


**FRONT / SIGNAL**  
ORACLE DECK

**C001**

**FRONT**  
tag36h11 #000



### Sales enquiry spike

Inbound enterprise enquiries rise sharply after a regional finance webinar.

**IMMEDIATE EFFECT**

- Demand +2
- Pipeline +1

**VISIBLE TAGS**


**DEMAND** **ENTERPRISE BUYER**

SALES\_ENQUIRY\_SPIKE **FRONT / SIGNAL**

**FRONT / SIGNAL**  
ORACLE DECK

**C002**

**FRONT**  
tag36h11 #002



### Sales enquiry spike

Inbound enterprise enquiries rise sharply after a regional finance webinar.

**IMMEDIATE EFFECT**

- Demand +2
- Pipeline +1

**VISIBLE TAGS**


**DEMAND** **ENTERPRISE BUYER**

SALES\_ENQUIRY\_SPIKE **FRONT / SIGNAL**

**FRONT / SIGNAL**  
ORACLE DECK

**C003**

**FRONT**  
tag36h11 #004



### Partner introductions land

A local partner brings several apparently qualified introductions.

**IMMEDIATE EFFECT**

- Pipeline +2

**VISIBLE TAGS**


**PARTNER**

PARTNER\_ACTIVITY **FRONT / SIGNAL**

**FRONT / SIGNAL**  
ORACLE DECK

**C004**

**FRONT**  
tag36h11 #006



### Procurement review slows

Several buyers add another approval step before commercial discussion.

**IMMEDIATE EFFECT**

- Pipeline -1

**VISIBLE TAGS**


**BUYER PROCESS**

PROCUREMENT\_DELAY **FRONT / SIGNAL**

**FRONT / SIGNAL**  
ORACLE DECK

**C005**

**FRONT**  
tag36h11 #008



### Workflow pilot success

The team reports a visible cycle-time drop after using AI in a core workflow.

**IMMEDIATE EFFECT**

- Execution +2

**VISIBLE TAGS**


**AI SIGNAL**

AI\_WORKFLOW\_SIGNAL **FRONT / SIGNAL**

**FRONT / SIGNAL**  
ORACLE DECK

**C007**

**FRONT**  
tag36h11 #010



### Advisor reassures board

External counsel says the initial regulatory path is workable.

**IMMEDIATE EFFECT**

- Regulatory +1

**VISIBLE TAGS**


**ADVICE**

REGULATORY\_ADVICE **FRONT / SIGNAL**

**FRONT / SIGNAL**  
ORACLE DECK

**C008**

**FRONT**  
tag36h11 #012



### Legal question raised

Counsel asks for more detail on AI use and data retention.

**IMMEDIATE EFFECT**

- Regulatory -1

**VISIBLE TAGS**


**GOVERNANCE**

LEGAL\_QUESTION **FRONT / SIGNAL**

**FRONT / SIGNAL**  
ORACLE DECK

**C009**

**FRONT**  
tag36h11 #014



### On-site support requested

An enterprise buyer asks for a more hands-on rollout and support model.

**IMMEDIATE EFFECT**

- Execution -1

**VISIBLE TAGS**


**FIELD SUPPORT**

SUPPORT\_LOAD **FRONT / SIGNAL**

**FRONT / SIGNAL**  
ORACLE DECK

**C010**

**FRONT**  
tag36h11 #016



### Competitor webinar draws attention

A competitor's regional webinar gets strong attendance.

**IMMEDIATE EFFECT**

- Demand -1

**VISIBLE TAGS**

**COMPETITOR**

COMPETITOR\_NOISE **FRONT / SIGNAL**

BACK / CAUSE  
ORACLE DECK

C003



BACK  
tag36h11 #005



### Channel stuffing

The partner is filling the calendar with weak leads to show activity.

CAUSE EFFECT  
• Pipeline -5

SYNERGY TAGS  
CHANNEL NOISE

C003

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C002



BACK  
tag36h11 #005



### Early durable AI adoption demand

Buyers are reallocating budget toward AI-enabled workflow systems.

CAUSE EFFECT  
• Demand +5  
• Pipeline +3

SYNERGY TAGS  
AI DEMAND

C002

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C001



BACK  
tag36h11 #001



### Fiscal-deadline pull-forward

Buyers are asking before a fiscal rule change, not because durable adoption has improved.

CAUSE EFFECT  
• Demand -6  
• Pipeline -2

SYNERGY TAGS  
PULL-FORWARD

C001

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C007



BACK  
tag36h11 #011



### Documentation adequate

Core documentation is cleaner than expected.

CAUSE EFFECT  
• Regulatory +3

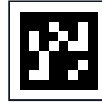
SYNERGY TAGS  
CONTROLS

C007

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C005



BACK  
tag36h11 #009



### Real workflow fit

The work has a repeatable pattern and enough data to benefit from AI assistance.

CAUSE EFFECT  
• Execution +4

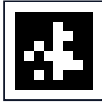
SYNERGY TAGS  
AI WORKFLOW

C005 / AI REAL

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C004



BACK  
tag36h11 #007



### Early budget tightening

Finance teams are slowing discretionary technology spend.

CAUSE EFFECT  
• Demand -4  
• Pipeline -3

SYNERGY TAGS  
BUDGET TIGHTENING

C004

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C010



BACK  
tag36h11 #017

### Temporary competitor noise

Attendance is curiosity, not sustained buyer preference.

CAUSE EFFECT  
• Demand -2

SYNERGY TAGS

C010

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C009



BACK  
tag36h11 #015



### Enterprise field-support expectation

Enterprise buyers expect physical rollout support, not just remote software onboarding.

CAUSE EFFECT  
• Execution -2

SYNERGY TAGS  
FIELD SUPPORT

C009

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C008



BACK  
tag36h11 #013



### AI governance gap

The expansion team cannot yet show controls for AI-assisted work.

CAUSE EFFECT  
• Regulatory -3

SYNERGY TAGS  
GOVERNANCE GAP

C008

BACK / CAUSE

FRONT / SIGNAL  
ORACLE DECK

C011



FRONT  
tag36h11 #092



### Sales enquiry spike

Inbound enterprise enquiries rise sharply after a regional finance webinar.

IMMEDIATE EFFECT

- Demand +2
- Pipeline +1

VISIBLE TAGS

DEMAND

SALES\_ENQUIRY\_SPIKE

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C012



FRONT  
tag36h11 #094



### Workflow pilot success

The team reports a visible cycle-time drop after using AI in a core workflow.

IMMEDIATE EFFECT

- Execution +2

VISIBLE TAGS

AI SIGNAL

AI\_WORKFLOW\_SIGNAL

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C013



FRONT  
tag36h11 #096



### Distributor asks for exclusivity

A regional distributor asks for early exclusivity in two target markets.

IMMEDIATE EFFECT

- Pipeline +1

VISIBLE TAGS

PARTNER

PARTNER\_ACTIVITY

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C014



FRONT  
tag36h11 #098



### Localisation estimate low

The initial localisation estimate comes in below plan.

IMMEDIATE EFFECT

- Execution +1

VISIBLE TAGS

EXECUTION

LOCALISATION\_SCOPE

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C015



FRONT  
tag36h11 #100



### Procurement review slows

Several buyers add another approval step before commercial discussion.

