

## FOCUS ON ORACLE CRM ON DEMAND 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 Customer Relationship Management Strategy and Product Update	Moscone West, Room 2010
2:30 p.m.	Siebel Customer Relationship Management Customer Panel	Moscone South, Room 309
4:00 p.m.	Social CRM Applications Strategy Overview and Road Map	Moscone South, Room 309
5:30 p.m.	End-to-End Business Process Integration with Oracle CRM On Demand, Using Oracle Application Integration Architecture	Moscone South, Room 308
5:30 p.m.	Oracle Mobile Sales Assistant at Work	Moscone South, Room 310

### Tuesday September 23, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Oracle CRM On Demand Strategy Overview and Road Map	Moscone South, Room 270
11:30 a.m.	Social Sales Applications: Focus on End-User Productivity	Moscone South, Room 309
1:00 p.m.	Implementation and Rollout Best Practices	Moscone South, Room 308
5:00 p.m.	Pricing for Profitability	Moscone South, Room 310

### Wednesday September 24, 2008

TIME	TITLE	LOCATION
11:30 a.m.	The Oracle CRM On Demand Partner System: Delivering Value Through Deep Integration	Moscone South, Room 308
5:00 p.m.	Customizing and Extending Oracle CRM On Demand	Moscone South, Room 309
5:00 p.m.	JD Edwards EnterpriseOne Integration with Oracle CRM On Demand	Intercontinental Hotel, Grand Ballroom B

### Thursday September 25, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Oracle CRM On Demand Integration Strategy	Moscone West, Room 2011
9:00 a.m.	Enterprise 2.0: The New Face of CRM	Moscone South, Room 309
10:30 a.m.	Using Oracle CRM On Demand's Built-in Analytics for Superior Business Visibility	Moscone West, Room 2010
1:30 p.m.	End-User Productivity Enhancements in Oracle CRM On Demand	Moscone South, Room 309
3:00 p.m.	Enterprise SaaS: Behind the Operational Scenes of Oracle CRM On Demand	Moscone South, Room 307

## Networking Events

EVENT	DAY	TIME
Welcome Reception	Sunday	7:30 p.m. – 9:30 p.m.
Social CRM Inner Circle Reception	Monday	7:30 p.m. – 11:00 p.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**

<b>Monday September 22, 2008</b>			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
<b>Tuesday September 23, 2008</b>			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
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