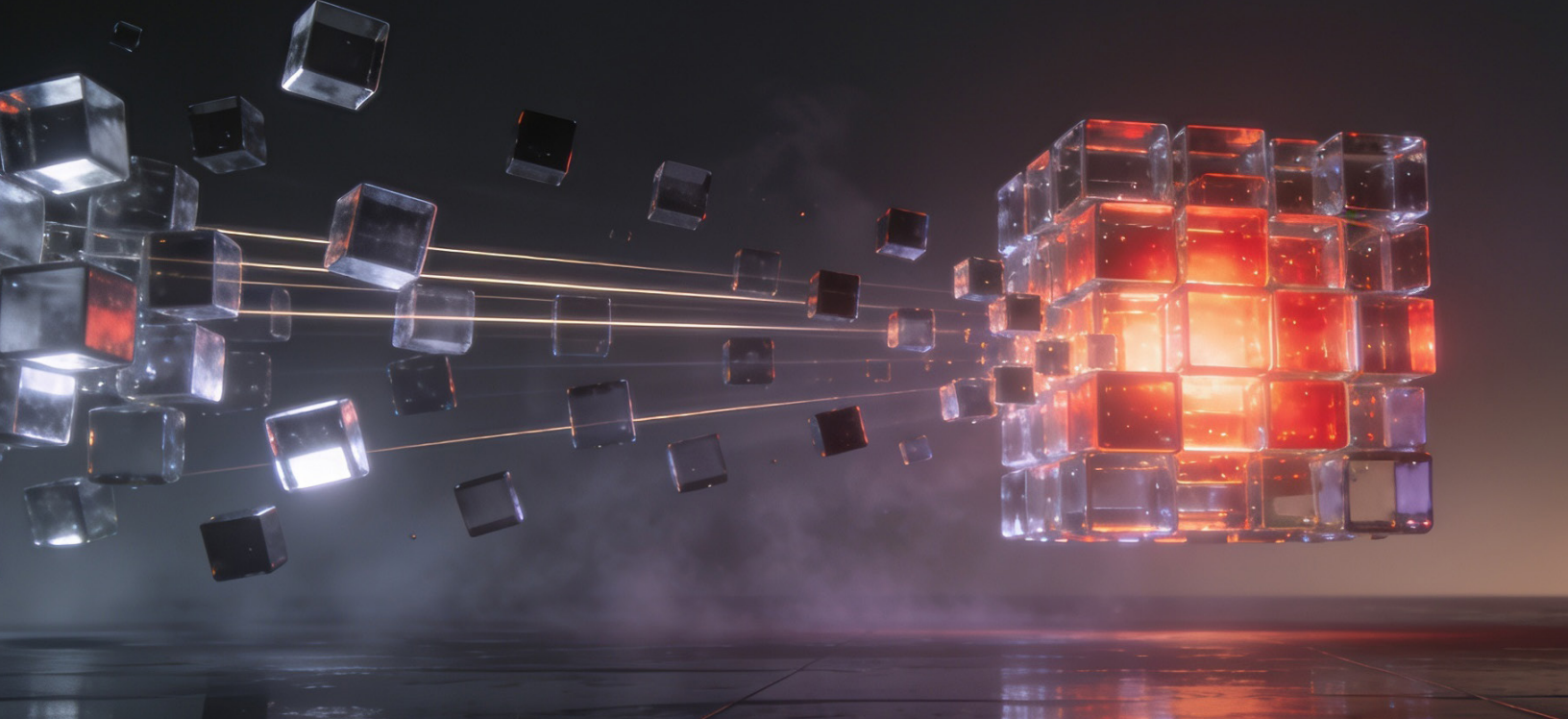




When AI Is Everywhere, Data Becomes the Differentiator

Why Industry-Specific AI Requires
Industry-Specific Data



Models Commoditize and Data Decides Enterprise AI Value

Generative AI is no longer a differentiator: Every enterprise vendor ships GenAI features, every infrastructure provider rents GPU capacity, and every model provider claims state-of-the-art benchmarks. Vendors' ability to actually improve how businesses run with AI matters most.

