

UXD Success Tracking and Business Impact (Scoreboard Wins)

Welcome. The purpose of this page is to track the financial benefits and KPIs that have come through the efforts (in part) driven by the User Experience team. Revenue generating opportunities can sometimes be easier to track (like the adoption of a new service). A contiguous goal of this page is to identify UX projects that might also have a monetary impact that are non-revenue generating, ie. subscription ending projects that lower the cost of doing day to day business.

Q3 Wins at a Glance:

- \$22.8 - \$24.2 Million in savings or revenue
- 4-10x gains in customer satisfaction
- Gartner Rating Boosts

Q4 Wins at a Glance:

- \$500,000 savings in superfluous support tickets
- 80% of OCI hardware fleet can update firmware in under 1 second
- Customer satisfaction up and 4-10x performance boost with Lustre file storage

3rd Quarter 2025 Projects (December 2024 - February 2025)

Project Name	Team/Designer	Description of Success	Projected Effect	Estimated Dollar Amount or KPI
Source Code Management (SCM) Enhancements to remove dependencies on Bit Bucket	SCM Team & Eric Johnston	OCI has gone from nearly zero internal SCM developer users, to over 10,000 removing dependencies on Bitbucket third party products and securing source code internally.	10,000+ OCI/Oracle developers moving off of a Bit Bucket subscription and securing source code internally in our company.	<ul style="list-style-type: none">• \$800,000 - \$1.2M+ saved yearly on subscription pricing to third party vendors.• Security boost now storing all source code within the company and not relying on internet public communications.

3rd Quarter 2025 Projects (December 2024 - February 2025) continued

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Cost analysis dashboard with visual cost breakdowns	Billing, Cost Management & Corey Szepan	Dashboard with single and dual dimension charts. List, create and details page for the reports so the customer can create, review and edit the reports. Consistent pattern with other OCI services, creating seamless experiences for the customer.	Massive customer pain point eliminated and one of the few remaining gaps in our product vs our competitors eliminated. Cost analysis also allows the return of valuable assets that aren't being used to be returned to the pool of assets for future customers.	Boost in customer retention through the elimination of surprise costs to customers.
Network Load Balancer with Paladin Features	Network load balancer & Joe Vance	NAT46 Now will allow for IPv4 Listeners to send traffic to IPv6 Backends. ESP support will introduce a new listener type, IP Listener that allows selection of ESP (protocol 50), ICMP (1), IPv6-ICMP (58). Active/Standby will minimize the impact to the availability of network path in scenario of primary backend failure. Active/Standby will minimize the impact to the availability of network path in scenario of primary backend failure. Idle timeout configuration will make timeout configuration available to the user at the listener level.	IPv6 is now available to interact with customers on the IPv4 framework.	Boost in customer retention through the elimination of surprise costs to customers.
Compute and Database services brought into Redwood	Compute & Database & Cierra Gonzales	Bringing Compute and Database into the Redwood styleguide helped propel OCI's cloud in 2025. The ease of use, high discoverability and alignment with other Oracle apps placed two of the most popular services on the forefront of what OCI offers.	OCI's Cloud's most popular services are now aligned with Oracle's company wide mandate to use our new style guide Redwood.	OCI Cloud aligns with other Oracle services diminishing the barriers of entry into a new service adoption.

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Identity migration to Redwood	Identity & Security & Sameer Khan & Adi Shanbhag	Migrating Identity services in Oracle Cloud Infrastructure (OCI) to the Redwood Design System represents a strategic shift toward a more modern, cohesive, and user-centered experience. This transition included a comprehensive rework of the Information Architecture (IA), streamlining complex identity and access management tasks—such as user provisioning, policies, federation, and authentication—into a clearer, more intuitive structure. As part of this effort, over 400 screens were redesigned and migrated, aligning with Redwood's principles of clarity, accessibility, and visual consistency. The updated IA and design system significantly improve discoverability, reduce user friction, and ensure a consistent experience across OCI. This large-scale transformation enhances usability for both administrators and developers, while also laying a scalable foundation for future identity innovations.	The migration of over 400 Identity service screens to the Redwood Design System in Oracle Cloud Infrastructure is projected to positively impact tens of thousands of users globally. This includes OCI administrators, security architects, compliance officers, and developers who rely on Identity services daily to manage access, enforce policies, and secure enterprise cloud environments. With OCI serving a broad range of enterprise customers—including Fortune 500 companies, government agencies, and cloud-native startups—this redesign enhances the experience for a diverse user base, improving day-to-day productivity, reducing errors, and enabling more confident use of critical identity features across organizations.	Estimated productivity gains and support cost reductions translating to potential savings of \$2M–\$3M annually across the user base. KPI: <ul style="list-style-type: none"> • 30–40% reduction in task completion time for common workflows. • 25% decrease in support tickets related to navigation and usability issues. • Higher user adoption and engagement, with anticipated 20% increase in usage of advanced security features post- migration.

