

## FOCUS ON CUSTOMER SELF-SERVICE AND E-BILLING 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 Preseident, 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 CRM 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 eBilling**

**Pod D-5**

**Customer Self-Service: Utilities Industry**

**Pod B-3**

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

### 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.	Verizon Wireless: Empowering Customers To Help Themselves	Palace Hotel, Ralston Room
5:30 p.m.	Empowering Utility Customers While Reducing Costs and Helping the Environment	Palace Hotel, Presidio

### Tuesday September 23, 2008

TIME	TITLE	LOCATION
5:00 p.m.	The Customer Self-Service (CSS) Competitive Advantage: Siebel CRM CSS Strategy and Overview	Moscone West, Room 2010

### 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.	Oracle Self-Service E-Billing 6.0: The Secret to Getting Customers Onboard the Self-Service Model	Moscone South, Room 309
11:30 a.m.	What's New In Siebel CRM 8.1 for Communications	Palace Hotel, Ralston Room
5:00 p.m.	Delivering a Personalized Online Experience through Online Commerce, Service and Marketing	Moscone West, Room 2011
5:00 p.m.	Online Customer Service 2.0 with Siebel E-Support 8.1	Moscone South, Room 308

### Thursday September 25, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Siebel Self-Service 8.1 E-Commerce: Maximizing Customer Experience, Loyalty and Profitability	Moscone West, Room 2010
12:00 p.m.	Under the Hood: The Technology Behind Siebel Self-Service 8.1	Moscone South, Room 300
1:30 p.m.	Customer Panel: Self-Service Excellence	Moscone West, Room 2011

## Networking Events

EVENT	DAY	TIME
Welcome Reception	Sunday	7:30 p.m. – 9:30 p.m.
OTN Night	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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