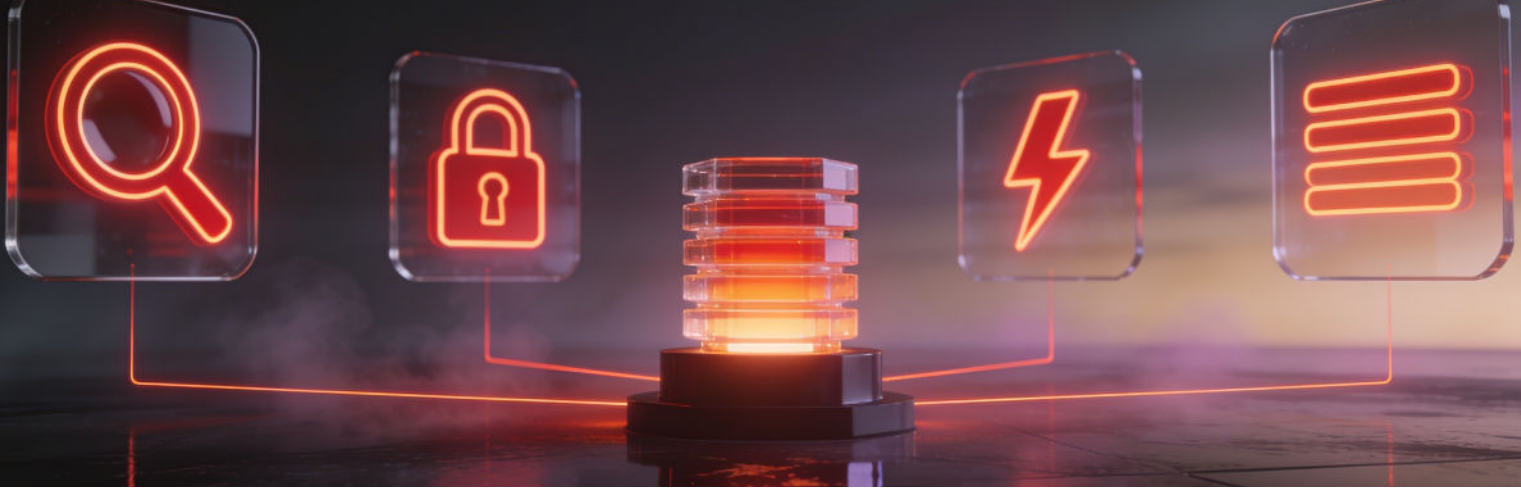
That outcome depends more on what data a model can access than on the model itself. As foundation models are commoditized, sustainable competitive advantage will rely on the enterprise's data depth, governance, and operational context. Generic data at any volume produces generic outcomes. Industry-specific data, generated from real workflows, governed across decades, and exposed to AI in real time, produces differentiated decisions, automation, and business value.

A decorative graphic consisting of several thin, grey lines that branch out and end in small circles, resembling a circuit board or a network diagram. These lines are positioned to the left of the main text block.

The ability to create, curate, and serve industry-specific data within real business workflows builds competitive advantage in enterprise AI.

Futurum research bears this out: generative AI ranks as the #1 enterprise technology priority for 33% of decision-makers, followed closely by data integration and application management at 27%.¹ Enterprise leaders already treat AI and data as inseparable priorities. Vendors that define the next phase of enterprise AI will deliver both in a single, governed platform.

¹ Futurum Research. Enterprise Apps DM Survey, 1H 2026.



