

A legacy tech giant finds new relevance in the AI era

Once considered a conservative and slow-moving enterprise software company, Oracle is now making headlines for its strategic moves in cloud computing, artificial intelligence, and high-profile partnerships. The company's recent involvement in overseeing TikTok's algorithm in the US has positioned it as a key player in digital governance.

Oracle's pivot to cloud infrastructure and its aggressive expansion into AI services have attracted attention from both investors and developers. Its GenAI offerings and autonomous database systems are now competing with the likes of Microsoft and Amazon.

The company's transformation is also cultural. Under the leadership of Larry Ellison, Oracle has embraced bold branding, high-stakes deals, and a renewed focus on innovation.

"We're not just catching up — we're redefining what enterprise tech can be," said an Oracle spokesperson.