

FOCUS ON ENVIRONMENTAL SUSTAINABILITY

**Green Executive Session** MONDAY, OCTOBER 12

**1:00 p.m.**  
**Transparency and Innovation: The Core of the Eco-Enterprise**

An Oracle executive discusses how Oracle's business intelligence, performance management, and governance, risk, and compliance products can help you collect and analyze data from across your enterprise – to help manage, execute, and measure your enterprise's green initiatives. You will hear from an Oracle customer, Dong Energy, as they discuss their use of Oracle's business intelligence to support their sustainability efforts.

MOSCONE WEST, ROOM 3005

**Green Executive Panel** MONDAY, OCTOBER 12

**2:30 p.m.**  
**Enabling the Eco-Enterprise with Improved Operational Efficiency**

Learn how Oracle products can help you increase your operational efficiency while reducing your environmental impact. This discussion includes Oracle's applications, technology, and sustainability reporting products. Hear how Oracle customers have improved the eco-efficiency of their organizations as an Oracle senior executive awards 15 select customers for their application of Oracle products to use resources more productively. Learn how Oracle itself is promoting green practices by minimizing resource utilization, emphasizing sustainable resources, and minimizing and session also includes a discussion of how Oracle Utilities applications can help utility experts respond to environmental imperatives.

This panel includes Jeff Henley, Oracle Chairman of the Board; Mark Sunday, Oracle SVP and CIO; and other panelists.

MOSCONE WEST, ROOM 2003

**Green Awards** MONDAY, OCTOBER 12

Oracle's 'Enable the Eco-Enterprise' awards will be presented to 15 winning customers and their partners who are using Oracle products to not only take an environmental lead, but also to reduce their costs and improve their business efficiencies by utilizing more green business practices.

The award ceremony will be part of the green executive session on Monday at 2:30pm in Moscone West, Room 2003. The title of this session is '**Enabling the Eco-Enterprise with Improved Operational Efficiency**' with Jeff Henley, Oracle's Chairman of the Board, Mark Sunday, Oracle's CIO and other panelists.

MOSCONE WEST, ROOM 2003

**Green Marketplace**

Check out the Oracle OpenWorld Green Marketplace, where Oracle partners and customers exhibit solutions, create interactive experiences showcasing all things green, and show you what they are doing to incorporate sustainability into their business and IT plans. The Green Marketplace expands on Oracle's increasing efforts in environmental stewardship and seeks to create a community of customers and partners that will share knowledge and inspiration in the months and years ahead. The Green Marketplace is sponsored by Sun Microsystems, Inc.

<b>Sunday, October 11</b>	<b>4:00 p.m. – 9:00 p.m.</b>
<b>Monday, October 12</b>	<b>8:00 a.m. – 11:30 a.m., 12:30 p.m. – 6:30 p.m.</b>
<b>Tuesday, October 13</b>	<b>8:00 a.m. – 12:00 p.m.</b>
<b>Wednesday, October 14</b>	<b>8:00 a.m. – 10:15 a.m. 1:00 p.m. – 5:00 p.m.</b>