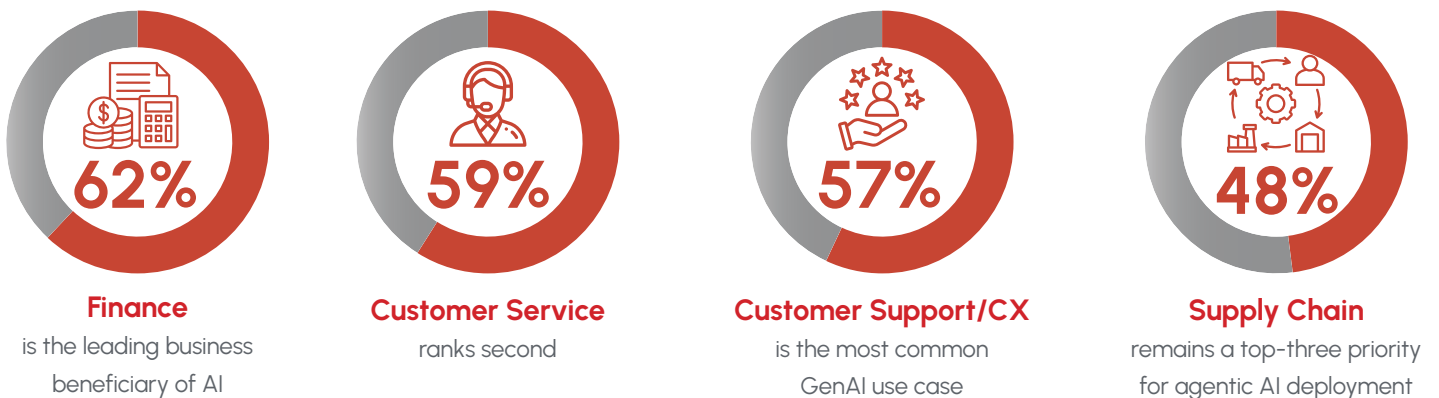
The Enterprise AI Paradox

Organizations are deploying similar AI technologies but achieving very different business outcomes. Across industries, organizations have purchased the same models, deployed similar copilots, and run comparable proofs of concept, yet the gap between leaders and laggards in measurable AI value continues to widen. The cause is not the model; it is the data the model can access, the problems it solves, and the context in which the AI runs.

Buyers have learned this the hard way. Customization ranks among the top decision criteria when enterprises evaluate AI-enabled applications (61%),¹ a clear signal that one-size-fits-all pilots do not meet demand for AI tuned to a buyer's industry, workflow, and data. Consolidation tells the same story: 41% of enterprises plan to consolidate their application stacks, citing data exchange and the need to streamline how AI agents reach operational data among the drivers.¹ Fragmented data starves AI; unified, contextual data informs it. Organizations on disconnected systems get surface-level outputs such as summarization and drafting; organizations whose AI sits on governed, integrated, industry-specific data close financial periods faster, optimize supply chains in real time, and resolve service issues with full transactional and historical context.

Futurum research shows that AI delivers the greatest impact when it is embedded in core operational and customer-facing workflows (see Figure 1).

Figure 1. Where Enterprises Are Seeing the Greatest AI Impact



Together, these findings suggest that organizations are focusing on AI investments where rich operational and customer data can drive measurable business outcomes.

Source: Futurum Research. Enterprise Apps DM Survey, 1H 2026.

Why Embedded Industry Knowledge Creates AI Value

Today, 39% of enterprises already expect generative AI delivered through agents designed for specific functions rather than general-purpose copilots.¹ To succeed, competitive advantage in enterprise AI requires creating, curating, and serving industry-specific data inside real, vertically grounded workflows:



Create Is the Generation of Data Through Real Business Workflows: It splits into two flows. Operational data, captured by ERP, supply chain, and HR systems, records what the business has already done; it is the lagging record. Customer data, captured by CX, sales, and service systems, signals what the market is about to do; it is the leading indicator. A vendor that owns one flow sees half the picture. A vendor that owns both, or even better – true industry depth – footflow a restaurant can anticipate by day and season, financial crime detection data across an entire banking operation, etc., holds a position pure-play AI vendors cannot reach, because they must rent, scrape, or simulate the same data.



Curate Is the Discipline of Governing that Data Over Time: Schema design, lineage, quality, security, and regulatory compliance. Decades of enterprise master data management compound when contextualization turns data collection into intelligence. Task-specific AI requires task-specific data; non-curated data builds a noisy foundation, leading to unreliable performance and excess costs.



Serve Is Exposing Curated Data to AI in Forms Models Consume Directly: Vector search for semantic retrieval, relational queries for transactional facts, JSON for flexible structures, graph for relationship traversal, and in-database agents to execute analytical work against governed data without ETL hops. The market is investing in this data foundation, not just models: Futurum forecasts the Data Intelligence, Analytics, and Infrastructure (DIAI) market to grow at a 17.7% CAGR from \$541B to over \$1.2T from 2026 to 2031.²

A partial stack is not a sustainable competitive moat; long-term AI value will depend on connected data spanning the infrastructure layer, horizontal enterprise systems, and industry-specific operational workflows.

