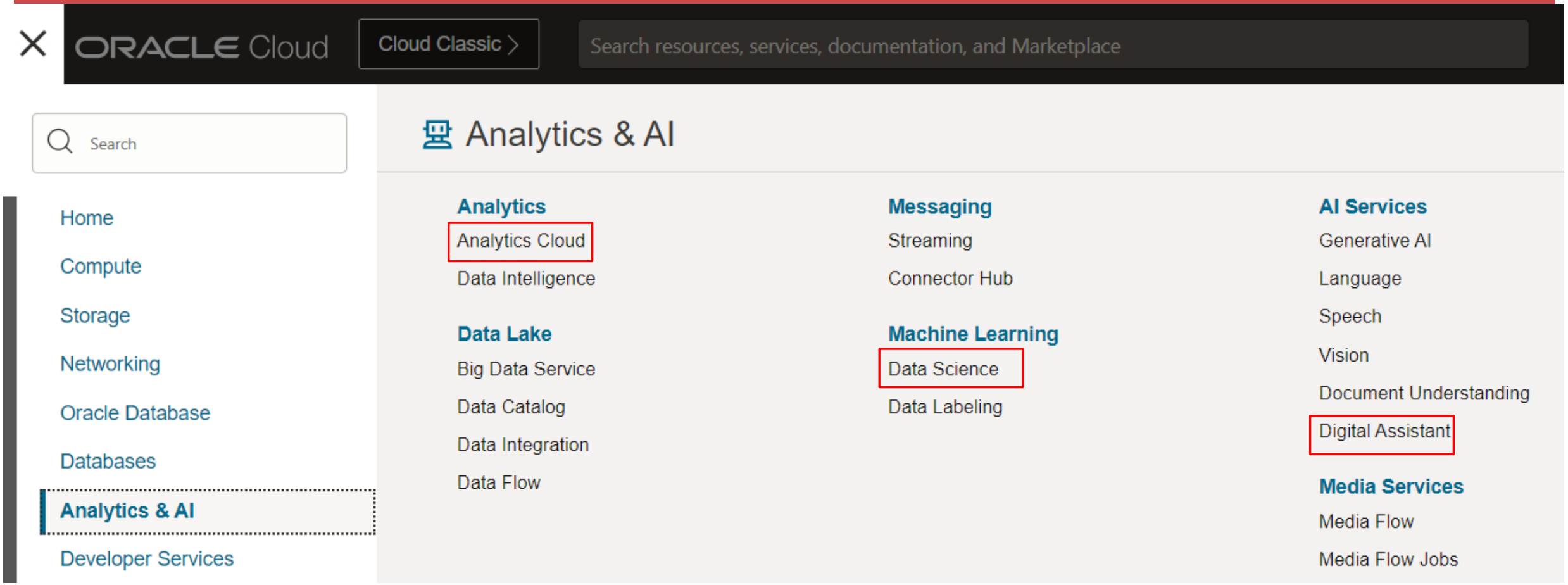
Copyright © Miracle Finland Oy

Generative AI

* Demo

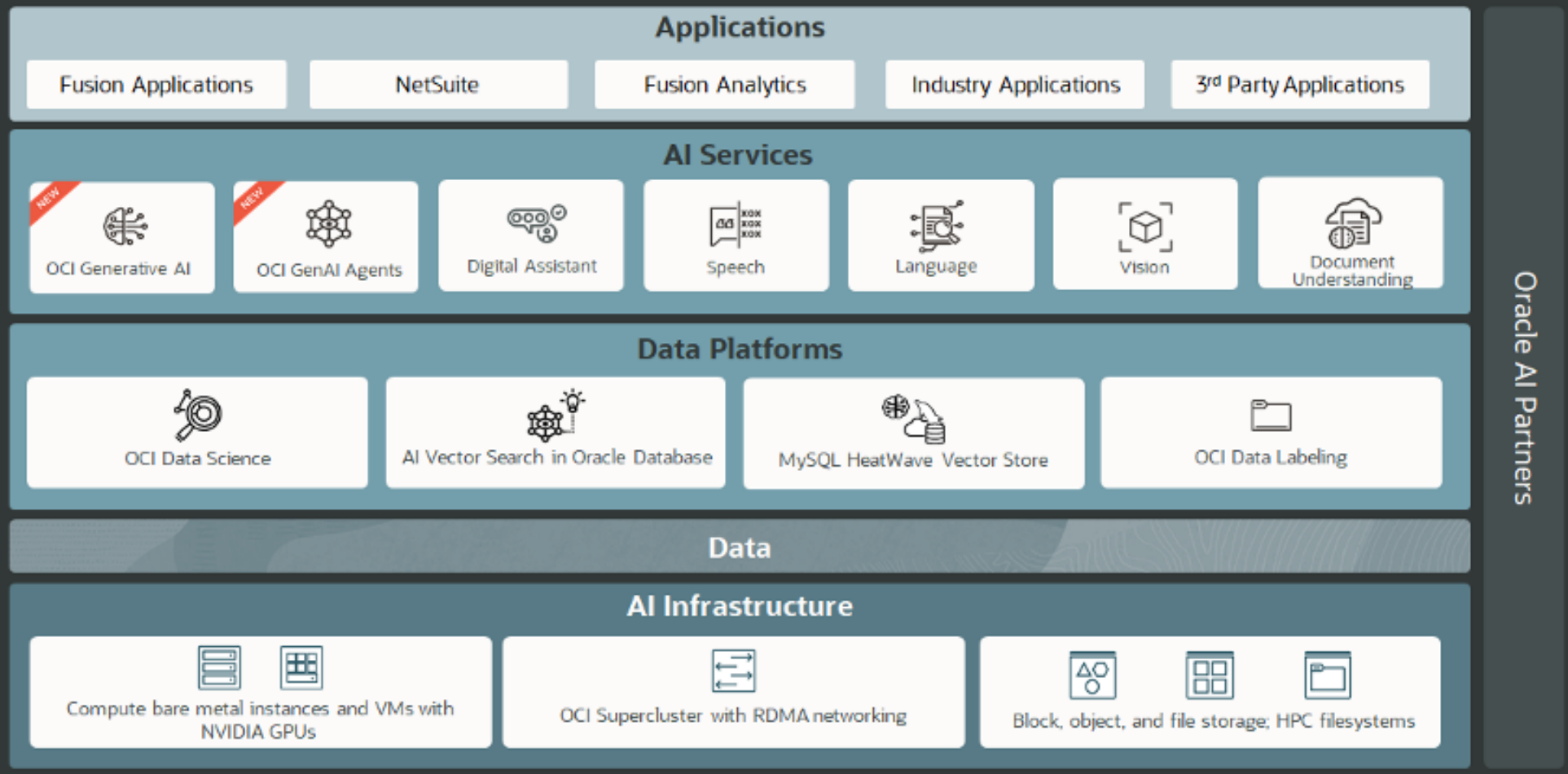
Copyright © Miracle Finland Oy

What else is there?



Copyright © Miracle Finland Oy

AI across the Oracle Cloud ecosystem



Copyright © Miracle Finland Oy

Writer's block

* How to get started?
* A blank canvas…
* Use machine learning and/or AI!

Miracle Finland Oy

Copyright © Miracle Finland Oy

Posting to LinkedIn with APEX and AI

* Demo

MIRACLE
Miracle Finland Oy

Copyright © Miracle Finland Oy

Blogging with APEX and AI

* Demo

MIRACLE
Miracle Finland Oy

Copyright © Miracle Finland Oy

Conclusions

* Machine Learning and AI are easy with APEX

MIRACLE
Miracle Finland Oy

Copyright © Miracle Finland Oy

THANK YOU!

QUESTIONS?

Jari.laine@miracleoy.fi
Pekka.kanerva@miraceloy.fi

MIRACLE
Miracle Finland Oy