

FOCUS ON the Utilities Industry in 2009

Around the world, utilities are under pressure. Citizens demand energy and water that don't undermine environmental quality. Regulators seek action on Smart Grids and Smart Metering initiatives that add intelligence to infrastructure. Customers seek choice and convenience—but without additional costs. At Oracle OpenWorld 2009 you will be able join utilities industry professionals and technology experts for a broad range of sessions that will help you learn how you can address the critical issues facing the utilities industry today. Our dedicated Utilities track has been designed for you to gain valuable information on how to increase efficiency, improve stakeholder satisfaction, future-proof your organization—and turn information into power. Additionally, there are cutting edge key note presentations from Oracle executives, partners and customers that you also have access to. This document summarizes the highlights of different sessions for you so that you can take advantage of the complete Oracle OpenWorld experience!

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 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.	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

Keynotes (continued)

TIME	TITLE	LOCATION
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

Oracle Utility Sessions

This year Oracle Utilities is pleased to offer its utilities customers a dedicated Utilities content track, designed to provide updates on product innovations, industry issues and trends, and customer case studies.

TIME	ID	TITLE	LOCATION
Monday October 12, 2009			
11:30 – 12:30	S308039	Oracle Utilities' Smart Grid Road Map: Turning Information into Power Bradley Williams, VP Product Management, Oracle	Palace Hotel, Presidio
11:30 – 12:30	S308089	Oracle Utilities Customer Care and Billing Road Map Andreas Ruhl, Director Product Management, Oracle	Palace Hotel, Concert
11:30 – 12:30	S308567	Leaders keep Critical Assets Running with Peoplesoft Maintenance Management Loida McDearis, Sr Product Manager, Oracle Mark Rosenberg, Director Product Strategy	Moscone West Ls, Room 3007
1:00 – 2:15	S311247	Oracle Utilities General Session Linda Jackman, GVP Product Management, Oracle Utilities Roger Duncan, CEO, Austin Energy Guerry Waters, VP Industry Strategy, Oracle Utilities Bradley Williams, VP Product Management, Oracle Utilities	Palace Hotel, Concert

Oracle Utility Sessions (continued)

TIME	ID	TITLE	LOCATION
1:00 – 2:00	S309350	Transparency and Innovation: the Core of the Eco-Enterprise Lenley Hensarling, GVP, Oracle Niels Peulicke-Andersen, DONG Energy Mikko Valtonen, 2Future	Moscone W, Rm 3005
2:30 – 3:00	S311933	Enabling the Eco-Enterprise with Improved Operational Efficiency Jeff Henley, Chairman of the Board, Oracle Lenley Hensarling, GVP, Oracle Mark Sunday, SVP and CIO, Oracle	Moscone W, Rm 2003
2:30 – 3:30	S308035	Meter Data Management Customer Success Story Bruce Rankin, IT Project Supervisor, Modesto Irrigation District Lawrence Nelson, Sr Product Manager, Oracle	Palace Hotel, Sea Cliff
2:30 – 3:30	S308050	Smart Grid Solution Overview: OMS/DMS Brett Doehr, Principal Product Manager, Oracle	Palace Hotel, Presidio
2:30 – 3:30	S308050	Oracle Utilities customer Care and Billing: Solution Overview Neal Nawrocki, Principal Product Manager, Oracle	Palace Hotel, Concert
2:30 – 3:30	S308568	PeopleSoft Asset Management 9.1: A Customer-Driven Road Map Loida McDearis, Sr Product Manager, Oracle Lakshmi Maddila, Technical Support Engineer, Oracle	Moscone West L3, Room 3020
4:00 – 5:00	S308032	Smart Metering Solution Overview: An Enterprise Perspective Brian Michel, Sr. Product Manager, Oracle	Palace Hotel, Twin Peaks South
4:00 – 5:00	S308060	The Smart Grid's Impact on Workforce and Asset Management Bruce Kane, Director Product Management, Oracle	Palace Hotel, Sea Cliff
4:00 – 5:00	S308092	Oracle Utilities Customer Care and Billing: Energy Utility Customer Case Study Alexandra Gillies, Energy Systems IT Manager, Bord Gais	Palace Hotel, Presidio
4:00 – 5:00	S311602	Asset Lifecycle Management R12: Oracle Enterprise Asset Management and Oracle Asset Tracking Doug Stretton, Barrick Mining Andy Binsley, Sr Director Product Strategy, Oracle	Moscone West Room 2003
5:30 – 6:30	S308024	Oracle Utilities Integration Road Map Jay Davidson, Product Manager, Oracle	Palace Hotel, Sea Cliff
5:30 – 6:30	S308053	Smart Grid: Enterprise Information Management & Technology Governance Bradley Williams, VP Product Management, Oracle	Palace Hotel, Presidio
5:30 – 6:30	S308061	Oracle Utilities Business Intelligence: Solution Overview and Product Fit Jeremy Oosthuizen, Principal Product Manager, Oracle	Palace Hotel, Twin Peaks South