MOSCONE NORTH, UPPER LOBBY

## Keynotes

TIME	TITLE	LOCATION
<b>Sunday October 11, 2009</b>		
9:00 a.m. – 10:00 a.m.	Oracle Develop Keynote: What Are We Still Doing Wrong? Thomas Kyte Architect, Oracle	Hilton San Francisco Grand Ballroom B
5:45 p.m. – 7:00 p.m.	Oracle OpenWorld Opening Keynote	Moscone North Hall D
<b>Monday October 12, 2009</b>		
8:30 a.m. – 9:45 a.m.	The Art of the Possible Charles Phillips, President, Oracle Safra Catz, President, Oracle	Moscone North Hall D
9:45 a.m. – 10:30 a.m.	Capitalizing on Technology Megatrends for Competitive Advantage Ann Livermore, EVP, Technology Solutions Group, HP	Moscone North Hall D
1:15 p.m. – 2:15 p.m.	Oracle Develop Keynote: Breaking the Collaboration Barrier with Rich Enterprise Applications Ted Farrell, Chief Architect and SVP, Oracle	Hilton San Francisco, Grand Ballroom B
<b>Tuesday October 13, 2009</b>		
8:30 a.m. – 9:45 a.m.	Innovation Across the Stack Thomas Kurian, EVP Product Development, Oracle	Moscone North Hall D
9:45 a.m. – 10:30 a.m.	The Future of Enterprise Computing and the Efficient Enterprise Michael Dell, Chairman of the Board and CEO, Dell Inc.	Moscone North Hall D
<b>Wednesday October 14, 2009</b>		
8:30 a.m. – 9:15 a.m.	Partner Keynote	Moscone North Hall D
10:15 a.m. – 11:15 a.m.	Primavera Program Joel Koppelman, SVP and GM, Primavera Global Business Unit John Kunz, Center for Integrated Facility Engineering, Stanford University	Marriott Hotel Salon 9
2:45 p.m. – 3:30 p.m.	Seven Game Changing Trends: How Prepared Are You? S. Gopalakrishnan, CEO, Infosys	Moscone North Hall D
3:30 p.m. – 4:30 p.m.	Larry Ellison CEO, Oracle	Moscone North Hall D
<b>Thursday October 15, 2009</b>		
9:00 a.m. – 10:00 a.m.	Primavera Project Portfolio Management Road Map Richard Faris, SVP, Products, Primavera Global Business Unit, Oracle	Marriott Hotel Salon 9

## Oracle OpenWorld Sustainability Sessions

TIME	TITLE	LOCATION
<b>Monday October 12, 2009</b>		
11:30a.m.	<b>Green Retailing in the Real World</b> Interactive session which discusses how retailers are going green today	Palace Hotel Twin Peaks South
*1:00 p.m.	<b>Transparency and Innovation: The Core of the Eco-Enterprise</b> Executive green session with DONG Energy and Oracle discussing sustainability reporting	<b>Moscone W, Rm 3005</b>
*2:30 p.m.	<b>Enabling the Eco-Enterprise with Improved Operational Efficiency</b> Jeff Henley, Oracle's Chairman of the Board, Mark Sunday, Oracle's CIO and SVP, and a panel discuss how Oracle products can help with your sustainability initiatives and reduce costs	<b>Moscone W, Rm 2003</b>
4:00 p.m.	<b>Carbon Trading and Environmental Business Intelligence Solutions for the Energy Industry</b> This panel session discusses how energy companies can accelerate savings and better serve their stakeholders	Intercontinental, UnionS
4:00 p.m.	<b>Green Transportation Management and Oracle Transportation Management</b> This session discusses how cost savings and the greening of transportation go hand in hand	Marriott, Salon 10/11
4:00 p.m.	<b>Visibility into Your Energy Usage &amp; Carbon Footprint: Oracle Manufacturing Operations Ctr</b> Learn about tracking of greenhouse gas emissions for your assets and facilities	Moscone W, Rm 3002
5:30 p.m.	<b>Oracle's Lean Supply Chain Solution for Manufacturers</b> Embrace Lean programs to drive out redundancy, increase velocity & comply with green legislation	Intercontinental Hotel Telegraph Hill Room
<b>Tuesday October 13, 2009</b>		
11:30 a.m.	<b>How Dell Leverages Its Hidden Data Center with Oracle VM and Unbreakable Linux</b> Discover how Dell IT uses Oracle VM & Unbreakable Linux to manage its data more ecologically	Moscone S, Rm. 302
1:00 p.m.	<b>Going Green: Making Your Oracle ERP Implementation Environmentally Friendly</b> Hear about leading green practices and how to apply them to an Oracle ERP implementation	Moscone W, Rm 3022
5:30 p.m.	<b>Ten Ways to Improve J2EE Application Performance on Multicore Systems</b> Learn how to get the best performance out of your applications as the focus on green demands	Hilton Hotel Yosemite B
<b>Wednesday October 14, 2009</b>		
10:15 a.m.	<b>A Thoroughly Modern Customer: Best of Breed, Disk to Applications</b> Fujitsu's Debra Lilley discusses a green implementation strategy	YBCA, Novellus Theater
10:15 a.m.	<b>Oracle and the New Era of Sustainability</b> Learn how customers are achieving their sustainability goals today and how Oracle can help	Intercontinental, Grand Ballroom A
10:15 a.m.	<b>HP Infrastructure Strategies for Oracle Business Intelligence</b> Businesses need an IT environment that supports green initiatives; learn how	Moscone S, Rm 200
1:45 p.m.	<b>Your Grass Can Always Be Greener, Workplace Edition: No Technical Content At All</b> 30-minute tips & tricks session: tips to use in an IT workplace to save energy for a better planet	Moscone S, Rm 303
1:45 p.m.	<b>Achieve Greater Return on Assets &amp; Margins with Oracle Manufacturing Operations Center</b> This 30-minute best practices session teaches you how to accelerate your Lean and Six Sigma programs	Moscone W, Rm 2003

