

FOCUS ON Oracle Application Integration Architecture

Keynotes

TIME	TITLE	LOCATION
Sunday October 11, 2009		
5:45 p.m. – 7:00 p.m.	Oracle Open World Opening Keynote	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
2:30 p.m. – 3:30 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. – 5:00 p.m.	Oracle Keynote: Smart Strategies: Prepare For Tomorrow, Leverage What You Have Today Jose Lazares Vice President, Application Development	Moscone West L3, Room 3010/3012
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		
8:30 a.m. – 9:15 a.m.	Partner Keynote	Moscone North Hall D
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: Oracle Application Integration Architecture (AIA)

TIME	TITLE	LOCATION
Monday October 12, 2009		
11:30 a.m.	Insights from the Trenches: Partners Speak Out On Delivering Real Value Partner Panel: IBM Global Services, Deloitte Consulting, Infosys, Tech Mahindra	Moscone West (L3) Room 3008
1:00 p.m.	Ready to Go, Pre-built Business Process Based Integrations to SAP! Led by Oracle Product Executive ; Partner: Infosys	Moscone West (L3) Room 3008
1:00 p.m.	Modernizing Your Business Now: Why You Can't Afford to Wait Brad Perkins, Oracle	Moscone South Room 306
1:00 p.m.	Understand Oracle MDM Strategy and How Cisco Turned Data into a Corporate Asset	Moscone West (L3) Room 3001
2:30 p.m.	Strategic Development Partnerships Delivering Superior Value Partner Panel: WiproTechnologies, HCL Technologies, L&T Infotech, Accenture	Moscone West (L3) Room 3008
2:30 p.m.	Oracle Fusion Middleware 11g— Foundation for Innovation Hasan Rizvi, Senior Vice President, Oracle	Moscone North Hall D
4:00 p.m.	Smart Strategies: Prepare For Tomorrow, Leverage what you Have Today Jose Lazares, Vice President, Oracle Customer: Adrian Dilworth, CIO, Vodafone Qatar V.K. Rajaram, Vice President, Intuit	Moscone West (L3) Room 3010 & 3012
4:00 p.m.	Oracle Application Integration Architecture: The Future Is Here! Led by Partner: Infosys	Moscone West (L3) Room 3008
5:15 p.m.	Complete, Open, and Integrated Applications for Your Business Steve Miranda, Senior Vice President, Oracle	Moscone North Hall D
Tuesday October 13, 2009		
11:30 a.m.	Extraordinary Results with End-to-End Business Process Integrations Featuring Customer: Zebra Technologies	Moscone West (L3) Room 3008
1:00 p.m.	Remove Barriers to Application Interoperability and True Process Integration Featuring Customer: Dell Inc.	Moscone West (L3) Room 3008
2:30 p.m.	Fast Track Your Adoption of Oracle Industry Solutions	Marriott, Salon 14 -15
2:30 p.m.	Chicken Soup for the Integration Weary: Fast Deploying Process Integration Packs	Moscone West (L3) Room 3008
4:00 p.m.	Customer Success: Taming the Heterogeneous IT Environment Featuring Customer: Intuit	Moscone West (L3) Room 3008
5:30 p.m.	Jedi Masters Reveal: Foundation Pack Best Practices - Build Process Integrations	Moscone West (L3) Room 3008
Wednesday October 14, 2009		
10:15 a.m.	The Dell Way: Enabling Application Interoperability Globally using Distributed SOA Featuring Customer: Dell Inc.	Moscone West (L3) Room 3008
10:15 a.m.	JD Edwards and Oracle Application Integration Architecture: One Powerful Combination Featuring Partner: Systeme	InterContinental Hotel Grand Ballroom C

11:45 a.m.	Customer Success Panel: Gain Competitive Edge and Increase Business Efficiency Featuring Customers: Ciena, Fidelity, Intuit	Moscone West (L3) Rm 3002 & 3004
11:45 a.m.	Creating Hot-Pluggable Components for Integrating Disparate Systems Led by Partner: Deloitte Consulting	Moscone West (L3) Room 3008
11:45 a.m.	Integrating Edge Applications with JD Edwards World: Today and Beyond	InterContinental Hotel Grand Ballroom B
5:00 p.m.	Oracle Fusion Middleware 11g and Application Integration Architecture	Moscone West (L3) Room 3008

Thursday October 15, 2009

9:00 a.m.	Increase Agility, Better Understand Your Business with Reference Process Models	Moscone West (L3) Room 3008
9:00 a.m.	Building Web Services for JD Edwards Enterprise One and Integrating with Oracle SOA Suite	Marriott Hotel Golden Gate A1
10:30 a.m.	10 Things You MUST Know About Oracle Application Integration Architecture	Moscone West (L3) Rm 3008
12:00 p.m.	Take the Pain Out of SOA Governance	Moscone West (L3) Rm 3008
1:30 p.m.	Cloud Computing: Integration as a Service	Moscone West (L3) Rm 3008
1:30 p.m.	Enterprise PLM Oracle Application Integration Architecture Integrations from Agile Solutions Customer: Ciena; Partner: Sierra Atlantic	Moscone West L3 Room 3009
3:00 p.m.	Jumpstart your Apps Integration with Best of Breed Reference Architecture Led by Partner: Infosys	Moscone West, Rm 3010 & 3012