IMMEDIATE EFFECT

- Pipeline -1

VISIBLE TAGS

BUYER PROCESS

PROCUREMENT\_DELAY

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C016



FRONT  
tag36h11 #102



### Support load light

The first usage reports show fewer support requests than expected.

IMMEDIATE EFFECT

- Execution +1

VISIBLE TAGS

SUPPORT

SUPPORT\_LOAD

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C017



FRONT  
tag36h11 #018



### Sales enquiry spike

Inbound enterprise enquiries rise sharply after a regional finance webinar.

IMMEDIATE EFFECT

- Demand +2
- Pipeline +2

VISIBLE TAGS

DEMAND PARTNER

SALES\_ENQUIRY\_SPIKE

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C018



FRONT  
tag36h11 #020



### AI tooling breakthrough

The team reports a visible cycle-time drop after using AI in a core workflow.

IMMEDIATE EFFECT

- Execution +2

VISIBLE TAGS

AI SIGNAL

AI\_TOOLING

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C022



FRONT  
tag36h11 #022



### Security review added

A buyer adds security diligence before signing a pilot.

IMMEDIATE EFFECT

- Pipeline -1

VISIBLE TAGS

BUYER PROCESS

BUYER\_COMMITTEE

FRONT / SIGNAL

BACK / CAUSE  
ORACLE DECK

C013



BACK  
tag36h11 #097



### Partner leverage play

The partner is trying to lock options without committing real capacity.

**CAUSE EFFECT**

- Pipeline -2
- Regulatory -1

**SYNERGY TAGS**

**PARTNER RISK**

C013

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C012



BACK  
tag36h11 #095



### Manager optimism

Early reporting overstates the durable productivity effect.

**CAUSE EFFECT**

- Execution -1

**SYNERGY TAGS**

**FALSE PRODUCTIVITY**

C012 / AI ILLUSORY

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C011



BACK  
tag36h11 #093



### Analyst report echo

The spike follows a public analyst note and is mostly early curiosity.

**CAUSE EFFECT**

- Demand -1

**SYNERGY TAGS**

**FALSE DEMAND**

C011

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C016



BACK  
tag36h11 #103



### Low real usage

Support is light because users have not yet adopted the workflow.

**CAUSE EFFECT**

- Demand -2

**SYNERGY TAGS**

**FALSE DEMAND**

C016

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C015



BACK  
tag36h11 #101



### Normal enterprise diligence

The delay is consistent with serious enterprise buying rather than weak demand.

**CAUSE EFFECT**

- Pipeline +2
- Regulatory +1

**SYNERGY TAGS**

**QUALITY PIPELINE**

C015

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C014



BACK  
tag36h11 #099



### Under-scoped localisation

The estimate omitted compliance language and local workflow adaptation.

**CAUSE EFFECT**

- Execution -3

**SYNERGY TAGS**

**EXECUTION DRAG**

C014

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C022



BACK  
tag36h11 #023



### Real enterprise diligence

This is a high-quality buyer moving through a normal enterprise process.

**CAUSE EFFECT**

- Regulatory +2
- Pipeline +1

**SYNERGY TAGS**

**QUALITY PIPELINE**

C022

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C018



BACK  
tag36h11 #021



### Automation fit in sales ops

AI meaningfully reduces research and follow-up work.

**CAUSE EFFECT**

- Execution +5

**SYNERGY TAGS**

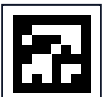
**AI AUTOMATION** **AI WORKFLOW**

C018 / AI REAL

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C017



BACK  
tag36h11 #019



### Partner channel stuffing

Partner activity inflates early interest but does not convert.

**CAUSE EFFECT**

- Pipeline -6

**SYNERGY TAGS**

**CHANNEL NOISE**

C017

BACK / CAUSE

FRONT / SIGNAL  
ORACLE DECK

C023



FRONT  
tag36h11 #024



### Reference call lands well

A respected customer reference reduces buyer concern.

IMMEDIATE EFFECT  
• Demand +2

VISIBLE TAGS  
**CUSTOMER PROOF**

REFERENCE\_CALL

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C024



FRONT  
tag36h11 #026



### Regulator publishes AI note

A short AI policy note circulates in the market.

IMMEDIATE EFFECT  
• Regulatory -1

VISIBLE TAGS  
**REGULATORY**

POLICY\_SIGNAL

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C025



FRONT  
tag36h11 #028



### Travel burden flagged

Implementation staff warn that regional travel will absorb more time.

IMMEDIATE EFFECT  
• Execution -1

VISIBLE TAGS  
**FIELD SUPPORT**

OPERATIONS\_LOAD

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C026



FRONT  
tag36h11 #030



### Service bundle requested

Buyers ask for implementation and support bundled into the price.

IMMEDIATE EFFECT  
• Demand +1

VISIBLE TAGS  
**FIELD SUPPORT** **PRICING**

PRICING\_SIGNAL

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C027



FRONT  
tag36h11 #104



### Sales enquiry spike

Inbound enterprise enquiries rise sharply after a regional finance webinar.

IMMEDIATE EFFECT  
• Demand +2  
• Pipeline +1

VISIBLE TAGS  
**DEMAND**

SALES\_ENQUIRY\_SPIKE

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C028



FRONT  
tag36h11 #106



### Legal question raised

Counsel asks for a clearer explanation of data handling.

IMMEDIATE EFFECT  
• Regulatory -1

VISIBLE TAGS  
**GOVERNANCE**

LEGAL\_QUESTION

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C029



FRONT  
tag36h11 #108



### Partner introductions land

A partner introduces the team to a senior operations sponsor.

IMMEDIATE EFFECT  
• Pipeline +2

VISIBLE TAGS  
**PARTNER**

PARTNER\_ACTIVITY

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C030



FRONT  
tag36h11 #110



### AI tooling breakthrough

The team reports a visible cycle-time drop after using AI in a core workflow.

IMMEDIATE EFFECT  
• Execution +2

VISIBLE TAGS  
**AI SIGNAL**

AI\_TOOLING

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C031



FRONT  
tag36h11 #112



### Field support quote revised

A local implementation partner revises rates upward for field support.

IMMEDIATE EFFECT  
• Execution -1

VISIBLE TAGS  
**FIELD COST**

FIELD\_COST

FRONT / SIGNAL

BACK / CAUSE  
ORACLE DECK

C025



BACK  
tag36h11 #029



### Regional travel support burden

On-site delivery expectations are broader than the sales team assumed.

CAUSE EFFECT  
• Execution -3

SYNERGY TAGS  
FIELD SUPPORT

C025

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C024



BACK  
tag36h11 #027



### Routine consultation

The note is exploratory and gives the team useful clarity.

CAUSE EFFECT  
• Regulatory +1

SYNERGY TAGS  
REGULATORY CLARITY

C024

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C023



BACK  
tag36h11 #025



### Durable reference proof

The reference speaks to a repeatable business need.