Tuesday October 13, 2009

11:30 – 12:30	S308025	Solution Overview: Fieldwork Integration Steven Fisher, Director Product Management, Oracle	Palace Hotel, Pacific Heights
11:30 – 12:30	S308056	Next-Generation Work Management Solutions Overview Burce Kane, Director Product Management, Oracle	Palace Hotel, Twin Peaks South

Oracle Utility Sessions (continued)

TIME	ID	TITLE	LOCATION
11:30 – 12:30	S308093	Oracle Utilities Customer Care and Billing: Water Utility Customer Case Study Anh Dong, IS Project Director, San Francisco Public Utilities Commission	Palace Hotel, Presidio
1:00 – 2:00	S308055	Smart Grid Customer Presentation: Turning Information into Power Brett Doehr, Principal Product Manager, Oracle.	Palace Hotel, Presidio
2:30 – 3:30	S308033	Device Communications and Event Management in the Smart Utility Kristen Shepherd, Oracle	Palace Hotel Twin Peaks South
2:30 – 3:30	S312433	The Conservation Journey: Leveraging Oracle Utilities Customer Care and Billing & Lodestar Rich Walker, Director Customer Transformation, Constellation Energy	Palace Hotel, Presidio
2:30 – 3:30	S311606	Extend Oracle Asset Lifecycle Management: Maximinze Your Asset Maintenance Capabilities Chuck Ambruster, Corp Reliability Eng Manager, The J.M. Smucker Company Joseph Ashen, Barric Mining Landis Hjelle, IS Manager, Minnkota Power Cooperative Jennifer Allen, Director Product Strategy, Oracle	Moscone West Room 2003
4:00 – 5:00	S308057	Next-Generation Work Management Road Map Overview Bruce Kane, Director Product Management, Oracle	Palace Hotel Twin Peaks South
5:30 – 6:30	S307807	A Diet That Works: Reducing Technology and Operations Costs in Utilities Mayann Wolff, President, ProMark Solutions	Palace Hotel, Twin Peaks South
5:30 – 6:30	S309118	Oracle Enterprise Asset Management for Nuclear Plant and T&D Work Management Zeljko Reljic, CIO, Nuclear Power Plant Krsko Andy Binsley, Sr. Director, Oracle Dave Loesch, Sr. Director, Oracle	Palace Hotel, Presidio
Wednesday October 14, 2009			
10:15 – 11:15	S308059	New Tools for Next-Generation Mobile Workers Matthew Grace, Director Product Management, Oracle	Palace Hotel, Twin Peaks South
10:15 – 11:15	S308096	Oracle Utilities Quotations Management: Customer Case Study Mark Barnhart, Sr. Product Manager, Oracle	Palace Hotel, Presidio
10:15 – 11:15	S311604	Advances in Asset Visualization with Oracle Asset Lifecycle Management Products Amit Mondal, Sr Manager Development, Oracle Ajay Kalavala, Manager Development, Oracle	Moscone West Room 2003
11:45 – 12:45	S308030	Solution Overview: Supply Chain for Oracle Utilities Work & Asset Management Julian Wilson, Product Manager, Oracle	Palace Hotel, Presidio
11:45 – 12:45	S309606	NV Energy Major Projects: Implementing Primavera Enterprise Solutions Josh Schonbrun, Mgr. Project Controls, NV Energy Prasad Shukla, Primavera Technical Consultant, Wipro Dave Graham, Sr. Principal Consultant, Oracle	Marriott Hotel, Salon 6
5:00 – 6:00	S309731	Succeeding in a Deregulated World: EDS/Oracle Solution for Utility Companies Murali Palanisamy, Oracle Fusion SME, EDS Ranga Subramanian, Program Executive, EDS	Palace Hotel, Presidio

Oracle Utility Sessions (continued)

