

FOCUS ON RETAIL

This year's Oracle OpenWorld for the retail industry will offer a customized program with more opportunities than ever for learning, collaborating, and connecting with experts and peers.

We've created a unique set of activities for you to interact with your retail industry colleagues in an intimate environment while still leveraging all that the broader Oracle OpenWorld event has to offer: the most relevant content for your business and technology needs, hands-on experience with a full breadth of Oracle technology, and previews of future innovations from Oracle executives.

The retail program is designed to help retailers discover and apply innovation to their businesses using Oracle's end-to-end, business process-driven suite. Learn about next generation solutions that drive value and create competitive advantage in retail-focused breakout sessions. Immerse yourself in urban sophistication at some of San Francisco's most elegant destinations while you network with industry peers. Take away actionable insights that can be leveraged to transform the economics of your retail organization.

For more information, visit <http://launch.oracle.com> and enter PIN OracleRetail1.

Sunday October 11, 2009

This day officially kicks off Oracle OpenWorld. Attend the retail user group meeting to hear about best practices in deploying and implementing Oracle Retail solutions. Enjoy an exciting opening keynote with a special guest. In the evening, you get a chance to literally dance in the streets as the Howard Street Tent becomes a block-long welcome celebration for Oracle customers, partners, developers, and technology enthusiasts from around the world.

Time	Title	Location
9:00 a.m.- 10:00 a.m.	Oracle Develop Keynote: What Are We Still Doing Wrong? <i>Thomas Kyte, Architect, Oracle</i>	Hilton San Francisco Grand Ballroom B
2:00 p.m.- 3:00 p.m.	Oracle Retail User Group Forum	Moscone West L3 Room 3022
5:45 p.m. – 7:00 p.m.	Opening Keynote	Moscone North Hall D
7:30 p.m. – 9:30 p.m.	Welcome Reception	Howard Street Tent and Yerba Buena Gardens

Monday October 12, 2009

Monday will be the launch of the retail-specific program for the conference. Sessions will focus on issues facing retailers across segments and across solutions. Start the day with a keynote about Oracle's future IT strategy and then hear how this applies to the retail industry in the Retail General Session with Duncan Angove. Learn about strategies to unlock value through your own retail IT organization, and about using Oracle's end-to-end, business process-driven platform of retail solutions to drive innovation. After a full day of learning, you'll find yourself sipping cocktails and enjoying hors d'oeuvres in the elegant Redwood Room at the Clift Hotel for our Retail Reception.

Time	Title	Location
8:30 a.m. – 9:45 a.m.	The Art of the Possible <i>Charles Phillips, President, Oracle</i> <i>Safra Catz, President, Oracle</i>	Moscone North Hall D
9:45 a.m. – 10:30 a.m.	Capitalizing on Technology Megatrends for Competitive Advantage <i>Ann Livermore, EVP, Technology Solutions Group, HP</i>	Moscone North Hall D
11:30 a.m. – 12:30 pm	International Expansion Strategies S311978 <i>Nick Trakas, Director Insight Strategy, Oracle Retail</i>	Palace Hotel Twin Peaks North
11:30 a.m. – 12:30 pm	Green Retailing in the Real World S311999 <i>Adam Hatch, Director, Oracle Retail</i>	Palace Hotel Twin Peaks South
1:00 p.m. – 5:00 p.m.	Retail General Session S312003, S311971, S311987 <i>Duncan Angove, GM SVP, Oracle Retail</i> <i>Dave Boyce, VP Product Strategy, Oracle Retail</i> <i>Paul Dickson, VP, Oracle Retail</i>	Palace Hotel Ralston Ballroom
1:15 p.m. – 2:15 p.m.	Oracle Develop Keynote: Breaking the Collaboration Barrier with Rich Enterprise Applications <i>Ted Farrell, Chief Architect and SVP, Oracle</i>	Hilton San Francisco Grand Ballroom B
2:30 p.m.- 3:30 p.m.	Oracle Solutions for QSR/ Food Service/ Fast Casual S311972 <i>John Frazzini, VP, Oracle Retail</i>	Palace Hotel Twin Peaks South
2:30 p.m.- 3:30 p.m.	Oracle Fusion Middleware 11g- Foundation for Innovation <i>Hasan Rizvi, SVP Oracle Fusion Middleware, Oracle</i>	
4:00 p.m. – 5:15 p.m.	Get the Most out of Virtualization: Manage Top-Down from Application to Disk <i>Edward Screven, Chief Corporate Architect, Oracle</i> <i>Richard Sarwal, SVP, Product Development, Oracle</i>	Yerba Buena Center Novellus Theater
4:00 p.m.- 5:00 p.m.	Mobility in Retail: More Square Footage Without the Real Estate <i>John Gentry, CSC</i> <i>Jim Petrassi, CSC</i>	Palace Hotel Twin Peaks North
5:15 p.m. – 6:30 p.m.	Complete, Open, and Integrated Applications for Your Business <i>Lenley Hensarling, GVP, Application Product Strategy, Oracle</i> <i>Steven Miranda, SVP, Applications Development, Oracle</i>	Moscone North Hall D
7:00 p.m. – 10:00 p.m.	Oracle Retail Reception Details and RSVP Here	The Redwood Room Clift Hotel 495 Geary Street

