

Building posting systems using machine learning and generative AI

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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

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.

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



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Language

Overview

Pretrained models

Text analytics

Text translation

Custom models

Projects

Jobs

Language

Extract insights from Unstructured Text

Use OCI Language to perform sophisticated text analysis at scale. With pre-trained models and custom models developers can process unstructured text and extract insights without data science expertise. Pre-trained models support sentiment analysis, key phrase extraction, text classification, named entity recognition and you can also train custom models for named entity recognition and text classification with domain specific datasets. Translation service enables you to translate text across 21 different languages.

Pretrained models

[Language detection](#)

Identify the language of your text from more than 75 languages.

[Text classification](#)

Classifies text content into more than 600 categories.

[Sentiment analysis](#)

Extract sentiment expressed towards product and product aspects.

[Key phrase extraction](#)

Identify the most salient talking points in your text.

[Named entity recognition](#)

Identify entities such as people, places, organization, date, etc in text.

[PII/PHI Detection](#)

Detect private information and mask, replace or remove them from text records.

[Healthcare NLP](#)

Provides state of the art service to extract entities from healthcare records.

Analyze your text in the Console

Demo

* Language

Speech



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Transcription jobs

Live transcribe

Customizations

Overview

Get Started

Speech can be used to transcribe customer service calls, automate subtitling, and generate metadata for media assets to create a fully searchable archive.



Speech Transcription

Get Started

Speech

Speech Transcription

You can transcribe one or more media files to create a text file. Try it out by clicking Create job.

Create job

Documentation

[Speech features](#)

[All documentation](#)

[Quota and limits](#)

Live transcribe

* Demo

Vision



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Vision

Overview

Image classification

Object detection

Face detection

Text detection

Custom models

Projects

Vision

Extract insights from visual data

Use Oracle Cloud Infrastructure Vision for image recognition tasks like classifying images, detecting objects, detecting faces, and extracting text. Either leverage pretrained models or easily create custom models for industry and customer specific scenarios. Vision service is a fully managed, multi-tenant, native cloud service that helps you with all your common computer vision tasks.




[Watch service tour](#)

Get started

 Video tours

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 Essentials

[Vision overview](#)

[Policies for Vision](#)

Resources

[Self-paced workshop](#)