CAUSE EFFECT  
• Demand +3  
• Pipeline +2

SYNERGY TAGS  
CUSTOMER PROOF

C023

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C028



BACK  
tag36h11 #107



### Template mismatch

The concern comes from a generic template and does not indicate a real governance gap.

CAUSE EFFECT  
• Regulatory +1

SYNERGY TAGS  
FALSE ALARM

C028

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C027



BACK  
tag36h11 #105



### Policy subsidy rumour

A subsidy rumour pulls interest forward before buyers know whether funding exists.

CAUSE EFFECT  
• Demand -3

SYNERGY TAGS  
PULL-FORWARD

C027

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C026



BACK  
tag36h11 #031



### Labour hidden in price

Demand is real, but physical support cost is being pushed into the software margin.

CAUSE EFFECT  
• Execution -2

SYNERGY TAGS  
LABOUR COST

C026

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C031



BACK  
tag36h11 #113



### Scope misunderstanding

The supplier quoted a broader scope than the planned rollout requires.

CAUSE EFFECT  
• Execution +1

SYNERGY TAGS  
FALSE ALARM

C031

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C030



BACK  
tag36h11 #111



### Vendor demo effect

The result depends on vendor support that will not be available in normal operations.

CAUSE EFFECT  
• Execution -1

SYNERGY TAGS  
FALSE PRODUCTIVITY

C030 / AI ILLUSORY

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C029



BACK  
tag36h11 #109



### Senior local champion

The sponsor has authority and a real operational problem.

CAUSE EFFECT  
• Pipeline +4

SYNERGY TAGS  
PARTNER UPSIDE



C029

BACK / CAUSE

**FRONT / SIGNAL**  
ORACLE DECK

**C032**

**FRONT**  
tag36h11 #114

**Reference call lands well**

A respected customer reference reduces buyer concern.

**IMMEDIATE EFFECT**

- Demand +1

**VISIBLE TAGS**



**CUSTOMER PROOF**

REFERENCE\_CALL FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C033**

**FRONT**  
tag36h11 #032

**Workflow cycle time drops**

The team reports a visible cycle-time drop after using AI in a core workflow.

**IMMEDIATE EFFECT**

- Execution +2

**VISIBLE TAGS**



**AI SIGNAL**

AI\_WORKFLOW\_SIGNAL FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C034**

**FRONT**  
tag36h11 #034

**Workflow cycle time drops**

The team reports a visible cycle-time drop after using AI in a core workflow.

**IMMEDIATE EFFECT**

- Execution +2

**VISIBLE TAGS**

**AI SIGNAL**

AI\_WORKFLOW\_SIGNAL FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C035**

**FRONT**  
tag36h11 #036




**Sales enquiry spike**

Inbound enterprise enquiries rise sharply after a regional finance webinar.

**IMMEDIATE EFFECT**

- Demand +2
- Pipeline +1

**VISIBLE TAGS**



**DEMAND**

SALES\_ENQUIRY\_SPIKE FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C036**

**FRONT**  
tag36h11 #038

**ROI cases requested**

CFOs ask for sharper ROI proof before approving pilots.

**IMMEDIATE EFFECT**

- Demand -1

**VISIBLE TAGS**



**BUDGET**

BUDGET\_SIGNAL FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C037**

**FRONT**  
tag36h11 #040

**Partner introductions land**

A local partner creates access to an executive sponsor.

**IMMEDIATE EFFECT**

- Pipeline +2

**VISIBLE TAGS**



**PARTNER**

PARTNER\_ACTIVITY FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C038**

**FRONT**  
tag36h11 #042

**Pilot support tickets rise**

Support tickets rise during the first larger pilot.

**IMMEDIATE EFFECT**

- Execution -1

**VISIBLE TAGS**



**SUPPORT**

SUPPORT\_LOAD FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C040**

**FRONT**  
tag36h11 #044

**Data retention question**

A buyer asks how AI-assisted work is logged and retained.

**IMMEDIATE EFFECT**

- Regulatory -1

**VISIBLE TAGS**

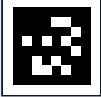

**GOVERNANCE**

GOVERNANCE\_SIGNAL FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C042**

**FRONT**  
tag36h11 #046

**Pilot sponsor expands scope**

A pilot sponsor asks to include another department.

**IMMEDIATE EFFECT**

- Demand +2

**VISIBLE TAGS**

**CUSTOMER PROOF**

CUSTOMER\_PROOF FRONT / SIGNAL

BACK / CAUSE  
ORACLE DECK

C034



BACK  
tag36h11 #035



### Easy-work backlog clearance

The easy backlog was cleared, but the process is not durably better.

CAUSE EFFECT  
• Execution -2

SYNERGY TAGS  
FALSE PRODUCTIVITY

C034 / AI ILLUSORY

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C033



BACK  
tag36h11 #033



### AI process redesign

The team redesigned the work around AI, not just added a tool.

CAUSE EFFECT  
• Execution +X  
(X = 3 \* prior real AI)

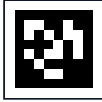
SYNERGY TAGS  
AI WORKFLOW

C033 / AI REAL

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C032



BACK  
tag36h11 #115



### Relationship favour

The reference is positive but not evidence of repeatable demand.

CAUSE EFFECT  
• Pipeline -1

SYNERGY TAGS  
FALSE DEMAND

C032

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C037



BACK  
tag36h11 #041



### Authorised operations champion

One partner relationship is genuinely opening a difficult account.

CAUSE EFFECT  
• Pipeline +5

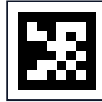
SYNERGY TAGS  
PARTNER UPSIDE

C037

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C036



BACK  
tag36h11 #039



### ROI-driven budget tightening

Finance functions are moving from experimentation to stricter spend gates.

CAUSE EFFECT  
• Demand -4

SYNERGY TAGS  
BUDGET TIGHTENING

C036

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C035



BACK  
tag36h11 #037



### Board-level AI adoption demand

AI adoption pressure is now a board-level buying driver.

CAUSE EFFECT  
• Demand +6  
• Pipeline +3

SYNERGY TAGS  
AI DEMAND

C035

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C042



BACK  
tag36h11 #047



### Department-level adoption pull

The customer sees value beyond the first use case.

CAUSE EFFECT  
• Demand +4  
• Pipeline +2

SYNERGY TAGS  
CUSTOMER PROOF

C042

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C040



BACK  
tag36h11 #045



### Solvable documentation gap

The gap is real but can be closed with documentation and controls.

CAUSE EFFECT  
• Regulatory -2

SYNERGY TAGS  
DOCUMENTATION GAP

C040

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C038



BACK  
tag36h11 #043



### Product-market mismatch

The workflow needs more local adaptation than expected.

CAUSE EFFECT  
• Demand -3  
• Execution -3

SYNERGY TAGS  
EXECUTION DRAG

C038

BACK / CAUSE

FRONT / SIGNAL  
ORACLE DECK

C043



FRONT  
tag36h11 #116



## Anti-corruption briefing

An anti-corruption briefing circulates among regional compliance advisers.

IMMEDIATE EFFECT  
• Regulatory -1

VISIBLE TAGS

REGULATORY PARTNER

ENFORCEMENT\_SIGNAL

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C044



FRONT  
tag36h11 #118



## Technician rates jump

Local technician rates rise again in two target cities.