Tuesday October 13, 2009

Tuesday will begin with a breakfast where you can join an Affinity Discussion group, meeting like-minded retail peers that are facing some of the same technology challenges as yourself. Then the breakouts will focus primarily on the Grocery and Quick Serve Retail segments. Learn how to implement customer centric strategies into your business to better connect with your most profitable customers. Discover how to manage the product lifecycle with private label brands. Hear from multiple panels of leading retailers as they discuss how to succeed in today's environment. In the evening, Oracle will host networking dinners at various restaurants in San Francisco, so contact your account representative if you are interested.

Time	Title	Location
8:00 a.m.- 9:00 a.m.	Affinity Group Discussions	Palace Hotel-Garden Court Restaurant
8:30 a.m. – 9:45 a.m.	Innovation Across the Stack <i>Thomas Kurian ,EVP Product Development, Oracle</i>	Moscone North Hall D
9:45 a.m. – 10:30 a.m.	The Future of Enterprise Computing and the Efficient Enterprise <i>Michael Dell, Chairman of the Board and CEO, Dell Inc.</i>	Moscone North Hall D
9:00 a.m.- 11:00 a.m.	Special Event: AMR Research/ RIS News/ Oracle Retail “Planning for the Recovery”	Palace Hotel Telegraph Hill
11:30 a.m. – 1:00 pm	Oracle Retail Customer Appreciation Luncheon <i>Invitation Only</i>	Palace Hotel French Parlor Room
11:30 a.m. – 12:30 pm	Oracle Centric Talent Management Solution for the Retail Industry S310687 <i>Abbie Gnewuch, Harlem Furniture Ameya Palekar, Deloitte Ramita Soni, Deloitte</i>	Moscone West L2 Room 2020
11:30 a.m. – 12:30 pm	Customer Panel Discussion: Customer Centric Retail Strategies S311961 <i>Tom Madigan, VP, Oracle Retail</i>	Palace Hotel Twin Peaks North
1:00 p.m. – 2:00 p.m.	Deriving Value from your Merchandising Implementation S312000 <i>Jennifer McDaniel, VP Solution Specialist, Oracle Retail</i>	Palace Hotel Twin Peaks North
1:00 p.m. – 2:00 p.m.	Proactively Managing the Retail Private Label/ Own Brand Product Lifecycle S311964 <i>John Frazzini, VP, Oracle Retail</i>	Palace Hotel Twin Peaks South
1:00 p.m. – 2:00 p.m.	Oracle Project Costing 11i Release 10 for Seamless Capital Costs Accounting S309235 <i>Yugant Patra, Capgemini Josephine Sitole, 7-Eleven</i>	Moscone West L2 Room 2024
2:30 p.m.- 3:30 p.m.	Strategies to Drive Value for Grocery S311973 <i>Lara Livgard, Director of Retail Strategy, Oracle Retail</i>	Palace Hotel Twin Peaks South
2:30 p.m.- 3:30 p.m.	Powering Up E-Commerce with Oracle Coherence: A Panel Discussion S309447 <i>Phil Dixon, Shopzilla Ratnakar Lavu, Macys Kadima Lonji, JCrew Amir Razmara, Gap</i>	Marriott Hotel Salon 7
4:00 p.m.- 5:00 p.m.	Customer Panel Discussion: Retail Strategies for Grocery S311966 <i>Lara Livgard, Director of Retail Strategy, Oracle Retail</i>	Palace Hotel Twin Peaks North
4:00 p.m. – 5:00 p.m.	Multichannel CRM Helps Retailers on the Evolution to Customer Centricity S311982 <i>Mike Dominy, Director Retail Strategy, Oracle Kevin O'Connor, Sr. Director Enterprise Global Business Team, Oracle Retail</i>	Palace Hotel Twin Peaks North
7:00 p.m.- 9:00 p.m.	Various Retail Networking Dinners	Local Restaurants

