



CASE STUDY

From AI curiosity to a people-first Oracle Fusion Cloud HCM agent pilot

CUSTOMER

Badger Infrastructure Solutions

INDUSTRY

Infrastructure: Construction, Telecommunications, Industrial, Energy, Transportation

LOCATION

Canada / United States

CUSTOMER PROFILE

Badger Infrastructure Solutions is North America's leading provider of non-destructive excavation services, supporting the construction, utility, telecom, transportation, and energy sectors. Its more than 3,000 employees across the United States and Canada support projects including grid maintenance, underground asset protection, and civil engineering. Badger designs and builds its own hydrovacs and recently celebrated manufacturing its 3,000th hydrovac, something no one in the industry has done. It has run on Oracle since 2019 across HCM, ERP, CRM, supply chain, and field service.

BUSINESS NEED

Badger is on an aggressive growth path, and with finance and HR on Oracle at the core of the business, it keeps investing, including bringing Oracle Recruiting into its HCM program. Much of its workforce works away from a desk, with operators and crews moving between job sites and branches. Growth and seasonal demand mean steady hiring; roles can draw dozens of applicants, and HR reviews each application manually.

Badger was already using AI for personal productivity in other systems. When Oracle introduced AI agents, the HR Talent Acquisition team wanted to know what they could realistically do for Badger and where to start. New agents arrive every quarter, and any agent Badger adopted had to align with its internal AI governance, its people-first approach to recruitment, and evolving state requirements for AI in hiring.

"Innovation is part of who we are at Badger. AI has to be governed well and applied where it creates real value for our people. Working through Oracle's agents with Inoapps helped us do exactly that."

Pradeep Atluri

Chief Information Officer

OBJECTIVES

- Understand how Oracle AI agents work in the context of Badger's processes
- Identify which agents fit the business and which do not
- Reduce manual effort in talent acquisition as hiring scales
- Keep people at the center of hiring decisions, in line with Badger's values and evolving AI requirements

SOLUTIONS

Badger used Inoapps' AI Starter Pack to move from broad interest to a practical first use case. The engagement included:

- Curated agent review, narrowing Oracle's agent catalog to the options most relevant to Badger
- Process mapping, matching each agent to Badger's processes, governance requirements, and workforce priorities
- Cross-functional workshops, bringing HR technology, talent acquisition, and other functions together to test assumptions and agree on a priority use case
- Agent tailoring, adapting Oracle's Job Application AI Overview agent to a Badger-specific screening requirement
- A recruiting pilot, with the agent summarizing applications for reviewers while every hiring decision stays with Badger's people
- Feedback to Oracle, sharing findings with Oracle's product development team, including how agents handle individual versus organization-level employee details

PRODUCTS & SERVICES

- Oracle Fusion Cloud Human Capital Management
- Oracle Recruiting Cloud
- Oracle AI agents: Job Application AI Overview
- Inoapps AI Starter Pack
- Change management and training

OUTCOMES

Badger has moved from AI curiosity to a working pilot, with:

- Clarity on how Oracle agents function and which suit its processes, giving a clear basis for future decisions
- A faster route to a decision, moving from a long list of options to a working pilot on a well-paced timeline
- A pilot designed to reduce manual processing as hiring scales
- People-first hiring protected, with the agent supporting reviewers and every decision staying with Badger's people
- A route to inform future Oracle agent development through shared product feedback

WHAT'S NEXT

With a working understanding of agents in place, Badger is looking at where AI can do more for a growing, field-based workforce. Its roadmap includes moving the Job Application AI Overview agent into wider use, evaluating Oracle agentic applications, and natural-language self-service so field employees can request changes from wherever they are. It is also planning to digitize employee records so employees and managers can view and export their own documentation, and exploring generative AI for goal setting and position descriptions.

WHY INOAPPS?

For a busy HR technology leader, keeping up with every Oracle release is unrealistic. Badger valued a partner that could distill what was new into plain language, curate the options worth its time, and show what each one would mean for its people and processes. Inoapps ran a well-paced process, was candid about where agents did and did not fit, and gave Badger a direct line to Oracle's product team.

"The process was well organized and well-paced. Inoapps curated what mattered to us, respected our time, and helped us understand how agents would work in our business."

Janelle Wilkins

Director, Human Resources Operations



Photo: Badger Infrastructure Solutions

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