

FOCUS ON: HIGH TECHNOLOGY INDUSTRY 2009

Keynotes

v5

TIME	TITLE	LOCATION
Sunday October 11, 2009		
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 – Extreme Innovation Scott McNealy - Chairman and Co-Founder, Sun Microsystems, Inc. Larry Ellison – CEO, Oracle	Moscone North - Hall D
Monday October 12, 2009		
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
12:45 p.m. – 1:45 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
1:45 p.m. – 2:15 p.m.	The Top 10 Things You May Not Know About Software at Sun James Gosling - Vice President & Fellow, Sun Microsystems, Inc	Hilton San Francisco, Grand Ballroom B
Tuesday October 13, 2009		
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
Wednesday October 14, 2009		
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
Thursday October 15, 2009		
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

General Sessions

TIME	TITLE	LOCATION
Monday October 12, 2009		
11:30 a.m. – 12:30 p.m.	Oracle Manufacturing Release 12.1 and Beyond for Performance-Driven Mfg Karen Theel, Nagaraj Srinivasan Strategy & Development, Oracle (session S311686)	Moscone West Room 2003 Level 2
11:30 a.m. – 12:45 p.m.	Lower Costs with Oracle Database 11g Release 2 Andy Mendelsohn SVP, Database Server Technologies, Oracle	Moscone North Hall D
1:00 p.m. - 3:30 p.m.	Supply Chain Super-Session (Dual Session) Rick Jewell, SVP-Development, Jon Chorley, VP-Strategy, Maha Muzumdar, VP SCM Marketing	Moscone West Rm 2014
1:00 p.m. – 2:15 p.m.	Communications and Media Bhaskar Gorti, SVP and GM, Oracle Communications, Oracle Adrian Dilworth, CIO, Vodafone Qatar	Palace Hotel, Rose Room
1:00 p.m. – 2:15 p.m.	Services 2.0—Building the Lean, Agile, Innovative Service Enterprise David Anderson, VP, Services, Transportation, and Construction, Oracle Andrew Zoldan - GVP, Oracle	InterContinental Hotel, InterContinental B
1:00 p.m. – 2:15 p.m.	Manufacturing 2020 John Barcus, VP, Manufacturing Industries, Oracle Eileen Sweeny, President, CSC Manufacturing Sector, CSC	InterContinental Hotel InterContinental A
2:30 p.m. – 3:45 p.m.	Oracle Fusion Middleware 11g—Foundation for Innovation Hasan Rizvi, SVP, Oracle Fusion Middleware, Oracle Corporation	Moscone North Hall D
4:00 p.m. – 5:15 p.m.	Get the Most out of Virtualization: Manage Top-Down from Application to Disk Edward Screven - Chief Corporate Architect, Oracle Richard Sarwal - SVP, Product Development, Oracle John Manville - Vice President IT, Network and Data Center Services, Cisco	Novellus Theater Yerba Buena Center for the Arts
5:15 p.m. – 6:30 p.m.	Complete, Open, and Integrated Applications for Your Business Steven Miranda - SVP, Applications Development, Oracle Corporation	Moscone North Hall D

Oracle OpenWorld Sessions: HIGH TECHNOLOGY INDUSTRY

Monday October 12, 2009

TIME	ID	TITLE	LOCATION
11:30-12:30	S308992	A Journey to the Oracle Center of Excellence: Optimizing Your IT Management	Moscone West L2 Room 2008
11:30 -12:30	S312676	Managing Partner Networks: The New Paradigm presented by WIPRO	InterContinental Hotel Union Square room
11:30- 12:30	S311686	Oracle Manufacturing Release 12.1 and Beyond for Performance-Driven Mfg <i>presented by Oracle Strategy & Development</i>	Moscone West Room 2003 L2
1:00-2:00	S309350	Transparency and Innovation: The Core of the Eco-Enterprise	Moscone W, Rm 3005
1:00-2:00	S308607	Journey of Implementing Agile Product Cost Management at Juniper Networks	Moscone West L3 Room 3009
2:30-3:30	S311933	Enabling the Eco-Enterprise with Improved Operational Efficiency	Moscone W, Room 2003
2:30-3:30	S309813	Cisco Lays the Foundation for Business Transformation with Oracle Projects	Marriott Hotel Salon 10/11
2:30-3:30	S310920	Transforming Business with Real-Time Service <i>presented by Dell and Oracle</i>	Moscone West L3 Room 3000
4:00-5:00	S309894	Learn the Secrets of Scaling Your Service-Oriented Architecture with Oracle Service Bus	Marriott Hotel Nob Hill CD
4:00-5:00	S311145	Case Study: Telegent Systems Implements Oracle E-Business Suite 12, Using Oracle Accelerate	Moscone West L3 Rm 3006
4:00-5:00	S311602	Asset Lifecycle Management R12, Oracle Enterprise Asset Management, and Oracle Asset Tracking	Moscone West L2 Rm 2003