IMMEDIATE EFFECT  
• Execution -2

VISIBLE TAGS

FIELD COST

LABOUR\_MARKET

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C046



FRONT  
tag36h11 #120



## Qualified meetings convert slowly

Qualified meetings move slowly and lose momentum after the second call.

IMMEDIATE EFFECT  
• Pipeline -1

VISIBLE TAGS

PIPELINE

PIPELINE\_QUALITY

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C047



FRONT  
tag36h11 #122



## Workflow cycle time drops

The team reports a visible cycle-time drop after using AI in a core workflow.

IMMEDIATE EFFECT  
• Execution +2

VISIBLE TAGS

AI SIGNAL

AI\_WORKFLOW\_SIGNAL

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C048



FRONT  
tag36h11 #124



## Sales enquiry spike

Inbound enterprise enquiries rise sharply after a regional finance webinar.

IMMEDIATE EFFECT  
• Demand +2  
• Pipeline +1

VISIBLE TAGS

DEMAND

SALES\_ENQUIRY\_SPIKE

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C049



FRONT  
tag36h11 #048



## AI tooling breakthrough

The team reports a visible cycle-time drop after using AI in a core workflow.

IMMEDIATE EFFECT  
• Execution +2

VISIBLE TAGS

AI SIGNAL

AI\_TOOLING

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C051



FRONT  
tag36h11 #050



## Partner embarrassment

A local partner becomes the subject of uncomfortable press questions.

IMMEDIATE EFFECT  
• Pipeline -1

VISIBLE TAGS

PARTNER REPUTATION

PARTNER\_EMBARRASSMENT

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C054



FRONT  
tag36h11 #052



## On-site rollout requested

An enterprise buyer asks for a more hands-on rollout and support model.

IMMEDIATE EFFECT  
• Demand +1  
• Execution -1

VISIBLE TAGS

FIELD SUPPORT

SUPPORT\_LOAD

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C055



FRONT  
tag36h11 #054



## Qualified meetings convert slowly

Qualified meetings move slowly but stay active.

IMMEDIATE EFFECT  
• Pipeline -1

VISIBLE TAGS

PIPELINE

PIPELINE\_QUALITY

FRONT / SIGNAL

BACK / CAUSE  
ORACLE DECK

C046



BACK  
tag36h11 #121



### Weak pipeline quality

The accounts are polite but not commercially committed.

**CAUSE EFFECT**

- Pipeline -3

**SYNERGY TAGS**

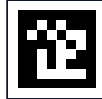
PIPELINE WEAKNESS

C046

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C044



BACK  
tag36h11 #119



### Supplier opportunism

One supplier is testing price tolerance rather than reporting a market-wide shortage.

**CAUSE EFFECT**

- Execution -1

**SYNERGY TAGS**

FIELD COST NOISE

C044

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C043



BACK  
tag36h11 #117



### Routine training cycle

The briefing is a standard training update and not a new enforcement posture.

**CAUSE EFFECT**

- Regulatory +1

**SYNERGY TAGS**

REGULATORY CLARITY

C043

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C049



BACK  
tag36h11 #049



### Real automation gain

A repeatable workflow is now faster with quality checks intact.

**CAUSE EFFECT**

- Execution +X (X = 3 \* prior real AI)
- Regulatory -2 if governance gap revealed

**SYNERGY TAGS**

CAR AUTOMATION

AI WORKFLOW

BACK / CAUSE

C055

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C048



BACK  
tag36h11 #125



### Fiscal-deadline acceleration

Buyers are accelerating conversations before a fiscal deadline.

**CAUSE EFFECT**

- Demand -5
- Pipeline -1

**SYNERGY TAGS**

PULL-FORWARD

C048

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C047



BACK  
tag36h11 #123



### Reporting artifact

The metric improved because low-complexity work was counted differently.

**CAUSE EFFECT**

- Execution -2

**SYNERGY TAGS**

FALSE PRODUCTIVITY

C047 / AI ILLUSORY

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C055



BACK  
tag36h11 #055



### Real buyer diligence

The deals are slow because the accounts are serious.

**CAUSE EFFECT**

- Pipeline +2
- Regulatory +1

**SYNERGY TAGS**

QUALITY PIPELINE

C055

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C054



BACK  
tag36h11 #053



### Local support operating burden

Enterprise demand is real, but the operating model needs more local support.

**CAUSE EFFECT**

- Execution -3

**SYNERGY TAGS**

FIELD SUPPORT

C054

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C051



BACK  
tag36h11 #051



### Minor unrelated incident

The incident is reputationally awkward but unrelated to the expansion path.

**CAUSE EFFECT**

- Pipeline +1

**SYNERGY TAGS**

FALSE ALARM

C051

BACK / CAUSE

FRONT / SIGNAL  
ORACLE DECK

C056



FRONT  
tag36h11 #056



### Competitor discounts aggressively

A competitor offers unusual discounts in the region.

IMMEDIATE EFFECT

- Demand -1

VISIBLE TAGS

COMPETITOR

COMPETITOR\_NOISE

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C057



FRONT  
tag36h11 #057



### Legal question raised

Counsel flags partner data-sharing language.

IMMEDIATE EFFECT

- Regulatory -1

VISIBLE TAGS

GOVERNANCE PARTNER

LEGAL\_QUESTION

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C058



FRONT  
tag36h11 #060



### Reference case study offered

A customer offers to be a regional case study.

IMMEDIATE EFFECT

- Demand +2

VISIBLE TAGS

CUSTOMER PROOF

CUSTOMER\_PROOF

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C059



FRONT  
tag36h11 #126



### AI tooling breakthrough

The team reports a visible cycle-time drop after using AI in a core workflow.

IMMEDIATE EFFECT

- Execution +2

VISIBLE TAGS

AI SIGNAL

AI\_TOOLING

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C060



FRONT  
tag36h11 #128



### Partner embarrassment

A local partner becomes the subject of uncomfortable press questions.

IMMEDIATE EFFECT

- Pipeline -1

VISIBLE TAGS

PARTNER REPUTATION

PARTNER\_EMBARRASSMENT

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C061



FRONT  
tag36h11 #130



### Installation rate card revised

A local implementation partner revises rates upward for field support.

IMMEDIATE EFFECT

- Execution -2

VISIBLE TAGS

FIELD COST

FIELD\_COST

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C062



FRONT  
tag36h11 #132



### Reference case study offered

A customer offers to be a regional case study.

IMMEDIATE EFFECT

- Demand +1

VISIBLE TAGS

CUSTOMER PROOF

CUSTOMER\_PROOF

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C063



FRONT  
tag36h11 #134



### Legal question raised

Counsel flags partner data-sharing language.

IMMEDIATE EFFECT

- Regulatory -1

VISIBLE TAGS

GOVERNANCE PARTNER

LEGAL\_QUESTION

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C064



FRONT  
tag36h11 #136



### Sales enquiry spike

Inbound enterprise enquiries rise sharply after a regional finance webinar.