Wednesday October 14, 2009

Wednesday is focused on the Fashion and Hardlines retail segments. Learn how to achieve success using Oracle's best in class planning solutions to better apply insight and make more profitable decisions. Hear about the new integrated inventory management bundle of supply chain solutions that can help you achieve better visibility into your supply chain. Maximize your customers' store experience with space optimization solutions. After the breakouts, it's time for the Oracle OpenWorld concert. This year, our annual concert celebration that says "thank you" to our customers and partners takes you back to the spectacular setting of historic Treasure Island—an idyllic island landmark in the San Francisco Bay.

Time	Title	Location
8:00 a.m.- 9:00 a.m.	Affinity Group Discussions	Palace Hotel- Garden Court Restaurant
10:15 a.m.- 11:15 a.m.	Strategies to Drive Value for Fashion S311973 <i>Ellen Dixon, Sr. Director Solution Specialist, Oracle Retail</i>	Palace Hotel Twin Peaks North
11:45 a.m. – 12:45 pm	Customer Panel Discussion: Retail Strategies for Fashion S311965 <i>Chris Morrison, VP Solution Specialist, Oracle Retail</i>	Palace Hotel Twin Peaks North
11:45 a.m. – 12:45 pm	Strategies to Drive Value for Hardlines/ Specialty Retail S311976 <i>Marriam Kinny, Sr. Manager Solution Specialist, Oracle Retail</i>	Palace Hotel Twin Peaks South
1:00 p.m. – 1:30 p.m.	Point of Sale: Achieving Store Excellence S311979 <i>Alexander Pellow, Director Product Strategy for Stores, Oracle Retail</i> <i>Lesley Simmonds, Director, Global Business Development Store Solutions, Oracle Retail</i>	Palace Hotel Twin Peaks North
1:00 p.m. – 1:30 p.m.	Intelligent Inventory Management S311981 <i>Marriam Kinny, Sr. Manager Solution Specialist, Oracle Retail</i>	Palace Hotel Twin Peaks South
1:45 p.m.- 2:15 p.m.	Create Demand and Drive Profit through Lifecycle Pricing S311969 <i>Chris Morrison, VP Solution Specialist, Oracle Retail</i> <i>Kandi Tillman, Senior Solution Specialist, Oracle Retail</i>	Palace Hotel Twin Peaks South
1:45 p.m.- 2:15 p.m.	Maximize the Store Experience: Macro Space Management and Space Optimization S311980 <i>Mark Teichman, Senior Director Sales Consulting, Oracle Retail</i>	Palace Hotel Twin Peaks North
2:45 p.m. – 3:30 p.m.	Seven Game Changing Trends: How Prepared Are You? <i>S. Gopalakrishnan, CEO, Infosys</i>	Moscone North Hall D
3:00 p.m. – 4:00 p.m.	Boost Site-Driven Business and Rationalize Site Operations with Oracle S308310 <i>Matthew Putnam, Jack in the Box</i> <i>Pranav Tyagi, Tango Consulting Management</i> <i>Dhiman Bhattacharjee, Oracle</i>	Moscone West L3 Room 3001
3:30 p.m. – 4:30 p.m.	From Disk to Application <i>Larry Ellison, CEO, Oracle</i>	Moscone North Hall D
5:00 p.m. – 6:00 p.m.	Manage Nutritional and Labeling Compliance S311962 <i>Richard Michalec, VP, Oracle Retail</i>	Palace Hotel Twin Peaks South
5:00 p.m. – 6:00 p.m.	Customer Panel Discussion: Retail Strategies for Hardlines S311960 <i>Ted Grunebaum, Director Solution Specialist, Oracle Retail</i>	Palace Hotel Twin Peaks North
8:00 p.m.- 12:00 a.m.	OpenWorld Customer Appreciation Event	Treasure Island

Thursday October 15, 2009

Thursday's breakout sessions are all about Technology. Learn about the groundbreaking, emerging technologies that have the potential to impact the retail industry. Hear about effective upgrade strategies that provide maximum efficiency and minimal disruption to your business. Discover Oracle's standards-based data model that can help deliver industry-specific insights and metrics. Then, swing by and help us close out Oracle OpenWorld 2009 at the annual It's a Wrap! event in the Howard Street Tent.