Tuesday October 13, 2009

TIME	ID	TITLE	LOCATION
11:30 - 12:30	S310680	Oracle CRM On Demand Product Strategy and Road Map	Moscone West L2 Room 2001
1:00-2:00	S309155	Innovation Management Solution Set for High Technology Maximizes ROI presented by Zebra Technologies and Oracle	Intercontinental Telegraph Hill 143
1:00-2:00	S311938	High-Technology Customer Panel and Deloitte Innovation Benchmark Study	Moscone West L3 Room 3009
1:00-2:00	S310084	Databases in the Cloud: Oracle TimesTen In-Memory Database on Amazon Web Services	Moscone South Room 306
1:00-2:00	S311169	Best Practices Using Siebel Partner Relationship Management	Moscone West L2 Room 2010
2:30-3:30	S309153	Campaign to Cash Process for High Technology and Wind River's Quote to Cash presented by Wind River and Oracle	Intercontinental Telegraph Hill 143
4:00-5:00	S309152	Demand to Delivery Process for High Technology Planning, Mfg & Fulfillment presented by Vtech and Oracle	Intercontinental Telegraph Hill 143
4:00-5:00	S309628	Global Implementation of Oracle E-Business Suite at Sun Microsystems	Moscone West L3 Room 3002/3004
4:00-5:00	S310039	Managing Globally with Oracle E-Business Suite 12 at Electronic Arts	Westin Market Street Hotel Metropolitan III **
5:30-6:30	S309149	After Sales Service & Customer Care Evolution & Transformation at Cisco presented by Cisco and Oracle	Intercontinental Telegraph Hill 143
5:30-6:30	S308529	Implementing a BI Strategy for Oracle E-Business Suite at Sun Microsystems	Moscone West L3 Room 3014

Oracle OpenWorld Sessions: HIGH TECHNOLOGY INDUSTRY (continued)

Wednesday October 14, 2009

TIME	ID	TITLE	LOCATION
10:15-11:15	S310040	Managing Software, Hardware & Services Bundled Solutions for Growth and Revenue Recognition <i>presented by PWC</i>	Intercontinental Telegraph Hill 143
10:15 - 11:15	S310875	Activision Blizzard: Oracle E-Business Suite Helping HR As a Global Strategic Business Partner	Moscone West L2 Room 2018
10:15 - 11:15	S311006	Improve Margins with Oracle CRM On Demand or Siebel Deal Management	Moscone West L3 Room 3016
10:15 - 11:15	S311804	Oracle's Demantra Product Line: What's New in Release 7.3?	Moscone West L2 Room 2014
11:45 - 12:45	S311007	Show Me the Money, Using the Oracle Price Analytics Business Intelligence Solution	Moscone West L3 Room 3016
11:45 - 12:45	S310963	Improving Customer Service with a Well-Executed Knowledge Management Strategy <i>presented by Lexmark, Farmers Insurance, DBKey & Associates, Blue Coat Systems, and Oracle</i>	Moscone West L3 Room 3018
11:45 - 12:45	S311096	Master Data Management at Cisco Systems: Moving Beyond Data Services	Moscone West L3 Room 3001
11:45 - 12:45	S311171	PRM for Oracle CRM On Demand: Product Overview and Customer Success	Westin Market Street Hotel Metropolitan I **
11:45 - 12:45	S311613	Shop Floor Visibility: Oracle Manufacturing Execution System for Discrete Manufacturing R12.1	Moscone West L2 Room 2003
1:45-2:15	S309154	High Technology Industry Overview, Update and Roadmap Power Lunch <i>presented by Oracle</i>	Intercontinental Telegraph Hill 143

Thursday October 15, 2009

TIME	ID	TITLE	LOCATION
9:00 - 10:00	S311943	Integrated Design Data Management for MCAD, EDA, and Software with Agile PLM Solutions	Moscone West L3 Room 3009
10:30 - 11:30	S312592	Cisco International: Constructing a Commerce Back End to Support the Next Decade of Growth <i>presented by Infosys and Cisco</i>	InterContinental Hotel Telegraph Hill
1:30 - 2:30	S311620	Many Happy Returns: Optimize Reverse Logistics in Oracle E Business Suite Release 12.1 Lee Sacco, Development Oracle, Panelists from Thomas Publishing, Motorola ++	Moscone West Room 3016
1:30 - 2:30	S311928	Enterprise PLM Oracle Application Integration Architecture Integrations from Agile Solutions	Moscone West L3 Room 3009
3:00 - 4:00	S308509	Get Ready to Sell: 2010 Is the Year of Enterprise SaaS	Moscone South Room 302
3:00 - 4:00	S311936	Agile PLM, PIM, and Sales Configurator: Accelerating New Product Sales Readiness	Moscone West L3 Room 3009

