

FOCUS ON CUSTOMER SERVICES

(Oracle Global Customer Support, Advanced Customer Services, On Demand, Oracle University)

Keynotes

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	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 Safera 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.	Oracle Develop Keynote: Sun Microsystems	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		
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
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. – 12:45 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. – 2:15 p.m.	Chaos to Opportunity—A Year in Review and a Look Ahead Rick Connors, SVP and GM, Oracle Chuck Johnston, VP, Strategy and Alliances, Oracle Srin Venkatasanthanam, VP, Product Strategy, Oracle Jack Dugan, VP, North America Insurance Leader, Capgemini	Westin Hotel, Metropolitan III
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.	Oracle Utilities Quentin Grady, SVP and GM, Oracle Utilities Linda Jackman, GVP Product Management, Oracle Utilities Guerry Waters, VP Industry Strategy and Marketing, Oracle Utilities Bradley Williams, VP Product Management, Oracle Utilities	Palace Hotel, Concert Room
1:00 p.m. – 2:15 p.m.	Oracle Financial Services Rajesh Hukku, SVP and GM, Oracle Financial Services, Oracle Don Russo, GVP, Oracle Financial Services, Oracle Shanx Ravisankar, GVP, Oracle Financial Services, Oracle	Westin Hotel, Metropolitan II
1:00 p.m. – 2:15 p.m.	Public Sector Mark Johnson, SVP, Public Sector Sales, Oracle David Wilson, Accenture	Moscone West Room 3003
1:00 p.m. – 2:15 p.m.	Driving the Services Economy David Anderson, GVP, Services, Transportation, and Construction, Oracle	InterContinental Hotel, InterContinental B
1:00 p.m. – 2:15 p.m.	Oracle's Commitment to the Health Sciences Industry Neil de Crescenzo, SVP and GM, Oracle Health Sciences, Oracle	Westin Hotel, Metropolitan I
1:00 p.m. – 2:15 p.m.	Retail Duncan Angove, SVP and GM, Oracle Retail	Palace Hotel, Ralston Room
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, VP, 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 Richard Sarwal SVP, Product Development, Oracle Corporation	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

TIME	TITLE	LOCATION
Monday October 12, 2009		
11:30 a.m.	Oracle On Demand Experts Host and Manage Your Enterprise Software to Lower Risk (S311941) Customer Speaker: Clopay	Moscone S, Rm 307
1:00 p.m.	Best Practices for Achieving Faster Problem Resolution with My Oracle Support (S311897) Customer Speaker: Herbalife	Moscone S, Rm 301
1:00 p.m.	Mastering Oracle Real Application Clusters Performance Tuning at Verizon Wireless (S311852)	Moscone S, Rm 305
1:00 p.m.	Putting It Together: SaaS/Hosted/In-House Deployments That Make Business Sense (S309927) Customer Speaker: True Religion Apparel, Inc.; DAZ Systems Inc.	Moscone W, Rm 3024
2:30 p.m.	On-Demand Customer Success in Latin America: Achieving the Benefits of IT (S311935) Customer Speaker: Nufarm; Alpina; Grupo Posadas	Moscone W, Rm 3011
4:00 p.m.	Allstate Is in Good Hands with the Oracle Solution Support Center (S311853)	Moscone S, Rm 305
4:00 p.m.	Oracle On Demand Customer Session (S311940) Customer Speaker: General Electric	Moscone W, Rm 3024
Tuesday October 13, 2009		
11:30 a.m.	AT&T: Accelerating Business Value with Oracle E-Business Suite 12 (S311849)	Moscone W, Rm 3006
11:30 a.m.	Lead Your Industry, Dominate Your Markets: Oracle On Demand Customer Case Study (S311942) Customer Speaker: MetroPCS	Moscone W, Rm 3024
11:30 a.m.	Governance and Software Assurance (S308299)	Moscone S, Rm 200
1:00 p.m.	Herbalife Uses My Oracle Support for a Successful Global Implementation (S310978)	Moscone W, Rm 2018
2:30 p.m.	Ingersoll Rand and Reynolds Packaging Reveal How to Use Oracle Diagnostics (S311898)	Moscone S, Rm 200
2:30 p.m.	LexisNexis: Rapid Application Deployment Techniques for Siebel Enterprise Applications (S311854)	Moscone W, Rm 3018
Wednesday October 14, 2009		
10:15 a.m.	Oracle CIO Mark Sunday Discusses Strategies for Thriving in Extraordinary Times (S311870)	Marriott Hotel, Salon 8
10:15 a.m.	DIRECTV: Secrets of a Successful CRM and Call Center On Demand Implementation (S311848)	Moscone W, Rm 2009
10:15 a.m.	Align Outsourcing Strategy to Transform Your Business (S311931) Customer Speaker: Nufarm BDO Seidman; Everest Group; American Airlines; Johnson Diversey	Moscone W, Rm 3024
1:00 p.m.	Use Oracle RAC to Support Your Production Lifecycle: Best Practices from the U.S. Air Force (S311903)	Moscone S, Rm 270
1:00 p.m.	Five Easy Steps to Earning an Oracle Certification (S307662)	Moscone S, Rm 306
1:45 p.m.	Achieving Oracle Certification: Tips and Advice from an Oracle Certified Master (S307661)	Moscone S, Rm 306
1:45 p.m.	Oracle Enterprise Manager Deployment Tools: Best Practices from the U.S. Navy (S311904)	Moscone S, Rm 270
5:00 p.m.	Lower Your Total Cost of Ownership with Oracle Premier Support (S311902)	Moscone S, Rm 302