Oracle Demos

DEMOS	LOCATION
Oracle Application Integration Architecture: Build Agile Processes Faster and at Lower Cost	Moscone S-066
Oracle Application Integration Architecture: Optimize Cross Application Business Processes	Moscone S-068
Oracle Application Integration Architecture: Reduce Integration Risk and Complexity	Moscone S-067
Oracle Applications Integration Architecture for Supply Chain	Moscone S-015
Oracle Modernization: Legacy to Open with Middleware	Moscone S-114
Oracle Modernization: Legacy to Modern with Oracle	Moscone W-076
Master Data Management for Customer Data	Moscone S - S69
Master Data Management for Product Data	Moscone S – S70

Oracle Application Integration Architecture SIG Meeting

TIME	ACTIVITY	LOCATION
Sunday, October 11, 2009		
04:00 p.m. – 5:00 p.m.	OAUG Migration and Integration SIG Meeting	Moscone West Room 3009

Hand-On Lab Oracle Application Integration Architecture

TIME	ACTIVITY	LOCATION
Tuesday, October 13, 2009		
01:00 p.m. – 2:00 p.m.	Best Practices Integration Using Oracle Application Integration Architecture Foundation Pack	Marriott Hotel Golden Gate A3

Lounge Activities

TIME	ACTIVITY	LOCATION
Monday October 12, 2009		
02:00 p.m. – 3:00 p.m.	Apps Lounge: Oracle Application Integration Architecture	Moscone West 2 nd Floor Lobby
Tuesday October 13, 2009		
10:00 a.m. – 11:00 a.m.	Apps Lounge: Oracle Application Integration Architecture	Moscone West 2 nd Floor Lobby

Additional Sessions: Related to Oracle Application Integration Architecture (AIA)

TIME	TITLE	LOCATION
Monday October 12, 2009		
11:30 a.m.	Technology Transformation and Integration in the Insurance Enterprise	Westin Market Street Hotel Franciscan I
11:30 a.m.	Oracle E-Business Suite 12, SOA, and Oracle Application Integration Architecture	Moscone West (L2) Room 2012
1:00 p.m.	Agile Product Lifecycle Management for Process: Integration Solution Overview	Marriott Hotel Salon 12/ 13
2:30p.m.	PeopleSoft Financials/Oracle Application Integration Architecture in Financial Services/Retail	Moscone West L3 Room 3007
5:30 p.m.	Integrating Clinical Trial Management and Electronic Data Capture	Westin Market Street Hotel Stanford
4:00 p.m.	Smart Strategies: Prepare For Tomorrow, Leverage what you Have Today Jose Lazares, Vice President, Oracle Customer: Adrian Dilworth, CIO, Vodafone Qatar V.K. Rajaram, Vice President, Intuit	Moscone West (L3) Room 3010 & 3012
Tuesday October 13, 2009		
1:00 p.m.	Oracle CRM On Demand Integration Choices	Moscone West L2 Room 2001
1:00 pm	Build Your Next-Gen Business Transformation with Oracle Application Integration Architecture Customer: LexisNexis	Moscone West L2 Room 2012
Wednesday October 14, 2009		
10:15 a.m.	Oracle Application Integration Architecture-Based Integration Using BEA + Oracle Fusion Stack	Marriott Hotel Salon 7
11:45 a.m.	Increase Speed to Market Through Rapid Offer Design and Order Delivery Customer: Tikona	Palace Hotel Grand Ballroom C
01:00 p.m.	Automating the Quote-to-Cash Process in the Logistics Service Provider Industry	InterContinental Hotel InterContinental B
Thursday October 15, 2009		
9:00 a.m.	Bring Quality Data to All Your Applications with Oracle Master Data Management Applications	Moscone West (L2) Room 2002/2004
12:00 p.m.	Rapid MDM: How Zebra Fast-Tracked MDM with Precabled Hubs and MDM-Aware Apps	Moscone West L3 Room 3001
12:00 p.m.	Primavera P6/JD Edwards EnterpriseOne: Oracle Application Integration Architecture Integration	Marriott Hotel Salon 1

Thursday October 15, 2009 continued ...

01:30 p.m.	Oracle Product Hub for Communications: Product Overview and Customer Implementation Stories	Palace Hotel Pacific Heights
01:30 p.m.	Enterprise PLM Oracle Application Integration Architecture Integrations from Agile Solutions Customer: Ciena; Partner: Sierra Atlantic	Moscone West L3 Room 3009
03:00 p.m.	Primavera P6 and Oracle Projects: Oracle Application Integration Architecture Integration	Marriott Hotel Salon8
3:00 p.m.	Prebuilt Siebel CRM and Billing Application Integration for Utilities	Palace Hotel Twin Peaks South

Networking Activities

EVENT	LOCATION	TIME
Sunday October 11, 2009		
Welcome Reception	Howard Street Tent and Yerba Buena Gardens	7:30 p.m. – 9:30 p.m.
Monday October 12, 2009		
OTN Night	Howard Street Tent	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.