

FOCUS ON CRM MARKETING & LOYALTY APPLICATIONS

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 President, Oracle

Social CRM Inner Circle Reception

Monday September 22, 2008

8:00 p.m. – 12:00 a.m.

After-hours cocktail reception for Siebel, Oracle, PeopleSoft and JD Edwards customers. You must be pre-registered to attend. [Click here for details.](#)

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 E-Billing

Pod D-5

Call 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

Meet the Experts

MOSCONE WEST, FL 2

Monday September 22, 2008

1:00 p.m. – 3:00 p.m.

- Siebel Enterprise Sales
- Siebel Partner Relationship Management

3:00 p.m. – 5:00 p.m.

- Siebel Service & Call Center On Demand
- Siebel Marketing and Siebel Loyalty

Tuesday September 23, 2008

12:00 p.m. – 2:30 p.m.

- Oracle CRM On Demand Elite 8 Partners
- Siebel Integration, Infrastructure and Database, Manageability and Business Process
- Oracle Mobile Sales Assistant

Wednesday September 24, 2008

12:00 p.m. – 2:00 p.m.

- Siebel Customer Order Management

Thursday September 25, 2008

10:00 a.m. – 12:00 p.m.

- Visual Customer Relationship Management for Siebel Service and Siebel Field Service

Open World Sessions

Monday September 22, 2008

TIME	TITLE	LOCATION
1:00 p.m.	Siebel CRM Strategy and Product Update	Moscone South, Room 2010
2:30 p.m.	Siebel CRM Customer Panel	Moscone South, Room 309
4:00 p.m.	Social CRM Applications Strategy Overview and Roadmap	Moscone South, Room 309

Tuesday September 23, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Siebel CRM Marketing and Loyalty Strategy Overview and Roadmap	Moscone South, Room 309
11:30 a.m.	Increase ROI with integrated Sales and Marketing	Moscone West, Room 2010
1:00 p.m.	Implementation and Rollout Best Practices	Moscone South, Room 308
5:00 p.m.	Best Practices for Designing, Implementing, Upgrading and Supporting Siebel Applications Globally – featuring Monster Worldwide	Moscone West, Room 3022

Wednesday September 24, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Real ROI: The Business Value of Upgrading to the Latest Release of Oracle's Siebel CRM	Moscone South, Room 309
11:30 a.m.	The Oracle CRM On Demand Partner Ecosystem: Delivering Value through Deep Integration	Moscone South, Room 308
1:00 p.m.	Grow Customer Value in Retail with Siebel Loyalty	Moscone West, Room 2010
5:00 p.m.	Delivering a Personalized Online Experience through Online Commerce, Service and Marketing	Moscone West, Room 2011

Thursday September 25, 2008

TIME	TITLE	LOCATION
9:00 a.m.	The Moment of Truth - Stay Relevant Every Time You Touch the Customer	Moscone South, Room 308
10:30 a.m.	Drive Customer Strategy in Financial Services with Siebel Loyalty	Moscone South, Room 308
12:00 p.m.	Differentiate the Customer Experience with Integrated Loyalty and Marketing	Moscone South, Room 310
1:30 p.m.	Implement Next-Generation Loyalty Strategies in Airlines with Siebel Loyalty	Moscone West, Room 300

Networking Events

EVENT	DAY	TIME
Welcome Reception	Sunday	7:30 p.m. – 9:30 p.m.
Social CRM Inner Circle Reception	Monday	8:00 p.m. – 12:00 a.m.
Appreciation Event	Wednesday	8:00 p.m. – 12:00 a.m.
It's a Wrap	Thursday	5:00 p.m. – 7:00 p.m.

CRM Partners

MOSCONE EXHIBITION HALLS

Accenture	South 2012
aMind Solutions	South 1830
Antenna Software	West 3524
APEX IT	South 2130
BearingPoint	South 1224
Capgemini	South 1014
Cognizant	West 3510
Deloitte	South 1614
Eagle Creek	West 3737
Eloqua	South 1902
eVerge Group	South 216
Hambra Consulting	South 432
IBM	South 822
InFact Group	South 2620
Infosys	South 1716
Perficient	West 3742
RWD Technologies	South 836
Serene	South 736
Webcom Inc.	West 3944
Wipro	West 3310

Oracle CRM On Demand Inner Circle

Inner Circle Elite 8

- ActivePrime
- Antenna Software
- BigMachines
- Cast Iron Systems
- Eloqua
- Right90
- White Springs
- Xactly

Inner Circle

- BLUEROADS
- Helpstream
- Hoover's Connect
- InsideView
- Ribbit
- SAVO
- Vovici

DEMOgrounds – Inner Circle Partners

Monday September 22, 2008 MOSCONE SOUTH, 1032		
1:00 p.m.	Cast Iron Systems	Pod D-12
2:00 p.m.	Helpstream	Pod D-12
3:00 p.m.	BLUEROADS	Pod D-12
4:00 p.m.	Antenna Software	Pod D-12
5:00 p.m.	Hoover's Connect	Pod D-12
Tuesday September 23, 2008 MOSCONE SOUTH, 1032		
9:00 a.m.	ActivePrime	Pod D-12
10:00 a.m.	Eloqua Antenna Software	Pod D-12
11:00 a.m.	InsideView	Pod D-12
12:00 p.m.	Ribbit	Pod D-12
1:00 p.m.	White Springs SAVO	Pod D-12
2:00 p.m.	BigMachines	Pod D-12
3:00 p.m.	Right90	Pod D-12
4:00 p.m.	Xactly Cast Iron Systems	Pod D-12
5:00 p.m.	Vovici	Pod D-12
Wednesday September 24, 2008 MOSCONE SOUTH, 1032		
9:00 a.m.	Helpstream	Pod D-12
10:00 a.m.	Ribbit	Pod D-12
11:00 a.m.	Vovici	Pod D-12
12:00 p.m.	Hoover's Connect	Pod D-12
1:00 p.m.	BLUEROADS	Pod D-12
2:00 p.m.	Eloqua	Pod D-12
3:00 p.m.	Xactly	Pod D-12
4:00 p.m.	Right90	Pod D-12
5:00 p.m.	ActivePrime	Pod D-12
Thursday September 25, 2008 MOSCONE SOUTH, 1032		
9:00 a.m.	InsideView	Pod D-12
10:00 a.m.	BigMachines	Pod D-12
11:00 a.m.	White Springs SAVO	Pod D-12