

FOCUS ON Oracle's Siebel Customer Order Management

Keynotes

MOSCONE

Monday September 22, 2008

9:00 a.m. – 11:00 a.m.

Welcome to Oracle OpenWorld

Charles Phillips

President, Oracle Corporation

Chuck Rozwat

Executive Vice President, Product Development, Oracle

Tuesday September 23, 2008

2:30 p.m. – 4:30 p.m.

Thomas Kurian

Senior Vice President, Oracle Fusion Middleware, Oracle

Paul Ottelini

President and CEO, Intel Corporation

Wednesday September 24, 2008

2:30 p.m. – 4:30 p.m.

Mark Hurd

Chairman of the Board, CEO and President, HP

Larry Ellison

CEO, Oracle Corporation

General Session

NORTH HALL D

Monday September 22, 2008

11:00 a.m. – 12:45 p.m.

Applications Unlimited and the Future of Applications

Ed Abbo

Senior Vice Preseident, Oracle

Applications Lounge

MOSCONE WEST

Visit the Oracle Applications Lounge in the 2nd floor lobby of Moscone West to speak with Oracle CRM Concierge. You can also schedule time to speak 1:1 with an Oracle product expert during the CRM "Meet the Experts" sessions.

DEMOgrounds

EXHIBITION HALLS

CRM Demos

MOSCONE SOUTH, 1032

CRM Financial Services Solutions

Pod D-1

CRM Communications Solutions

Pod D-2

CRM Health Sciences Solutions

Pod D-3

CRM Public Sector Solutions

Pod D-4

Self-Service and eBilling

Pod D-5

Contact Center and Service

Pod D-6

Sales, PRM and COM

Pod D-7

Marketing and Loyalty

Pod D-8

Oracle Call Center On Demand

Pod D-9

Oracle Social CRM – Sales Prospector

Pod D-10

Oracle Social CRM – CRM Gadgets

Pod D-11

Oracle CRM On Demand

Pod D-12

Business Intelligence, RTD

Pod D-13

Partners

MOSCONE EXHIBITION HALLS

aMind South 1830

Accenture South 2012

Antenna Software West 3524

Capgemini South 1014

Cognizant West 3504

Eagle Creek West 3737

eVerge Group South 216

IBM South 822

InFact Group South 2620

Perficient West 3742

Serene South 736

Webcom Inc. West 3944

Networking Events

EVENT	DAY	TIME
Welcome Reception	Sunday	7:30 p.m. – 9:30 p.m.
Social CRM Inner Circle Community Reception	Monday	8:00 p.m. – 12:00 p.m.
Oracle Siebel COM/aMind customer appreciation	Monday	6:00 p.m. – 8:00 p.m.
OTN Night	Monday	7:30 p.m. – 11:00 p.m.
Appreciation Event	Wednesday	8:00 p.m. – 12:00 a.m.
Oracle/aMind Price Mgmt Happy Hour	Wednesday	5:00 p.m. – 8:00 p.m.
It's a Wrap	Thursday	5:00 p.m. – 7:00 p.m.

Oracle Order Management Related Sessions

Monday September 22, 2008

TIME	TITLE	SPEAKING COMPANY	LOCATION
11:30 AM	S301421: Oracle Applications Unlimited and the Future of Applications	Ed Abbo, Oracle Tata Motors, Wells Fargo	Moscone (N) Hall D
1:00 PM	S299101: Siebel CRM Strategy and Product Update	Anthony Lye, Oracle	Moscone (W) 2010
1:00 PM	S298480: New Deal Management Solutions and Operational Performance in High Tech Industry	NetApp	Westin SF – Franciscian
1:00 PM	S299656: Boosting Productivity with Oracle AIA for Communications	BaneTele & Ventelo	Palace Hotel Concert
2:30 PM	S300050: Social CRM Applications Strategy Overview	Mark Woollen, Oracle	Moscone (S), 309
4:00 PM	S300122: Oracle Siebel Customer Order Management for Complex Product and/or Price Policy Enforcement	Level-3, Pitney Bowes and aMind Solutions	Moscone (W) 2010
5:30 PM	S299089: Using Oracle SOA Suite and Oracle BPEL Process Manager to Integrate and Extend Siebel	Syntax-Brilliant	Marriott Salon 08

Tuesday September 23, 2008

TIME	TITLE	SPEAKING COMPANY	LOCATION
9:00 AM	S301305: Empowering a Green Enterprise with Oracle	Ed Abbo, Oracle	Yerba Buena Center
9:00 AM	S300121: Oracle Siebel Customer Order Management for End-to-End Order Management Process: Quote-to-Cash Customer Case Study	GE Health Care, Intuit & CRMantra	Moscone (S), 308

9:00 AM	S298532: Siebel Application Management: Three Steps to Better Performance and Better User Adoption	Oracle	Moscone (W) 2001
11:30 AM	S299673: What Every Customer Should Know About Implementing and Governing Oracle AIA	KPN Communications	Moscone (W) 2020
11:30 AM	S300253: What It Takes to Have a Successful Siebel CRM Implementation: CIO Panel	IEEE	Moscone (W) 3009
5:00 PM	S300117: Partner Relationship Management 2.0: Strategy Overview and Road Map	Steve Fioretti, Oracle	Moscone (S) 308
5:00 PM	S300126: Pricing for Profitability: Price Management for Oracle CRM On Demand, Siebel CRM, and EBS	David Trice, Oracle	Moscone (S) 310
5:00 PM	S300094: Customer Service Competitive Advantage Siebel CRM Customer Self-Service Strategy and Overview:	Oracle	Moscone (W) 2010
5:00 PM	S300252: Siebel CRM: Financial Services— Implementation Challenges and Perspectives (OAug)	Citigroup	Moscone (W) 3007

Wednesday September 24, 2008

TIME	TITLE	SPEAKING COMPANY	LOCATION
9:00 Am	S299119: Real ROI: The Business Case for Upgrading and the Future of Applications to the Latest Release of Siebel CRM	Anthony Lye, Oracle	Moscone (S) 309
9:00 AM	S299582: Revolutionizing the Ordering Process with Integrated Order Management	Telefónica	Palace Hotel
11:30 AM	S300127: Siebel Deal Management and Oracle Price Management: Accelerated ROI Leveraging Value-Added Pricing	Oracle	Moscone (W) 2010
11:30 AM	S299695: Oracle Application Integration Architecture for Siebel Customer Relationship Management	Oracle	Moscone (W) 2020
1:00 PM	S299680: Oracle AIA for SAP	Oracle	Moscone (W) 2020
1:00 PM	S300132: Oracle Real-Time Decisioning Strategy Overview and Road Map	Oracle	Moscone (S) 309
5:00 PM	S300123: Oracle Siebel Customer Order Management for Large Deployments	Société Générale, BT and Net App	Moscone (S) 310

Thursday September 25, 2008

TIME	TITLE	SPEAKING COMPANY	LOCATION
9:00 Am	S299691: Show Me the Money: Oracle AIA Order-to-Cash Process Integration Pack Customer Showcase	ScriptPro	Moscone (W) 2020
1:30 PM	S300124: Siebel Customer Order Mgmt 8.1 Overview	Alltel	Moscone (W) 2010