IMMEDIATE EFFECT

- Demand +2
- Pipeline +1

VISIBLE TAGS

DEMAND

SALES\_ENQUIRY\_SPIKE

FRONT / SIGNAL

BACK / CAUSE  
ORACLE DECK

C058



BACK  
tag36h11 #061



### Public case-study proof

The customer is willing to attach reputation to the result.

CAUSE EFFECT

- Demand +4
- Pipeline +3

SYNERGY TAGS

CUSTOMER PROOF

C058

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C057



BACK  
tag36h11 #059



### Partner data-sharing issue

Partner processes do not yet meet the required audit standard.

CAUSE EFFECT

- Regulatory -4

SYNERGY TAGS

GOVERNANCE GAP PARTNER RISK

C057

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C056



BACK  
tag36h11 #057



### Desperation pricing

The discounting reflects competitor weakness, not category weakness.

CAUSE EFFECT

- Pipeline +2

SYNERGY TAGS

COMPETITOR WEAKNESS

C056

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C061



BACK  
tag36h11 #131



### Scope creep

Customers are asking for more installation work than the sales case assumed.

CAUSE EFFECT

- Execution -2

SYNERGY TAGS

FIELD SUPPORT

C061

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C060



BACK  
tag36h11 #129



### Competitor smear

The story is mostly planted by a competitor and fades after basic checking.

CAUSE EFFECT

- Pipeline +2

SYNERGY TAGS

FALSE ALARM

C060

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C059



BACK  
tag36h11 #127



### Vendor-assisted backlog clearance

The speed gain came from clearing easy work, not durable process redesign.

CAUSE EFFECT

- Execution -2

SYNERGY TAGS

FALSE PRODUCTIVITY

C059 / AI ILLUSORY

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C064



BACK  
tag36h11 #137



### Durable procurement wave

A new budget cycle makes AI-enabled workflow systems a funded priority.

CAUSE EFFECT

- Demand +4
- Pipeline +2

SYNERGY TAGS

AI DEMAND

C064

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C063



BACK  
tag36h11 #135



### Solvable clause issue

The clause needs cleanup but does not expose a deeper operating gap.

CAUSE EFFECT

- Regulatory +1

SYNERGY TAGS

DOCUMENTATION GAP

C063

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C062



BACK  
tag36h11 #133



### PR request only

The customer wants visibility but is not yet evidence of repeatable adoption.

CAUSE EFFECT

- Demand -1

SYNERGY TAGS

FALSE DEMAND

C062

BACK / CAUSE

FRONT / SIGNAL  
ORACLE DECK

C066



FRONT  
tag36h11 #062



### On-site rollout requested

An enterprise buyer asks for a more hands-on rollout and support model.

IMMEDIATE EFFECT

- Demand +1
- Execution -1

VISIBLE TAGS

FIELD SUPPORT

SUPPORT\_LOAD

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C067



FRONT  
tag36h11 #064



### Workflow cycle time drops

The team reports a visible cycle-time drop after using AI in a core workflow.

IMMEDIATE EFFECT

- Execution +2

VISIBLE TAGS

AI SIGNAL

AI\_WORKFLOW\_SIGNAL

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C069



FRONT  
tag36h11 #066



### Partner introductions land

A partner produces several late-stage buyer conversations.

IMMEDIATE EFFECT

- Pipeline +2

VISIBLE TAGS

PARTNER

PARTNER\_ACTIVITY

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C070



FRONT  
tag36h11 #068



### ROI cases requested

CFOs ask for harder ROI proof and faster payback.

IMMEDIATE EFFECT

- Demand -2

VISIBLE TAGS

BUDGET

BUDGET\_SIGNAL

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C071



FRONT  
tag36h11 #070



### Sales enquiry spike

Inbound enterprise enquiries rise sharply after a regional finance webinar.

IMMEDIATE EFFECT

- Demand +2
- Pipeline +1

VISIBLE TAGS

DEMAND

SALES\_ENQUIRY\_SPIKE

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C072



FRONT  
tag36h11 #072



### Advisor reassures board

External counsel says controls can catch up before launch.

IMMEDIATE EFFECT

- Regulatory +1

VISIBLE TAGS

ADVICE

REGULATORY\_ADVICE

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C073



FRONT  
tag36h11 #074



### Implementation queue lengthens

Implementation capacity becomes a visible bottleneck.

IMMEDIATE EFFECT

- Execution -2

VISIBLE TAGS

FIELD COST

OPERATIONS\_LOAD

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C074



FRONT  
tag36h11 #076



### Pilot sponsor expands scope

A pilot sponsor asks to extend the programme to another market.

IMMEDIATE EFFECT

- Demand +2

VISIBLE TAGS

CUSTOMER PROOF

CUSTOMER\_PROOF

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C075



FRONT  
tag36h11 #138



### Workflow cycle time drops

The team reports a visible cycle-time drop after using AI in a core workflow.

IMMEDIATE EFFECT

- Execution +2

VISIBLE TAGS

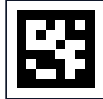
AI SIGNAL

AI\_WORKFLOW\_SIGNAL

FRONT / SIGNAL

BACK / CAUSE  
ORACLE DECK

C069



BACK  
tag36h11 #067



### Risky partner dependence

Pipeline depends on a partner whose controls are weak.

**CAUSE EFFECT**

- Pipeline -4
- Regulatory -2

**SYNERGY TAGS**

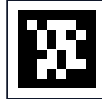
**PARTNER RISK**

C069

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C067



BACK  
tag36h11 #063



### AI-enabled service playbook

A reusable AI-supported service playbook reduces white-collar coordination cost.

**CAUSE EFFECT**

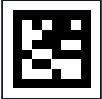
- Execution +X (X = 3 \* prior real AI)
- Execution +2 if AI process redesign is already revealed
- Execution +1 if AI team

C067 / AI REAL

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C066



BACK  
tag36h11 #063



### Multi-buyer field-support expansion

More buyers require physical rollout and training support.

**CAUSE EFFECT**

- Execution -3

**SYNERGY TAGS**

**FIELD SUPPORT**

C066

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C072



BACK  
tag36h11 #073



### Control documentation catch-up

The team has documented enough to reduce launch risk.

**CAUSE EFFECT**

- Regulatory +4

**SYNERGY TAGS**

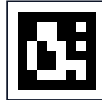
**CONTROLS**

C072

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C071



BACK  
tag36h11 #071



### Competitor outage

Interest rose because a competitor had a temporary service problem.

**CAUSE EFFECT**

- Demand -2

**SYNERGY TAGS**

**FALSE DEMAND**

C071

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C070



BACK  
tag36h11 #069



### Pull-forward exhausted

Early enquiries borrowed demand from later rounds.

**CAUSE EFFECT**

- Demand -5

**SYNERGY TAGS**

**BUDGET TIGHTENING** **PULL-FORWARD**

C070

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C075



BACK  
tag36h11 #139



### Quality drift

The faster workflow is producing inconsistent customer-facing work.

**CAUSE EFFECT**

- Regulatory -3
- Regulatory -X (X = prior real AI)

**SYNERGY TAGS**

**GOVERNANCE GAP** **AI AUTOMATION**

C075 / AI ILLUSORY

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C074



BACK  
tag36h11 #077



### Cross-market adoption pull

The buyer's internal demand is expanding beyond the initial use case.