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Demo

* Vision

Document Understanding



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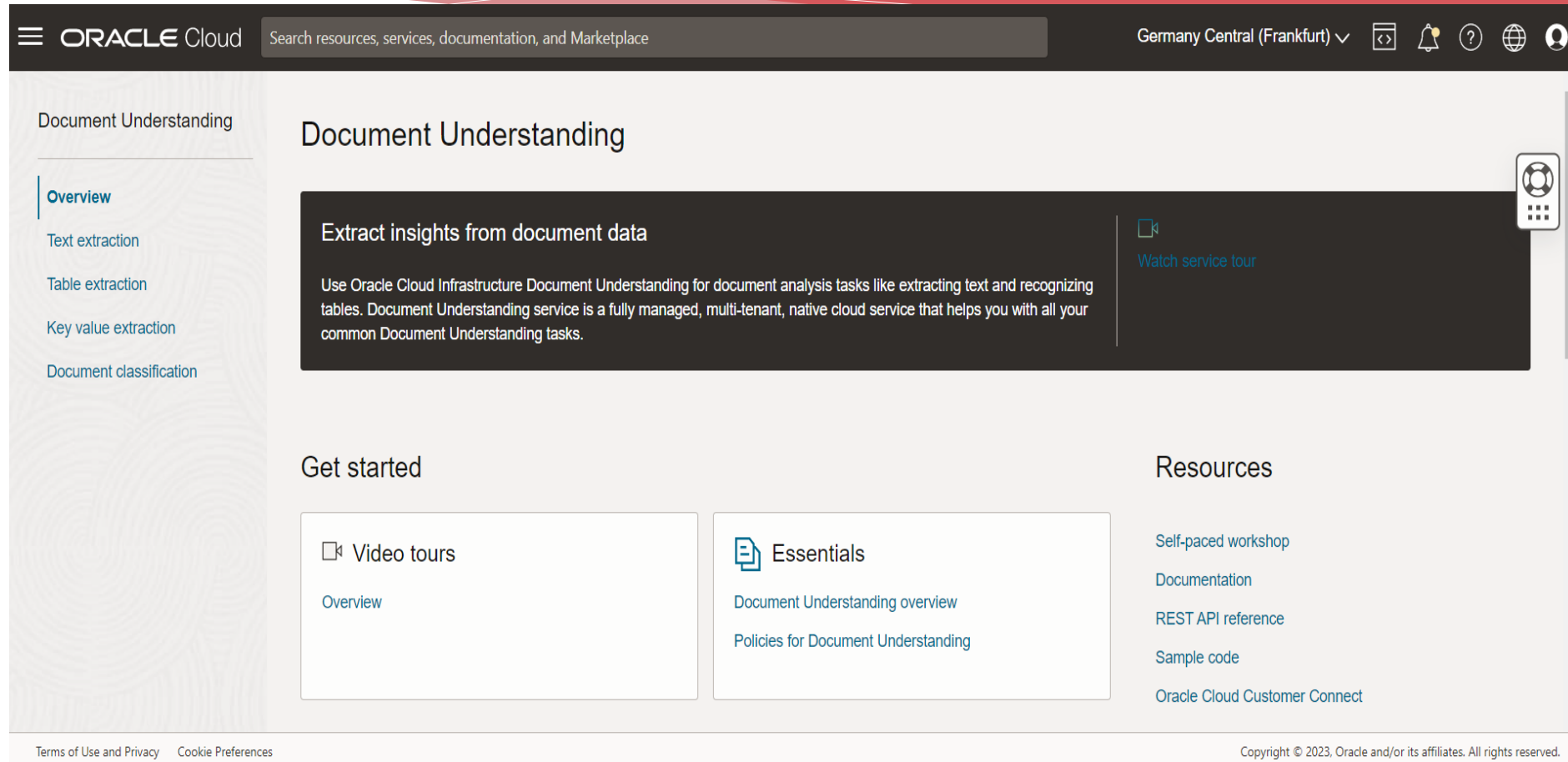
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Document Understanding



The screenshot shows the Oracle Cloud interface for Document Understanding. At the top, there's a dark navigation bar with the Oracle Cloud logo, a search bar, and regional settings (Germany Central (Frankfurt)). Below this, the main content area is titled 'Document Understanding'. On the left, a sidebar lists navigation options: Overview (selected), Text extraction, Table extraction, Key value extraction, and Document classification. The main content area features a large dark card titled 'Extract insights from document data' with a description of the service and a 'Watch service tour' link. Below this, there are two columns: 'Get started' with a 'Video tours' section (including an 'Overview' link) and 'Resources' with links to 'Self-paced workshop', 'Documentation', 'REST API reference', 'Sample code', and 'Oracle Cloud Customer Connect'. The footer contains 'Terms of Use and Privacy', 'Cookie Preferences', and a copyright notice for 2023.

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Document Understanding

Overview

- Text extraction
- Table extraction
- Key value extraction
- Document classification

Extract insights from document data

Use Oracle Cloud Infrastructure Document Understanding for document analysis tasks like extracting text and recognizing tables. Document Understanding service is a fully managed, multi-tenant, native cloud service that helps you with all your common Document Understanding tasks.

[Watch service tour](#)

Get started

[Video tours](#)

- [Overview](#)

Resources

- [Self-paced workshop](#)
- [Documentation](#)
- [REST API reference](#)
- [Sample code](#)
- [Oracle Cloud Customer Connect](#)

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Document Understanding

* Demo

Data Labeling



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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

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

Generative AI



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What else is there?