Oracle OpenWorld Sessions

TIME	TITLE	LOCATION
Thursday October 15, 2009		
9:00 a.m.	Upgrade Best Practices for Oracle E-Business Suite 12 and Oracle Database 11g (S311901) Customer Speaker: BMI	Moscone S, Rm 236
9:00 a.m.	On-Demand Customer Showcase: Maximize the Value of Information Technology (S311944) Customer Speaker: Bellevue University; Rochester Institute of Technology; Cabot Microelectronics	Moscone W, Rm 3022
9:00 a.m.	Software Vulnerabilities: Prevention and Protection (S308298)	Moscone S, Rm 307
10:30 a.m.	Using Web 2.0 to Become a Recognized Oracle Expert: Customer Panel (S309963) Customer Speaker: Verisign, Inc.; IBM / BIWA SIG	Moscone S, Rm 270
10:30 a.m.	Upgrading to Release 11 of Oracle's Hyperion Enterprise Performance Management Applications (S311855)	Intercon, Intercon C
1:30 p.m.	Converting Your Siebel Report Solution from Actuate to Oracle Business Intelligence Publisher (S311851)	Westin, Metropolitan I
3:00 p.m.	Cloud/SaaS/On Demand: Delivering Software the Way Customers Want to Consume It (S311937)	Moscone W, Rm 3024
3:00 p.m.	Critical Patch Update: A Year in Review (S308296)	Moscone S, Rm 102

Oracle Demos

DEMOS	LOCATION
My Oracle Support	Moscone West, W-137
Oracle Advanced Customer Services	Moscone West, W-141
Oracle Consulting / Oracle On Demand	Moscone West, W-135
Oracle On Demand	Moscone West, W-140
Oracle Premier Support	Moscone West, W-139
Oracle Customer Success Assessment	Moscone West, W-138
Oracle University	Moscone West, W-144

Other Activities

TIME	LOCATION
Oracle Support Stars Bars	
Monday October 12, 2009	9:00 a.m. – 5:00 p.m. Directly outside Moscone West, Level 2 Lobby, Overlook 2A
Tuesday October 13, 2009	9:00 a.m. – 5:00 p.m. Directly outside Moscone West, Level 2 Lobby, Overlook 2A
Wednesday October 14, 2009	9:00 a.m. – 5:00 p.m. Directly outside Moscone West, Level 2 Lobby, Overlook 2A
Thursday October 15, 2009	9:00 a.m. – 4:00 p.m. Directly outside Moscone West, Level 2 Lobby, Overlook 2A
Oracle Certification Program Lounge	
Monday October 12, 2009	9:00 a.m. – 5:00 p.m. Moscone South Mezzanine, Room 250
Tuesday October 13, 2009	9:00 a.m. – 5:00 p.m. Moscone South Mezzanine, Room 250

Wednesday October 14, 2009	9:00 a.m. – 5:00 p.m.	Moscone South Mezzanine, Room 250
Thursday October 15, 2009	9:00 a.m. – 2:00 p.m.	Moscone South Mezzanine, Room 250

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.