3rd Quarter 2025 Projects (December 2024 - February 2025) continued

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Oracle Mobile Authenticator app	Identity and Security & Sameer Khan	The newly redesigned Oracle Mobile Authenticator, built using the Redwood Design System, delivers a modern, intuitive, and secure experience for users managing multi-factor authentication (MFA) across Oracle Cloud services. This redesign introduces a cleaner visual hierarchy, streamlined user flows, and accessible components that enhance usability across both iOS and Android platforms. Leveraging Redwood's consistent design language, the app now offers faster setup, clearer guidance for authentication methods (including push notifications, TOTP, and biometrics), and a more cohesive look and feel aligned with Oracle's broader product ecosystem. The update not only improves user trust and engagement but also supports enterprise-level scalability with a secure, unified experience that simplifies identity verification on the go.	The redesigned Oracle Mobile Authenticator using the Redwood Design System is projected to significantly enhance user adoption, reduce authentication errors, and improve overall security compliance. With a simplified interface and faster, more intuitive flows, the app is expected to reduce setup and login time by 30–40%, leading to improved user efficiency across thousands of daily interactions. The clearer guidance and streamlined onboarding are anticipated to decrease MFA-related support tickets by up to 25%, particularly among first-time users and non-technical employees. Additionally, the cohesive Redwood experience strengthens user confidence and promotes consistency across Oracle's identity ecosystem, ultimately supporting stronger security postures for enterprise clients and contributing to an estimated \$1M+ in annual operational savings through reduced friction and increased productivity.	<p>The redesign of the Oracle Mobile Authenticator using the Redwood Design System is projected to deliver measurable business impact with the following estimated KPIs and dollar value outcomes:</p> <ul style="list-style-type: none">• 30–40% reduction in user setup and authentication time, improving productivity for thousands of users across enterprises.• Up to 25% decrease in MFA- related support tickets, potentially saving \$500 K–\$700K annually in support costs based on average ticket resolution expenses.• 20–30% increase in user adoption and successful first-time enrollment, driving broader compliance with organizational security policies.• Improved user satisfaction scores (CSAT / NPS) by 15–20 points, reflecting enhanced usability and trust.

3rd Quarter 2025 Projects (December 2024 - February 2025) continued

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Session Management	Adi Shanbhag	A tenancy or domain admin can now view all the active sessions and metadata associated with each session like IP address, device location, application accessed etc. and based on session information, make an informed choice to revoke one or more user sessions, automatically restricting access to resources, reclaiming granted privileges and logging out suspected users, fully containing or mitigating risk of security incidents of any severity.	Abandoned resources can be reclaimed, suspect users are denied access, security risks are decreased with tools in the hands of tenancy/domain owners.	<ul style="list-style-type: none">• Delivered on a mission-critical feature request from Identity's top-tier customers like Santander, Citi, JPMC, Oracle Healthcare, Oracle Health Sciences IGUs.• If enabled by default, for all tenancies, this is projected to benefit 10M+ OCI users bringing around \$15M+ in revenue.• Gartner identified that the lack of Centralized session management capability as one of the major deficiencies in OCI IAM (see report). This capability will bring OCI on par with industry leaders such as Okta, Ping Identity and Microsoft.
SAML Bring your own Certificate (BYOC)	Adi Shanbhag	Removing the need of manual intervention by the customers and OCI engineers to improve the customer and developer efficiency. Enable customers to self-generate the Certificate Sign-in Requests and troubleshoot issues, minimizing the number of Service Requests and associated operational work.		<ul style="list-style-type: none">• Early adopters include OC6 and OC11 Gov customers (number undisclosed), Citi and Fusion App customers.• Projected to bring \$5M+ in revenue



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Power-based OCI Carbon emissions	OCI Platform & Joe McClune	Launched power-based carbon emissions analysis and simultaneously rebuilt the plugin using Redwood.	Telesis, Uber, NVidia, and UK government required power-based emissions for their regulatory reporting. This positions Oracle competitively with other hyperscalers for carbon emissions tooling.	Improved Gartner quadrant rating for FinOps tools
Resource Explorer & Resource Collections brought into Redwood	Console Shell & Joe McClune	Resource Explorer helps make a first impression and sets the tone for users' experience in the Console. Updating these pages to the Redwood design is an important part of the overall Console redesign.	Open public preview of Resource Explorer, with seamless toggling between the existing UI and the Redwood design.	Resource Explorer search queries by external users hit 240k/month, and route hits by external users hit 120k/month.
Oracle Guided Learning in the OCI Console brought into Redwood	Console Shell & Jenny Wang	We use Oracle Guided Learning (OGL) in the OCI Console to introduce new services/features and help users through change. There are more than 60 OGL guides in production in the Console. We updated the design theme that drives these guides to make it align with the Redwood design. At the same time, we designed a suite of OGL guides to communicate to users about the transition to Redwood, including orienting users to the new home page; introducing the public preview experience; providing tours of the updated list and details pages; and collecting user feedback.	Encourage users to try out the new home page customization and the Redwood preview. Promote awareness of the improvements made to list and details pages. Drive user feedback about the new design.	<p>OGL guides were migrated to the new Redwood design in concert with Redwood public preview. OGL guides to help introduce Redwood to users played a huge part in opening Redwood public preview – see guide views through February 2025:</p> <ul style="list-style-type: none"> • Tour of new home page: 578k • Advance announcement that new home page is coming: 154k • Introduction to public preview: 192k