Time	Title	Location
9:00 a.m. – 10:00 a.m.	Technology and Architecture Strategies for Driving Value S312001 <i>David Dorf, Director Technology Strategy, Oracle Retail</i>	Palace Hotel Twin Peaks North
10:30 a.m.- 11:30 a.m.	Plan Your Deployment Journey to Your New Oracle Retail System S308532 <i>Miles Thomas, Tesco Plc</i>	Palace Hotel Twin Peaks North
10:30 a.m.- 11:30 a.m.	Retail Best Practices for the Communications Industry S308847 <i>Lesley Simmonds, Director, Global Business Development Store Solutions, Oracle Retail</i>	Palace Hotel Pacific Heights
10:30 a.m.- 11:30 a.m.	Case Study: Improve Product, Site and Customer Information S309882 <i>Alan Adams, Office Depot Narayan Bhimasen, Office Depot Alison Schofield, Product Strategy Director, Oracle</i>	Palace Hotel Twin Peaks South
12:00 p.m. – 1:00 p.m.	Retail Data Model: The Power of Information S312002 <i>Mark Lawrence, Sr. Principal Product Manager for Technology, Oracle Retail</i>	Palace Hotel Twin Peaks North
1:30 p.m.- 2:30 p.m.	Adopting Leading-Edge Technology S311994 <i>Jerry Rightmer, VP, Applications Strategy, Oracle Retail</i>	Palace Hotel Twin Peaks North
1:30 p.m.- 2:30 p.m.	Greater Sustainable Margins through Supplier Relationship Management <i>Mary Ann Haughton, Lowe's Suzanne Larabie, Capgemini</i>	Moscone West L2 Room 2011
3:00 p.m. – 4:00 p.m.	Effective Upgrade Strategies S311989 <i>David Lutz, VP Consulting, Oracle Retail</i>	Palace Hotel Twin Peaks North
4:00 p.m. – 6:00 p.m.	It's a Wrap Reception	Howard Street Tent

DEMOgrounds

EXHIBIT HALL & DEMOGROUNDS HOURS

Monday, October 12

11:00 AM – 1:00 PM, and 2:15 – 5:30 PM

Tuesday, October 13

11:00 AM – 5:30 PM

Wednesday, October 14

9:45 PM – 2:45 PM, and 4:30 PM – 5:30 PM

Thursday, October 15

11:00 AM – 4:00 PM

Oracle Demos

DEMOS

LOCATION

Synchronized Planning and Supply Chain Execution (HPR-008)

Palace Hotel

- Enable Better Buying Decisions through Insight-Driven Planning and Execution Processes
- Improve Inventory Productivity through Customer-Centric Inventory Planning and Management

Merchandising and Store Operations (HPR-006)

Palace Hotel

- Optimize Inventory Levels Based on Local Market Requirements
- Increase Margins Through Lower Buying Costs and Vendor Collaboration
- Offer the Right Products at the Right Price Point with Flawless Execution

Business Intelligence (HPR-004)

Palace Hotel

- Leverage Pre-tuned Retail Data Model
- Stay Ahead of International Financial Reporting Standards
- Enforce Compliance Throughout Your Enterprise

Operational Efficiency and Back Office (HPR-002)

Palace Hotel

- Open Stores Faster with Lower Cost Through More Control and Visibility of Store Real Estate
- Recruit, Retain, and Reward the Best Associate Workforce While Optimizing Labor Investment
- Simplify, Monitor, Standardize, and Globalize Operations More Efficiently and Effectively

Industry Data Model: Retail, Communications, Banking (W-026)