**CAUSE EFFECT**

- Demand +5
- Pipeline +2

**SYNERGY TAGS**

**CUSTOMER PROOF**

C074

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C073



BACK  
tag36h11 #075



### Local capacity shortage

The region lacks enough trained delivery capacity at planned cost.

**CAUSE EFFECT**

- Execution -3

**SYNERGY TAGS**

**LABOUR COST**

C073

BACK / CAUSE

FRONT / SIGNAL  
ORACLE DECK

C076



FRONT  
tag36h11 #140



### Field support quote revised

A local implementation partner revises rates upward for field support.

IMMEDIATE EFFECT  
• Execution -2

VISIBLE TAGS  
**FIELD COST**

FIELD\_COST

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C077



FRONT  
tag36h11 #142



### Partner introductions land

A partner produces several late-stage buyer conversations.

IMMEDIATE EFFECT  
• Pipeline +2

VISIBLE TAGS  
**PARTNER**

PARTNER\_ACTIVITY

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C078



FRONT  
tag36h11 #144



### Model-risk review requested

A buyer asks for evidence of AI model-risk controls.

IMMEDIATE EFFECT  
• Regulatory -1

VISIBLE TAGS  
**GOVERNANCE**

GOVERNANCE\_SIGNAL

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C079



FRONT  
tag36h11 #146



### Sales enquiry spike

Inbound enterprise enquiries rise sharply after a regional finance webinar.

IMMEDIATE EFFECT  
• Demand +2  
• Pipeline +1

VISIBLE TAGS  
**DEMAND** **REGULATORY**

SALES\_ENQUIRY\_SPIKE

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C080



FRONT  
tag36h11 #148



### Implementation queue lengthens

Implementation capacity becomes a visible bottleneck.

IMMEDIATE EFFECT  
• Execution -2

VISIBLE TAGS  
**FIELD COST**

OPERATIONS\_LOAD

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C081



FRONT  
tag36h11 #078



### AI tooling breakthrough

The team reports a visible cycle-time drop after using AI in a core workflow.

IMMEDIATE EFFECT  
• Execution +2

VISIBLE TAGS  
**AI SIGNAL**

AI\_TOOLING

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C084



FRONT  
tag36h11 #080



### On-site rollout requested

An enterprise buyer asks for a more hands-on rollout and support model.

IMMEDIATE EFFECT  
• Demand +1  
• Execution -1

VISIBLE TAGS  
**FIELD SUPPORT**

SUPPORT\_LOAD

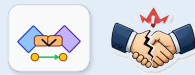
FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C086



FRONT  
tag36h11 #082



### Partner embarrassment

A local partner becomes the subject of uncomfortable press questions.

IMMEDIATE EFFECT  
• Pipeline -2

VISIBLE TAGS  
**PARTNER** **REPUTATION**

PARTNER\_EMBARRASSMENT

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C087



FRONT  
tag36h11 #084



### Reference case study offered

A customer offers a named regional reference.

IMMEDIATE EFFECT  
• Demand +2

VISIBLE TAGS  
**CUSTOMER PROOF**

CUSTOMER\_PROOF

FRONT / SIGNAL

BACK / CAUSE  
ORACLE DECK

C078



BACK  
tag36h11 #145



### Buyer stalling

The review request is a polite delay rather than a substantive governance objection.

CAUSE EFFECT

- Pipeline -2

SYNERGY TAGS

PIPELINE WEAKNESS

C078

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C077



BACK  
tag36h11 #143



### Strong partner controls

The partner has better controls and account access than expected.

CAUSE EFFECT

- Pipeline +3
- Regulatory +1

SYNERGY TAGS

PARTNER UPSIDE CONTROLS

C077

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C076



BACK  
tag36h11 #141



### Supplier markup

A supplier is using urgency to raise price, but alternatives exist.

CAUSE EFFECT

- Execution +1

SYNERGY TAGS

FIELD COST NOISE

C076

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C081



BACK  
tag36h11 #079



### Scaled AI operating model

AI-supported work has become a repeatable operating capability.

CAUSE EFFECT

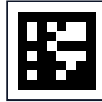
- Execution +8X (X = prior real AI)
- Pipeline +2 if AI-enabled service playbook is already revealed

COB / AI REAL  
Execution +2 if 4+ real AI

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C080



BACK  
tag36h11 #149



### Holiday timing

The bottleneck is temporary calendar timing, not structural capacity shortage.

CAUSE EFFECT

- Execution +2

SYNERGY TAGS

FALSE ALARM

C080

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C079



BACK  
tag36h11 #147



### New regulation pull

A coming reporting obligation creates real demand but adds control burden.

CAUSE EFFECT

- Demand +2
- Regulatory -2

SYNERGY TAGS

AI DEMAND GOVERNANCE GAP

C079

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C087



BACK  
tag36h11 #085



### Named regional reference proof

Customer evidence is strong enough to support launch confidence.

CAUSE EFFECT

- Demand +5
- Pipeline +3

SYNERGY TAGS

CUSTOMER PROOF

C087

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C086



BACK  
tag36h11 #083



### Real partner scandal

The partner becomes a live reputational and compliance risk.

CAUSE EFFECT

- Pipeline -7
- Regulatory -3

SYNERGY TAGS

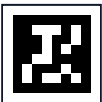
PARTNER SCANDAL

C086

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C084



BACK  
tag36h11 #081



### Hands-on customer rollout burden

The winning customers require local hands-on capacity.

CAUSE EFFECT

- Execution -3

SYNERGY TAGS

FIELD SUPPORT


C084

BACK / CAUSE

**FRONT / SIGNAL**  
ORACLE DECK

**C088**

**FRONT**  
tag36h11 #086



### Qualified meetings convert slowly

Qualified meetings remain slow but begin moving to commercial terms.

**IMMEDIATE EFFECT**

- Pipeline -1

**VISIBLE TAGS**


**PIPELINE**

PIPELINE\_QUALITY      FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C089**

**FRONT**  
tag36h11 #088



### Advisor reassures board

External counsel confirms the revised control pack is usable.

**IMMEDIATE EFFECT**

- Regulatory +1

**VISIBLE TAGS**


**ADVICE**

REGULATORY\_ADVICE      FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C090**

**FRONT**  
tag36h11 #090



### ROI cases requested

CFOs request final ROI proof before budget release.

**IMMEDIATE EFFECT**

- Demand -1

**VISIBLE TAGS**


**BUDGET**

BUDGET\_SIGNAL      FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C091**

**FRONT**  
tag36h11 #150



### Advisor reassures board

External counsel confirms the revised control pack is usable.

**IMMEDIATE EFFECT**

- Regulatory +1

**VISIBLE TAGS**

**ADVICE**

REGULATORY\_ADVICE      FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C092**

**FRONT**  
tag36h11 #152



### Reference case study offered

A customer offers a named regional reference.

**IMMEDIATE EFFECT**

- Demand +2

**VISIBLE TAGS**


**CUSTOMER PROOF**

CUSTOMER\_PROOF      FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C093**

**FRONT**  
tag36h11 #154



### Qualified meetings convert slowly

Qualified meetings remain slow but begin moving to commercial terms.