**Thursday October 15, 2009**

9:00 a.m.	<b>Smart Facilities Management with Oracle Asset Lifecycle Products</b> Find out how Oracle ALM products can address sustainability, energy usage, and more	Moscone W, Rm 2003
10:30 a.m.	<b>Oracle's Solutions Portfolio: Leveraging Your Primavera Investment</b> Learn about the most complementary Oracle solutions for Primavera customers	Marriott, Salon 12/13
12:00 p.m.	<b>World-Series-Winning Project Delivery: The Comcast Center Case Study</b> Green building practices set a new standard for sustainable skyscraper design and construction	Marriott Hotel, Salon 7
1:30 p.m.	<b>Many Happy Returns: Optimize Reverse Logistics in Oracle E-Business Suite Release 12.1</b> A panel discusses strategies for cutting costs, eliminating waste, and maximizing value recovery	Moscone W, Rm 3016
3:00 p.m.	<b>Using Oracle Enterprise Asset Management to Manage the Electric Generation Business</b> A customer panel discusses how to use Oracle software to improve efficiency and more	Palace Hotel, Presidio

## Oracle Sustainability Demos

DEMOS	LOCATION/ID
<b>Oracle's Sustainability Solutions</b>	<b>Moscone South S-073</b>
Content Management for Oracle SOA Suite and BPM	Moscone South S-131
Oracle Enterprise Content Management Suite	Moscone South S-133
Oracle Fusion Middleware Virtualization	Moscone South S-148
PeopleSoft Asset Lifecycle Management Solutions	Moscone South S-185
PeopleSoft Purchasing and Procurement Solutions	Moscone South S-187
Agile Product Lifecycle Management	Moscone South S-018
JD Edwards Manufacturing Solutions	Moscone South S-009
Oracle Asset Lifecycle Management	Moscone South S-022
Primavera P6 Enterprise Project Portfolio Management	Moscone South S-091
Oracle Business Intelligence	Moscone South S-153
Oracle Supply Chain and Order Management Analytics	Moscone South S-159
Oracle Transportation Management Overview	Moscone South S-019
Manufacturing Operations Center	Moscone South S-014
Oracle Self-Service E-Billing	Moscone South S-034
Oracle VM Server Virtualization	Moscone West W-015
Oracle Consulting / Oracle On Demand	Moscone West W-003
Oracle Database 11g Optimizer	Moscone West W-057
Oracle Advanced Compression	Moscone West W-035
Oracle Real Application Clusters 11g Release 2	Moscone West W-039
Oracle Database 11g Release 2	Moscone West W-037
Oracle Documaker	Westin Hotel HWI-003
Oracle Solutions for Utilities	Sheraton HPU-005

## Networking Activities

EVENT	LOCATION	TIME
<b>Sunday October 11, 2009</b>		
Welcome Reception	Howard Street Tent and Yerba Buena Gardens	7:30 p.m. – 9:30 p.m.
<b>Monday October 12, 2009</b>		
OTN Night	Howard Street Tent	7:00 p.m. – 10:00 p.m.
<b>Wednesday October 14, 2009</b>		
Appreciation Event	Treasure Island	8:00 p.m. – 12:00 a.m.
<b>Thursday October 15, 2009</b>		
It's a Wrap	Howard Street Tent	4:00 p.m. – 6:00 p.m.