4th Quarter 2025 Projects (March - May 2025)

Project Name	Team/Designer	Description of Success	Projected Effect	Estimated Dollar Amount or KPI
OLVM Cloud Migration Service	Cloud Migrations & Eric Johnston	OCI will provide Oracle Cloud Migration (OCM) to assist customers in all aspects of cloud migration: whether migrating a multi-tier application, a particular datacenter, or a specific class of infrastructure. This will eliminate the need for our customers to perform OCI migration manually or using consultants and third-party tools that add substantial friction to the sales cycle and leaves us at a disadvantage relative to our competitors that offer first-party migration services.	Removes a large barrier of entry to migrating customers	<ul style="list-style-type: none">• Alignment with competitors that offer migration services• Elimination of third party migration tools at cost to OCI or barrier of entry for possible customers• Smooths out sales process.
Multiple Autoscaling Policy	OCI Compute & Karthik Kota	OCI is introducing Multiple Autoscaling Policies (MAP), a feature that allows customers to create multiple autoscaling policies for the same instance pool that are orchestrated to work concurrently. Currently, customers can only dynamically scale an instance pool with a single autoscaling policy based on prescheduled times or a single utilization metric. This prevents customers from scaling their instance pool based on multiple dimensions, forcing them to monitor their pool and manually change their autoscaling policy as workload demands fluctuate.	<ul style="list-style-type: none">• 20% Lift in customers using Instance Pools. (10,537 increase)• 20% increase in six months from the date of MAP feature rollout for new customer adoption using instance pools with MAP	<ul style="list-style-type: none">• Closes product gap on Amazon's EC2 auto scaling, Azure's auto scaling and GCP's MIGs.• Projected increase in instance count across OCI.

4th Quarter 2025 Projects (March - May 2025) continued

Project Name	Team/Designer	Description of Success	Projected Effect	Estimated Dollar Amount or KPI
Lustre file storage	OCI Storage & Jinyun Zhou	Customers running Larger LLM models, GenAI applications and customers running physics simulations are already using OCI File Storage with Lustre at scale in production. OCI File Storage with Lustre is seamlessly integrated with Oracle Kubernetes Engine (OKE) and the file system can be accessed by GPUs Hosts, Bare Metal or virtualized servers.	OCI File Storage with Lustre offers the following performance tiers: <ul style="list-style-type: none"> • 125 MBps per provisioned TB • 250 MBps per provisioned TB • 500 MBps per provisioned TB • 1000 MBps per provisioned TB 	Customer satisfaction and 4-10x performance boost. NXAI and Emmi AI has this to say: <p>"We were impressed by the ease and speed of implementing OCI File Storage with Lustre. It transformed our AI training process, making it incredibly efficient. What used to take days is now accomplished in hours, thanks to the 4X-10X performance boost. This solution is a game-changer for our operations."</p>
FRS: Firmware vulnerability remediation	Compute & Cierra Gonzales	Enforced Firmware Updates for VM Fleet (annual cadence). To minimize the impact, OCI will leverage live migration (currently 80% and a projected 90% of the fleet will be compatible in FY25), which takes less than a second. Where live migration is not compatible or fails, OCI will opt for reboot migration (99% of the fleet is compatible). For the 1% of cases where these options are unavailable, OCI will use rebuild or downtime maintenance. Live migration is transparent to the customer. For reboot migration and rebuild options, OCI will leverage the existing notification system.	72% of OCI hardware fleet have firmware over a year old exposing significant security and operational risks to OCI and it's clients. This new approach to updating firmware closes a critical security gap, increasing the risk of cyber-attacks and data breaches and compromising the reliability and efficiency of the services offered.	Live migration to latest firmware takes less than 1 second to implement and 80% of the OCI hardware fleet can accept this migration. <ul style="list-style-type: none"> • Customers no longer face continuous exposure to security vulnerabilities, which can lead to severe data breaches and operational disruptions. • Operational limitations related to firmware backward compatibility are removed, limiting any timely emergency fixes and prolonged downtime.
OCI Limits Enhancements	Limits team, Jinyun Zhou & Eric Johnston	A new contextual limits service is being created to minimize superfluous support tickets and free up engineer time. It is also being designed to address limitations before a customer encounters them speeding up their work in the OCI Cloud console.	This work is projected to remove 770 support tickets a month.	The new limits service will save 443,520 hours of open support tickets a year or roughly half a million dollars a year.