**IMMEDIATE EFFECT**

- Pipeline -1

**VISIBLE TAGS**


**PIPELINE**

PIPELINE\_QUALITY      FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C094**

**FRONT**  
tag36h11 #156



### AI tooling breakthrough

The team reports a visible cycle-time drop after using AI in a core workflow.

**IMMEDIATE EFFECT**

- Execution +2

**VISIBLE TAGS**


**AI SIGNAL**

AI\_TOOLING      FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C095**

**FRONT**  
tag36h11 #158



### On-site rollout requested

An enterprise buyer asks for a more hands-on rollout and support model.

**IMMEDIATE EFFECT**

- Demand +1
- Execution -1

**VISIBLE TAGS**


**FIELD SUPPORT**

SUPPORT\_LOAD      FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C096**

**FRONT**  
tag36h11 #160



### ROI cases requested

CFOs request final ROI proof before budget release.

**IMMEDIATE EFFECT**

- Demand -1

**VISIBLE TAGS**

**BUDGET**

BUDGET\_SIGNAL      FRONT / SIGNAL

BACK / CAUSE  
ORACLE DECK

C090



BACK  
tag36h11 #091



### Final budget scrutiny

Spend scrutiny remains a headwind even for serious buyers.

CAUSE EFFECT

- Demand -4

SYNERGY TAGS

BUDGET TIGHTENING

C090

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C089



BACK  
tag36h11 #089



### Launch control pack catch-up

Governance work has caught up enough for a controlled launch.

CAUSE EFFECT

- Regulatory +4

SYNERGY TAGS

CONTROLS

C089

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C088



BACK  
tag36h11 #087



### Procurement lock-in ending

Slow accounts were waiting on procurement cycles and are now viable.

CAUSE EFFECT

- Pipeline +4

SYNERGY TAGS

QUALITY PIPELINE

C088

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C093



BACK  
tag36h11 #155



### Pipeline weakness

The apparent late-stage accounts do not have enough urgency to close.

CAUSE EFFECT

- Pipeline -4

SYNERGY TAGS

PIPELINE WEAKNESS

C093

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C092



BACK  
tag36h11 #153



### Relationship bias

The reference is friendly but not representative of the broader market.

CAUSE EFFECT

- Demand -1

SYNERGY TAGS

FALSE DEMAND

C092

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C091



BACK  
tag36h11 #151



### Advice too narrow

Counsel reviewed documentation but not the operating reality.

CAUSE EFFECT

- Regulatory -4

SYNERGY TAGS

GOVERNANCE GAP

C091

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C096



BACK  
tag36h11 #161



### Healthy diligence

The ROI request is the last control before serious budget release.

CAUSE EFFECT

- Pipeline +2
- Regulatory +1

SYNERGY TAGS

QUALITY PIPELINE

C096

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C095



BACK  
tag36h11 #159



### Premium service willingness

Customers will pay for local support if it is packaged clearly.

CAUSE EFFECT

- Demand +3
- Pipeline +2

SYNERGY TAGS

CUSTOMER PROOF

C095

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C094



BACK  
tag36h11 #157



### End-of-quarter push

The improvement reflects temporary pressure, not a stable AI operating model.

CAUSE EFFECT

- Execution -1

SYNERGY TAGS

FALSE PRODUCTIVITY

C094 / AI ILLUSORY

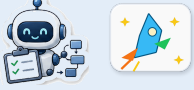
BACK / CAUSE

FRONT / SIGNAL  
ORACLE DECK

C100



FRONT  
tag36h11 #162



### Workflow playbook stabilises

The team confirms a repeatable AI-supported workflow has held across multiple cycles.

IMMEDIATE EFFECT

- Execution +3

VISIBLE TAGS

AI SIGNAL EXECUTION

AI\_RAMP\_COMPOUNDING

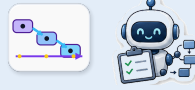
FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C101



FRONT  
tag36h11 #164



### Cross-buyer references stack

Multiple buyers begin referencing AI-enabled workflows as a baseline expectation.

IMMEDIATE EFFECT

- Pipeline +2

VISIBLE TAGS

PIPELINE AI SIGNAL

AI\_RAMP\_COMPOUNDING

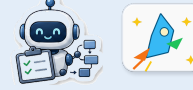
FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C102



FRONT  
tag36h11 #166



### Operating model matures

Operating reviews show AI-supported delivery is now the default approach.

IMMEDIATE EFFECT

- Execution +2

VISIBLE TAGS

AI SIGNAL EXECUTION

AI\_RAMP\_COMPOUNDING

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C103



FRONT  
tag36h11 #168



### Reference web densifies

Customer references begin citing each other, not just the vendor.

IMMEDIATE EFFECT

- Demand +2

VISIBLE TAGS

DEMAND CUSTOMER PROOF

CUSTOMER\_FLYWHEEL

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C104



FRONT  
tag36h11 #170



### Audit cycle tightens

Multiple auditors signal increased scrutiny of AI-related operating practices.

IMMEDIATE EFFECT

- Regulatory -1

VISIBLE TAGS

GOVERNANCE

GOVERNANCE\_DRAG

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C105



FRONT  
tag36h11 #172



### Field support burden cascades

Multiple regional rollouts independently report needing on-site support to hit timelines.

IMMEDIATE EFFECT

- Execution -1

VISIBLE TAGS

FIELD SUPPORT

FIELD\_PRESSURE

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C106



FRONT  
tag36h11 #174



### Control pack proves out

Multiple regulator interactions confirm the operating control pack is working in practice.

IMMEDIATE EFFECT

- Regulatory +3

VISIBLE TAGS

ADVICE GOVERNANCE

CONTROLS\_FLYWHEEL

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C107



FRONT  
tag36h11 #176



### Automation reuse pattern emerges

The same automation pattern starts paying off across unrelated workstreams.

IMMEDIATE EFFECT

- Execution +3

VISIBLE TAGS

AI SIGNAL EXECUTION

AI\_RAMP\_COMPOUNDING

FRONT / SIGNAL

FRONT / SIGNAL  
ORACLE DECK

C108



FRONT  
tag36h11 #178



### Auditor signs off review pack

An external auditor signs off on the operating-control documentation pack.

IMMEDIATE EFFECT

- Regulatory +3

VISIBLE TAGS

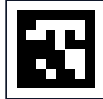
ADVICE GOVERNANCE

CONTROLS\_FLYWHEEL

FRONT / SIGNAL

BACK / CAUSE  
ORACLE DECK

C102



BACK  
tag36h11 #167



### Operating model matures around visible AI signals

Each visible AI signal raises baseline confidence in the operating model.

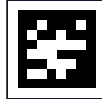
- CAUSE EFFECT**
- Execution +X (X = 5 \* visible AI signals)

**SYNERGY TAGS**  
AI WORKFLOW  
C102

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C101



BACK  
tag36h11 #165



### AI adoption demand compounds into pipeline

Reference momentum from earlier buyers shortens the sales cycle for later ones.