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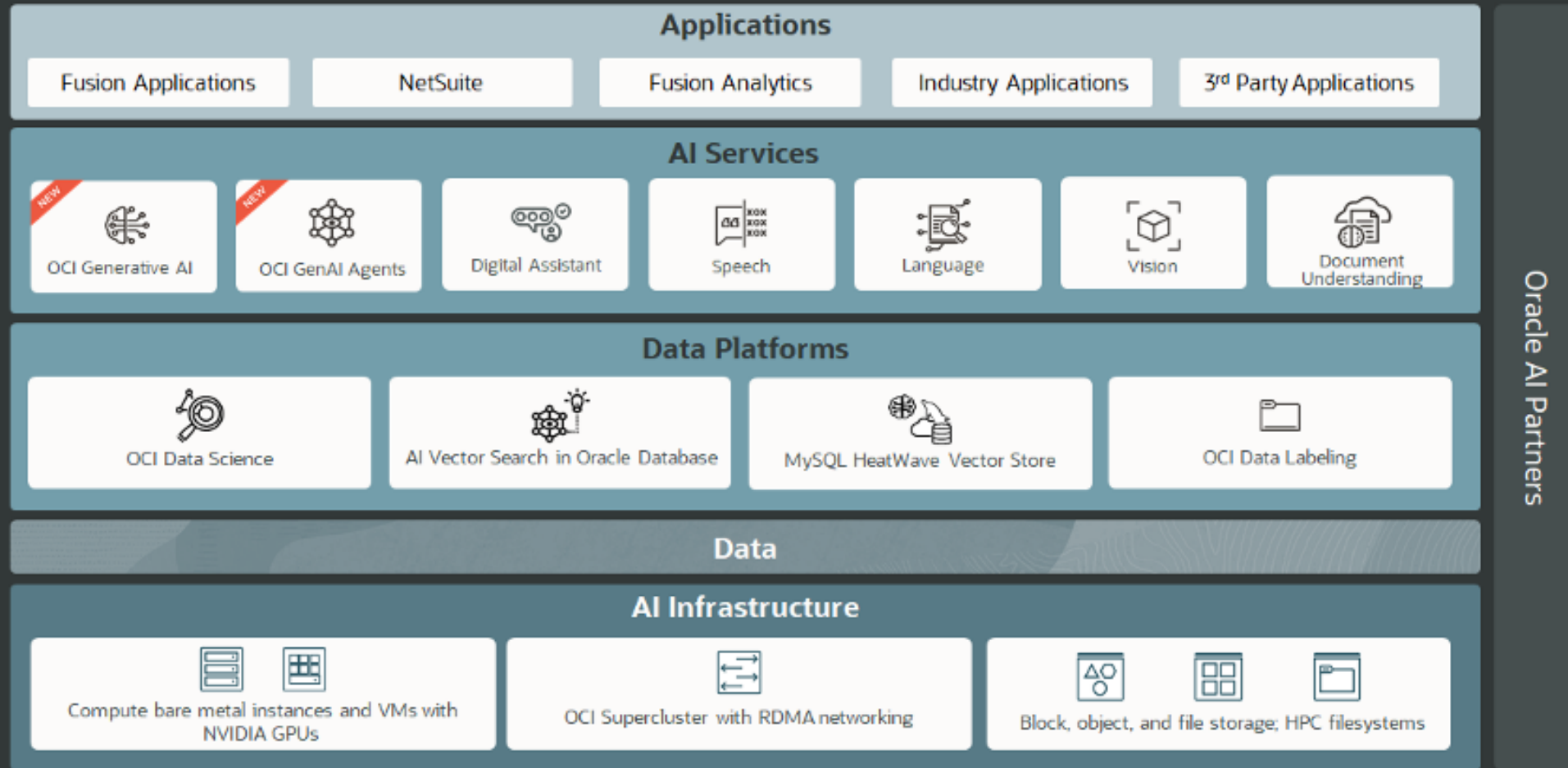
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AI across the Oracle Cloud ecosystem



Writer's block

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

Posting to LinkedIn with APEX and AI

* Demo

Blogging with APEX and AI

* Demo

Conclusions

- * Machine Learning and AI are easy with APEX

THANK YOU!

QUESTIONS?

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