Oracle OpenWorld Sessions: **ORACLE INDUSTRY SOLUTIONS**

Oracle Industry Solutions are a bundle of Oracle products that can be promoted and sold as a solution to address well-defined industry problems. Oracle Industry Solutions are complete, open and integrated in order to speed time-to-market, reduce costs, and enhance the customer experience. To learn more about the Oracle Industry Solutions from the Industries Business Unit, please visit our following Industry Sessions.

Manufacturing Industries (High Technology, Industrial and Automotive, Aero & Defense)

Tuesday October 13, 2009

TIME	ID	TITLE	LOCATION
Aero and Defense			
2:30-3:30	S311900	Terry Tooley/Hannes Sandmeier will provide MRO solution overview <i>presented by Boeing, Australia and Oracle</i>	InterContinental Hotel Sutter
Automotive			
1:00-2:00	S311893	Automotive Sales, Distribution and Aftermarket Industry Solution <i>presented by Hughes Telematics, Volvo, and Oracle</i>	InterContinental Hotel Sutter
Consumer Goods			
2:30-3:30	S311909	Cadbury and Hormel: Drive Profitability with Comprehensive Trade Mangement <i>presented by Kevin Kroyman, Hormel Foods; Ashley Peck, Cadbury, plc.; Karl Steiner, Oracle</i>	InterContinental Hotel Telegraph Hill
High Technology			
1:00-2:00	S309155	Innovation Management Solution Set for High Technology Maximizes ROI <i>presented by Zebra Technologies and Oracle</i>	Intercontinental Telegraph Hill 143
5:30-6:30	S309149	After Sales Service & Customer Care Evolution & Transformation at Cisco <i>presented by Cisco and Oracle</i>	Intercontinental Telegraph Hill 143

Wednesday October 14, 2009

10:15-11:15am	S310616	Predictive Service Execution for Business Services <i>presented by Wind River Systems</i>	Intercontinental Hotel room Intercontinental B
---------------	---------	--	--

Industrial Manufacturing

Tuesday October 13, 2009

11:30-12:30	S311888	Service Transformation Oracle Industry Solution for Industrial Manufactures <i>presented by Volvo, Enigma and Oracle</i>	InterContinental Hotel Sutter
-------------	---------	---	-------------------------------

Oracle Demos

DEMOS	LOCATION
Agile Product Lifecycle Management	Moscone South, S-018
Build Agile Processes Faster and at Lower Cost	Moscone South, S-066
Industry Solutions for Wholesale Distributors	Moscone South, S-079
Industry-Leading Campaign-to-Cash Solutions	Moscone South, S-077
Industry-Leading Concept-to-Delivery for High Technology	Moscone South, S-078
Oracle Application Integration Architecture for Supply Chain	Moscone South, S-015
Oracle Modernization: Legacy to Modern with Oracle	Moscone West, W-052
Oracle SOA Suite: The Gateway Component	Moscone South, W-101
Oracle's Global Trade Management Solutions	Moscone South, S-021
Oracle/IBM Integrated Solutions	Moscone West, W-051
Price Analytics and Deal Management	Moscone South, S-029
Siebel Field Service	Moscone South, S-035
Siebel Marketing	Moscone South, S-027
Siebel Order Management	Moscone South, S-031

Networking Activities

EVENT	LOCATION	TIME
Sunday October 11, 2009		
Wipro High Technology Industry Marriot Hotel San Francisco, Suite B on the 4th Floor New Solution Celebration for "Campaign to Cash"		6:00 p.m. – 8:00 p.m.
Welcome Reception	Howard Street Tent and Yerba Buena Gardens	7:30 p.m. – 9:30 p.m.
Monday October 12, 2009		
High Technology Industry Oracle-Infosys Supply Chain Reception	Intercontinental Hotel –Infosys Suite in the 5th Floor Fremont Room RSVP Required	6:00 p.m. – 8:00p.m.
OTN Night	Howard Street Tent	7:00 p.m. – 10:00 p.m.
Tuesday October 13, 2009		
Manufacturing Dinner Reception	The Press Club	7:00 p.m. – 10:00 p.m.
Wednesday October 14, 2009		
Appreciation Event	Treasure Island	8:00 p.m. – 12:00 a.m.
Thursday October 15, 2009		
It's a Wrap	Howard Street Tent	4:00 p.m. – 6:00 p.m.