- CAUSE EFFECT**
- Pipeline +X (X = 4 \* revealed AI\_ADOPTION\_DEMAND tags)

**SYNERGY TAGS**  
AI DEMAND  
C101

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C100



BACK  
tag36h11 #163



### AI workflow leverage compounds

Each additional team that has adopted the workflow makes the next adoption easier.

- CAUSE EFFECT**
- Execution +X (X = 9 \* revealed AI\_WORKFLOW tags)

**SYNERGY TAGS**  
AI WORKFLOW OPERATING LEVERAGE  
C100

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C105



BACK  
tag36h11 #173



### Field support burden compounds across regions

Each prior region's field-support burden makes the next region's hiring and rate negotiations harder.

- CAUSE EFFECT**
- Execution -X (X = 2 \* revealed FIELD\_SUPPORT\_EXPANSION family causes)

**SYNERGY TAGS**  
C105 FIELD PRESSURE FIELD SUPPORT  
C105

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C104



BACK  
tag36h11 #171



### Stacked governance gaps draw regulator attention

Each unresolved governance gap raises the cost of further regulatory engagement.

- CAUSE EFFECT**
- Regulatory -X (X = 2 \* revealed GOVERNANCE\_GAP tags)

**SYNERGY TAGS**  
C104 GOVERNANCE GAP AUDIT PRESSURE  
C104

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C103



BACK  
tag36h11 #169



### Customer proof flywheel takes hold

Existing customer evidence begins compounding into broader market belief.

- CAUSE EFFECT**
- Demand +X (X = 4 \* revealed CUSTOMER\_PROOF tags)

**SYNERGY TAGS**  
C103 CUSTOMER PROOF ADOPTION NETWORK  
C103

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C108



BACK  
tag36h11 #179



### Audit sign-off compounds with prior controls

Each prior demonstrated control compounds into faster sign-off cycles.

- CAUSE EFFECT**
- Regulatory +X (X = 6 \* revealed CONTROL\_STRENGTH tags)

**SYNERGY TAGS**  
C108 CONTROLS  
C108

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C107



BACK  
tag36h11 #177



### Automation reuse compounds

Each prior real automation makes the next one cheaper to apply.

- CAUSE EFFECT**
- Execution +X (X = 8 \* revealed AI\_AUTOMATION tags)

**SYNERGY TAGS**  
AI AUTOMATION  
C107

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C106



BACK  
tag36h11 #175



### Operating controls compound into regulator confidence

Each prior demonstrated control reduces friction with the next reviewer.


- CAUSE EFFECT**
- Regulatory +X (X = 8 \* revealed CONTROL\_STRENGTH tags)

**SYNERGY TAGS**  
C106 CONTROLS  
C106



BACK / CAUSE

**FRONT / SIGNAL**  
ORACLE DECK

**C109**



**FRONT**  
tag36h11 #180

### Late-stage deals stack

A cluster of late-stage deals advances together as proof builds in the market.

**IMMEDIATE EFFECT**

- Pipeline +2


**VISIBLE TAGS**

**PIPELINE** **CUSTOMER PROOF**



PIPELINE\_FLYWHEEL FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C110**



**FRONT**  
tag36h11 #182

### Control library matures

The internal control library reaches a maintainable, reusable state.

**IMMEDIATE EFFECT**

- Regulatory +2

**VISIBLE TAGS**

**ADVICE** **GOVERNANCE**

CONTROLS\_FLYWHEEL FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C111**



**FRONT**  
tag36h11 #184




### Operating walkthrough lands well

Regulators are walked through the AI-supported operating model and respond positively.

**IMMEDIATE EFFECT**

- Regulatory +2


**VISIBLE TAGS**

**ADVICE** **AI SIGNAL**



CONTROLS\_FLYWHEEL FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C112**



**FRONT**  
tag36h11 #186

### Customers attest to operating standards

Multiple customers volunteer attestations about the operating practices they have observed.

**IMMEDIATE EFFECT**

- Regulatory +1


**VISIBLE TAGS**

**CUSTOMER PROOF** **ADVICE**



CONTROLS\_FLYWHEEL FRONT / SIGNAL

**FRONT / SIGNAL**  
ORACLE DECK

**C113**



**FRONT**  
tag36h11 #188

### Pre-launch review accelerates

An expected slow review wraps in half the predicted time.

**IMMEDIATE EFFECT**

- Regulatory +2

**VISIBLE TAGS**

**ADVICE** **GOVERNANCE**

CONTROLS\_FLYWHEEL FRONT / SIGNAL

**FRONT / MORI-GA**  
SCAN TO OPEN

**QR-01**

## Signal Storm



[signalstorm.mori-ga.com](https://signalstorm.mori-ga.com)

QR-01 FRONT / MORI-GA

### SignalStorm round loop

1. Call phase; flip old signals to causes.
2. Deal new signal cards.
3. Scan table; confirm detections.
4. DM: Calculate effects.
5. Enter forecasts and prelaunch spend.
6. DM: Close bracket; lock predictions.

---

Physical update precedes scan. App states: pending detections -> new cards waiting to be ingested -> forecast ticket -> close bracket.

### SignalStorm round loop

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BACK / CAUSE  
ORACLE DECK

C111



BACK  
tag36h11 #185



### Demonstrated AI workflows reduce regulator scepticism

Each prior real workflow makes the regulator's questions easier to answer.

**CAUSE EFFECT**  
• Regulatory +X  
(X = 4 \* revealed AI\_WORKFLOW tags)

**SYNERGY TAGS**  
CONTROLS AI WORKFLOW

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C110



BACK  
tag36h11 #183



### Mature control library reduces review burden

Maintained, reusable controls cut review effort across audits.

**CAUSE EFFECT**  
• Regulatory +5

**SYNERGY TAGS**  
CONTROLS

C110

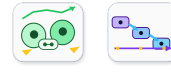
BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C109



BACK  
tag36h11 #181



### Late-stage deal cluster compounds

Each prior customer proof reduces buyer hesitation in late-stage deals.

**CAUSE EFFECT**  
• Pipeline +X (X = 4 \* revealed CUSTOMER\_PROOF tags)

**SYNERGY TAGS**  
CUSTOMER PROOF QUALITY PIPELINE

BACK / CAUSE

BACK / INDUSTRIAL LINGUISTICS  
SCAN TO OPEN

QR-01

## Signal Storm



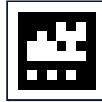
signalstorm.industrial-linguistics.com

QR-01

BACK / INDUSTRIAL

BACK / CAUSE  
ORACLE DECK

C113



BACK  
tag36h11 #189



### Governance pack proves resilient under scrutiny

The investment in earlier rounds pays off as the review pack holds up.

**CAUSE EFFECT**  
• Regulatory +6

**SYNERGY TAGS**  
CONTROLS

C113

BACK / CAUSE

BACK / CAUSE  
ORACLE DECK

C112



BACK  
tag36h11 #187



### Customer attestations build regulator confidence

Independent customer voices carry more weight than vendor self-reports.

**CAUSE EFFECT**  
• Regulatory +X  
(X = 3 \* revealed CUSTOMER\_PROOF tags)

**SYNERGY TAGS**  
CONTROLS CUSTOMER PROOF

BACK / CAUSE

### SignalStorm round loop

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