TIME	ID	TITLE	LOCATION
5:00 – 6:00	S310830	Introduction to Primavera P6 Enterprise Project Portfolio Management for Oil/Gas and Utilities Faith Bevitz, Principal Sales Consultant, Oracle	Marriott Hotel, Salon 8
5:00 – 6:00	S311488	Oracle Spatial 11g: Build Web Services, Oracle spatial GeoRaster, Network and 3-D Applications Daniel Geringer, Sr. Software Development Manager, Oracle Mike Horhammer, Software Developer, Oracle Siva Ravada, Director Software Development, Oracle	Moscone South, Room 236
Thursday October 15, 2009			
9:00 – 10:00	S308036	Demand Response for Residential Markets Glenn Macrill, VP Product Management, Oracle	Palace Hotel, Twin Peaks South
9:00 – 10:00	S308062	Oracle Utilities Business Intelligence Road Map: Where the Product is Going Jeremy Oosthuizen, Principal Product Manager, Oracle	Palace Hotel, Presidio
9:00 – 10:00	S311637	SOA for the Utilities Industry: Meeting the Challenges of the Smart Grid Mark Bowne, Sempra Utilities William Maxwell, Sempra Utilities Peter Belknap, Oracle	Marriott Hotel, Salon 1
10:30 – 11:30	S309205	Driving Value Through Enterprise Project & Portfolio Management in Utilities Guy Barlow, Industry Strategist, Oracle	Palace Hotel, Presidio
12:00 – 1:00	S308031	Customer Presentation: Supply Chain Integration John Clow, Consulting Practice Director, Oracle	Palace Hotel, Presidio
12:00 – 1:00	S308058	Client Integration with Oracle Utilities Work and Asset Management Dana Drysdale, VP of Information Systems, San Jose Water Company	Palace Hotel, Twin Peaks South
12:00 – 1:00	S309168	Use of Reflection Projects for Contractor Schedules on a Large E&C Project Jeff Altimier, Senior Scheduling Engineer, Duke Energy Randy Kloefkorn, Consulting Project Technical Manager, Oracle	Marriott Hotel, Salon 1
12:00 – 1:00	S310633	Round Out Your HRMS Solution and Empower Your Employees Loretta Heidorn, Dir Org & Performance Excellence, Vectren Corporation Josh Scheumann, Managing Director, Zanett Commercial Solutions	Moscone West L2, Room 2024
1:30 – 2:30	S308037	Optimizing Rate Design with Oracle Utilities Rate Management Mark Barnhart, Sr. Product Manager, Oracle	Palace Hotel, Twin Peaks South
1:30 – 2:30	S309115	AutoVue Document Visualization and Collaboration for Power Generation Companies Thierry Bonfante, Director Product Management, Oracle	Palace Hotel, Presidio
3:00 – 4:00	S307895	Prebuilt Siebel CRM and Billing Application Integration for Utilities Eric-Thierry Martin, Director Product Strategy, Oracle Madhan O.R. Kumar, Infosys Technologies, LTD	Palace Hotel, Twin Peaks South

Oracle Utility Sessions (continued)

TIME	ID	TITLE	LOCATION
3:00 – 4:00	S309116	Using Oracle Enterprise Asset Management to Manage the Evolving Electric Generation Business Ken Kohler, PeopleSoft Financials Business Analyst, Cogentrix Energy Paul Pauesick, Director of Information Technology, Kansas City Board of Public Utilities David Westfall, IT Manager, Deseret Power Joe Ferro, Operations Field Supervisor, Green Mountain Power Jennifer Allen, Director Product Strategy, Oracle	Palace Hotel, Presidio

Oracle Utilities Demos

Come to the Utilities Demo area located on the 2nd level at the Palace Hotel to see live demos of Oracle Utilities' mission-critical software applications and to ask 1:1 questions of our solution experts.

DEMOS	LOCATION
Oracle Utilities Mobile Workforce Management and Oracle Utilities Work and Asset Management (HPU-001)	Palace Hotel, Level 2
Oracle Utilities Meter Data Management (HPU-002)	Palace Hotel, Level 2
Oracle Utilities Customer Care & Billing (HPU-003)	Palace Hotel, Level 2
Oracle Self-Service E-Billing and Siebel Energy (HPU-004)	Palace Hotel, Level 2
Oracle Enterprise Asset Management Solutions and Oracle AutoVue (HPU-005)	Palace Hotel, Level 2

Oracle Utilities Lounge

Come to the Oracle Utilities Lounge to relax, meet with your peers, catch up on phone calls or to ask questions. The lounge is located on the same floor as the Utilities sessions and demo grounds on the 2nd level in the Monterey room at the Palace Hotel.