"As AI models become more capable and widely available, the model itself isn't where companies will differentiate. The advantage is in the proprietary data and industry knowledge they've built over years of running their businesses," said Mark Hura, President, Global Field Operations, Oracle. "The opportunity is to bring AI to that data and apply it in the context of the industry outcomes that matter – whether that's improving the guest experience, reducing fraud, improving patient care, or running operations more efficiently."

² Futurum Research. Data Intelligence, Analytics, and Infrastructure Market Sizing and Five-Year Forecast Report, 1H 2026

Oracle's Data Creator Advantages

Oracle illustrates the create, curate, and serve discipline by operating across the full stack of infrastructure, database, operational systems, customer applications, and industry-specific applications. The company offers specialization for sectors such as government, manufacturing, high tech, communications, retail, hospitality, food & beverage, healthcare, and life sciences (see Figure 2).

- **Create:** Oracle is the platform of record with 11,000 organizations running Oracle Fusion Cloud ERP and 44,000 using NetSuite, alongside industry applications such as Oracle Communications (supporting 5 billion telco subscribers) and Oracle Hospitality (with 3,500 properties and 1,200 partners).³ Oracle's integrated portfolio of enterprise and industry applications continuously generates, manages, and connects operational and customer data across the business. This unified data foundation provides AI with trusted, real-time business context that enables more accurate insights, automation, and decision-making.
- **Curate:** Oracle Database has anchored mission-critical workloads in regulated industries for four decades, producing schema discipline, lineage controls, and security that AI workloads inherit by default. Oracle leads the DIAI market at US\$27.2B in revenue, a scale that compounds the curation discipline over years with a governed substrate that is prohibitive for newer entrants to retrofit.²
- **Serve:** Oracle AI Data Platform and AI Database 26ai collapse vector search, relational queries, JSON, graph traversal, and in-database AI agents to execute against governed data without ETL hops. Over 600 in-database AI agents leverage the platform today, embedded in use cases from retail pricing to restaurant operations to healthcare administration.

Figure 2. Selected Oracle Industry Use Cases

 Healthcare



Oracle combines AI agents with governed EHR data to help clinicians work from a complete patient record rather than isolated interactions. At St. John's Health, Oracle Health Clinical AI Agent captures physician-patient conversations, drafts clinical documentation directly within the EHR, and supports downstream coding, billing, and continuity of care.

Oracle. "[Oracle Health Clinical AI Agent](#)."

 Retail



Oracle grounds AI in a unified view of customer, inventory, demand, pricing, and order data, enabling retailers to optimize promotions, pricing, inventory, and assortment decisions while delivering personalized customer experiences across channels.

Oracle. "[Retail Artificial Intelligence and Analytics](#)."



Implications for Enterprise Buyers

Buyers should evaluate vendors beyond isolated AI features and focus on infrastructure, data-layer control, industry governance, and real-time architecture. The decisive test for any enterprise buyer is whether a vendor can create, curate, and serve the operational and customer data their AI must reason against, in real time and at industry depth. Vendors that can are poised to build platforms with compounding value for customers, while others that focus on only features or models risk becoming commoditized.

Important Information About This Report

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[Oracle](#) is a global technology leader providing cloud infrastructure, database, and enterprise software solutions to organizations across industries. Its integrated portfolio of enterprise and industry applications continuously generates, manages, and connects operational and customer data across the business, spanning ERP, HCM, CX, and industry-specific suites. Through Oracle Cloud Infrastructure, the company also delivers the compute and AI capacity powering next-generation workloads, increasingly in partnership with leading AI model providers. Together, this combination of applications, infrastructure, and data positions Oracle as a foundational technology partner for enterprises navigating the shift to cloud and AI.

Futurum

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[The Futurum Group](#) is an independent research, analysis, and advisory firm, focused on digital innovation and market-disrupting technologies and trends. Every day our analysts, researchers, and advisors help business leaders from around the world anticipate tectonic shifts in their industries and leverage disruptive innovation to either gain or maintain a competitive advantage in their markets.



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