Moscone West

- Standards-Based Model Designed by Industry Experts
- Faster Insight with Prebuilt Data Mining, OLAP, and BI
- Rapid Deployment with an Out-of-Box Data Warehouse

Siebel Loyalty (S-026)

Moscone South

- Unique, Comprehensive Multichannel Solution Increases Customer Value and Retention
- Tailored Solutions for Retail, Travel, Hospitality, Financial Services, and Communications
- Enables Innovative and Differentiated Programs to Drive Desired Behavior

Partner Exhibits

PARTNER	LOCATION
Antenna Software, Inc.	Industry Pavilion - Retail
Applied OLAP, Inc.	Hyperion Pavilion
ATG, Inc.	Industry Pavilion - Retail
BIO-key International	2520 Moscone South
CCH, a Wolters Kluwer business	3649 Moscone West
CSC	711 Moscone South
DigitalGlobe	3131 Moscone West
EMC Corporation	1801 Moscone South
Hyland Software	2637 Moscone South
Infogain Corporation	Industry Pavilion - Retail
Johnston McLamb	2432 Moscone South
Key Performance Ideas, Inc.	Hyperion Pavilion
Kronos Incorporated	2503 Moscone South
LANSA	3240 Moscone West
LXE Inc.	2519 Moscone South
Motorola	3109 Moscone West
Perceptive Software (ImageNow)	1933 Moscone South
PsionTeklogix	105 Moscone South
Silver Creek Systems, Inc.	2241 Moscone South
Solution Beacon	3134 Moscone West
Vertex, Inc.	2401 Moscone South
Wavelink Corporation	234 Moscone South

Special Programs: Retail@Work

This year's Oracle OpenWorld bookstore features an exciting showcase of Oracle Retail solutions at work in a real store environment. When you visit the store in Moscone West, Lobby Level 2, you'll not only be able to purchase leading business and technology books and Oracle apparel and novelty items, but you'll also be able to discover Oracle Retail applications and technology in action through real and virtual transactions, solution demonstrations, and customer testimonials. And if you'd like to learn more, you can receive a guided tour with Oracle experts and partners. Don't miss this opportunity to witness firsthand how Oracle can transform the economics of your retail business!

Make a special request for a demonstration, a best practice session, or meet with an Oracle expert. [Click Here](#)

RETAIL @ WORK & ORACLE BOOKSTORE HOURS

Sunday, October 11

12:00 PM – 6:00 PM

Monday, October 12

10:30 AM – 6:00 PM

Tuesday, October 13

10:30 AM – 7:30 PM

Wednesday, October 14

9:15 AM – 7:00 PM

Thursday, October 15

9:00 AM – 5:00 PM

Special Programs: Oracle Retail Customer Appreciation Luncheon

Oracle acknowledges that our success relies upon our relationships with our customers, and strives to maintain valuable partnerships with them. We are proud to demonstrate our appreciation for our customers at this exclusive, invitation-only event. Our guests will join us in the French Parlor of the Palace Hotel for a luncheon recognizing our retail customers for their relationships with Oracle.

Date: Tuesday October 13, 2009

Time: 11:30 am- 1:00 pm

Location: French Parlor at the Palace Hotel

RSVP: Invitation Only- inquire with your Sales or Marketing Contact

Retail Lounge

DATE	TIMES	LOCATION
Monday October 12, 2009	8:00 a.m. – 6:30 p.m.	Telegraph Hill
Tuesday October 13, 2009	8:00 a.m. – 6:30 p.m.	Telegraph Hill
Wednesday October 14, 2009	8:00 a.m. – 6:00 p.m.	Telegraph Hill
Thursday October 15, 2009	8:00 a.m. – 4:00 p.m.	Telegraph Hill

Key Locations

Moscone Center North and West
 747 Howard Street
 San Francisco, CA 94103
 Activities: Keynotes, Sessions, Exhibit Hall, Retail@work

The Palace Hotel
 2 New Montgomery Street (at Market)
 San Francisco, CA 94105
 Activities: Retail Track, Retail Lounge, Retail DEMOGrounds, Awards Luncheon, Retail Affinity Groups

Clift Hotel – Redwood Room
 495 Geary Street
 San Francisco, CA 94102
 Activities: Retail Reception

Treasure Island
 401 Palm Ave
 San Francisco, CA 94130
 Activities: Customer Appreciation Event