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

Networking Activities

Oracle OpenWorld 2009 is offering an exciting line up of networking events just for you! Whether its dancing in the streets at the Opening Reception, mingling with your peers at the annual Oracle Utilities Customer Reception, rocking out to Aerosmith at the Appreciation Event, or helping to close out another great year at the "It's a Wrap!" party – you will not want to miss these opportunities to mingle with peers, industry leaders, partners, and Oracle experts.

EVENT	LOCATION	TIME
Sunday October 11, 2009		
Oracle Energy & Utilities SIG	Moscone West Room 3009	1:00 p.m – 2:00 p.m.
Welcome Reception	Howard Street Tent and Yerba Buena Gardens	7:30 p.m. – 9:30 p.m.
Monday October 12, 2009		
Utilities Customer Reception	TownHall Restaurant – 342 Howard Street Sponsored by Pitney Bowes Business Insights	7:30 p.m. – 10:00 p.m.
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.

Partner Exhibits

Make sure that you stop by our partner booths which will be staffed with industry experts ready to answer your questions and share with you the latest solutions and services that they have to offer to the utilities industry.

PARTNER	BOOTH #, LOCATION
Accelatis	Hyperion Pavilion
Burns & McDonnell	Primavera Pavilion
Catalyst USA	Primavera Pavilion
CCH, a Woters Kluwer business	#3649, Moscone West
CedarCrestone	#1633, Moscone South
Citagus Software (USA), Inc	\$2611, Moscone South
CPM Solutions	Primavera Pavilion
CSC	#711 Moscone South
DigitalGlobe	#3131, Moscone West

Partner Exhibits (continued)

PARTNER	BOOTH #, LOCATION
EcoSys	Primavera Pavilion
ESRI	#721, Moscone South
ESS (Environmental Support Solutions)	Green Marketplace Pavilion
eTime Machine	Primavera Pavilion
Excel4apps Pty Ltd	#2635, Moscone South
Genesys Telecommunications	#2625, Moscone South
Green Marketplace	Moscone Upper North Lobby
Imex Systems	#441, Moscone South
Kronos Incorporated	#2503, Moscone South
LoadSpring Solutions, Inc	#2237, Moscone South
LXE Inc.	#2503, Moscone South
More4Apps	#2633, Moscone South
Motorola	#3109, Moscone West
NAVTEQ	#2509, Moscone South
Phire, Inc.	#130, Moscone South
Pike Electronic	#129, Moscone South
PITSS American, LLC	#3850, Moscone South
Project Partners, LLC	#2502, Moscone South
Psion Teklogix	#105, Moscone South
Rolta	#3423, Moscone West
SA Technologies	#132, Moscone South
Signum Group, LLC	#440, Moscone South
Stellar Services	#440, Moscone South
Ventureforth	#2632, Moscone South
Viziya	#2422, Moscone South
WisdomForce Technologies, Inc	#3246, Moscone South

Special Program: Nuclear Power Generation Operations and Work Management Special Interest Group

Please join us for the first Oracle Nuclear Power Generation Operations and Work Management Special Interest Group Meeting on October 16th, 2009, the day after the conclusion of Oracle OpenWorld 2009.

This meeting is intended to be a forum for Oracle Customers in the Nuclear Power Industry to exchange best practice information and to provide industry specific feedback to Oracle. All Oracle customers interested in Nuclear Operations and Maintenance should consider attending. The meeting will be hosted jointly by Oracle and Nuclear Power Plant Krsko ([NEK](#)).

The meeting agenda is designed to maximize customer interaction and will include the following topics:

- Welcome and Introductions
- Oracle's Vision for Nuclear Power
- NEK Project and Oracle Partnership Plans
- Customer Introductory Presentations
- Oracle's Product Investments for Nuclear Power: EBS, PSFT, Primavera, AutoVue
- SIG Organizational Discussion

Date: Friday, October 16, 2009

Time: 8:00 am- 1:00 pm

Location: Oracle Conference Center, 350 Oracle Parkway, Redwood Shores, CA

RSVP or Questions: Please RSVP by September 26th, 2009. To RSVP or if you have any questions contact Andy Binsley – andy.binsley@oracle.com

Key Locations

Moscone Center North and West

747 Howard Street

San Francisco, CA 94103

Activities: Keynotes, Sessions, Exhibit Hall

The Palace Hotel

2 New Montgomery Street (at Market)

San Francisco, CA 94105

Activities: Oracle Utilities Track, Oracle Utilities Lounge, Oracle Utilities DEMOGrounds

TownHall restaurant

342 Howard Street

San Francisco, CA 94102

Activities: Oracle Utilities Reception

Treasure Island

401 Palm Ave

San Francisco, CA 94130

Activities: Customer Appreciation Event