

Get ready for [Oracle OpenWorld 2009!](#) We're demonstrating Oracle's commitment to the Communications and Media industry with an unprecedented number of industry sessions, product demos and networking events all located at the elegant Palace Hotel in San Francisco. Communications and media companies from around the world including Cox Communications, Vodafone Qatar, BT, Tikona, Cisco-WebEX, McGraw-Hill, KDDI and others will discuss industry trends and innovative strategies they are employing to grow their top line while reducing capital and operating expenditures. Don't miss this opportunity to collaborate, network and build relationships with these Communications and Media industry leaders. See demonstrations of our latest products and meet with product experts to learn about our industry strategy and roadmap. Come with questions and leave with the answers and insights you need to improve your business – See you in San Francisco!

**Get daily SMS alerts on Communications and Media sessions and networking events during OpenWorld! Text COMMS to 44636 on your mobile phone.\***

\*Domestic carriers only; standard message & data rates may apply; 2 msgs/day max

**Keynotes**

TIME	TITLE	LOCATION
<b>Sunday October 11, 2009</b>		
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 Larry Ellison, CEO, Oracle Scott McNealy, Chairman and Co-founder, Sun Microsystems	Moscone North Hall D
<b>Monday October 12, 2009</b>		
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 James Gosling, Vice President and Sun Fellow	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 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**

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

**General Session**

TIME TITLE LOCATION

**Monday October 12, 2009**

1:00 p.m. – 2:15 p.m.	<b>Communications and Media</b> Bhaskar Gorti, SVP and GM, Oracle Communications, Oracle Adrian Dilworth, CIO, Vodafone Qatar TK Kurien, President, Communications & Media, Wipro To view session detail, <a href="#">click here</a> .	Palace Hotel, Rose Room
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Sponsored by:



**Communications and Media Track**

To view sessions in detail, [click here](#).

**MONDAY, OCTOBER 12, 2009**

TIME	TITLE	PALACE HOTEL AND OTHER LOCATIONS
11:30 a.m.	S308823 – Publishing Content Lifecycle Management for Media and Entertainment, <b>Featuring McGraw-Hill</b>	Pacific Heights
11:30 a.m.	S308850 – Delivering the Quad Play: Cox Communications Case Study, <b>Featuring Cox Communications</b>	Rose
11:30 a.m.	S312762 – BOSS for Oracle: Infosys Solution for Espresso Telecom’s Rollout in Africa, <b>Featuring Espresso Telecom Group</b>	Sea Cliff
1:00 p.m.	S308854 – General Session: Communications and Media	Rose
2:30 p.m.	S308849 – How to Launch a New Mobile Operator in Six Months: Vodafone Qatar Case Study, <b>Featuring Vodafone Qatar</b>	Rose
2:30 p.m.	S308822 – Intellectual Property Rights and Royalties Management for Media and Entertainment, <b>Featuring Paramount Studios</b>	Pacific Heights
4:00 p.m.	S308815 – Oracle Communications Portfolio Overview and Product Direction	Rose
4:00 p.m.	S308824 – Master Data Management for Communications: Customer Master, <b>Featuring Qwest</b>	Pacific Heights
4:00 p.m.	S311178 – Smart Strategies: Prepare for Tomorrow, Leverage What You Have Today, <b>Featuring Vodafone Qatar</b>	Moscone West L3 Room 3010/3012
5:30 p.m.	S308821 – Service Fulfillment Overview and Product Direction	Pacific Heights
5:30 p.m.	S308833 – Successful Front-Office Transformation, <b>Featuring Telefonica O2</b>	Rose

**TUESDAY, OCTOBER 13, 2009**

TIME	TITLE	PALACE HOTEL AND OTHER LOCATIONS
11:30 a.m.	S308818 – Oracle Communications Order Management Overview and Product Direction	Sea Cliff
11:30 a.m.	S310788 – Siebel Customer Relationship Management for Communications	Westin Market Street Hotel, Metropolitan I

**Communications and Media Sessions**

**TUESDAY, OCTOBER 13, 2009**

TIME	TITLE	PALACE HOTEL AND OTHER LOCATIONS
1:00 p.m.	S308817 – Oracle Communications Service Delivery Platform Overview and Product Direction	Pacific Heights
1:00 p.m.	S308848 – Demand Management and Supply Chain Planning with Cox Communications, <b>Featuring Cox Communications</b>	Sea Cliff
2:30 p.m.	S308816 – Oracle Communications Billing and Revenue Management Platform Overview and Product Direction	Pacific Heights
2:30 p.m.	S308834 – Streamlined Order to Activation: Telefonica O2 Case Study, <b>Featuring Telefonica O2</b>	Sea Cliff
4:00 p.m.	S308839 – Mitigating Customer Churn and Maximizing Customer Loyalty, <b>Featuring Orange Spain</b>	Pacific Heights
4:00 p.m.	S312768 – Disruptive Revenue Generation and Subscriber Growth with the Sun Java Communications Suite, <b>Featuring Sun Microsystems</b>	Sea Cliff
5:30 p.m.	S308827 – Communications Business Model Expansion with Service Delivery Platform, <b>Featuring Telecom Italia</b>	Pacific Heights

**WEDNESDAY, OCTOBER 14, 2009**

TIME	TITLE	PALACE HOTEL AND OTHER LOCATIONS
10:15 a.m.	S308826 – Securely and Scalably Monetizing Third-Party Content: <b>Featuring O2 UK</b>	Pacific Heights
10:15 a.m.	S308851 – Customer Service and Business Agility Matters: Partner Communications Case Study, <b>Featuring Orange</b>	Sea Cliff
11:45 a.m.	S308820 – Increase Speed to Market Through Rapid Offer Design and Order Delivery, <b>Featuring Tikona</b>	Sea Cliff
11:45 a.m.	S308830 – Innovation Through Convergent Charging: Swisscom Case Study, <b>Featuring Swisscom</b>	Pacific Heights
1:00 p.m.	S312827 – Creating Innovation and Value for Network Equipment Providers <b>Featuring Sun Microsystems</b>	Sea Cliff
5:00 p.m.	S308828 – End to End Order Life Cycle Management: Case Study from OTE, <b>Featuring OTE</b>	Pacific Heights

**Communications and Media Sessions**

**THURSDAY, OCTOBER 15, 2009**

TIME	TITLE	PALACE HOTEL AND OTHER LOCATIONS
9:00 a.m.	S308838 – Cloud, SaaS and Monetization of Services, <b>Featuring Cisco-WebEx</b>	Pacific Heights
9:00 a.m.	S308841 – Delivering a Consistent Experience Across Multiple Channels: Lyse Tele Case Study, <b>Featuring Lyse Tele</b>	Sea Cliff
9:00 a.m.	S307509 – From Beta Boxes to Business Benefits: Oracle Exadata One Year On, <b>Featuring LGR Telecommunications</b>	Moscone South Room 104
10:30 a.m.	S308831 – Winning Strategies using Oracle Communications Applications for Mission Critical Systems and Business Processes, <b>Featuring Telecom Argentina</b>	Sea Cliff
10:30 a.m.	S308847 – Retail Best Practices for the Communications Industry, <b>Featuring France Telecom</b>	Pacific Heights
10:30 a.m.	S310366 – Case Study: Rogers Communications' Oracle Supply Chain Project, <b>Featuring Rogers Communications</b>	Moscone South, Room 310
12:00 p.m.	S308835 – A Pragmatic Step-by-Step Approach to Unifying Inventory: KDDI Case Study, <b>Featuring KDDI</b>	Pacific Heights
12:00 p.m.	S308837 – Efficient Delivery of Complex Information and Communications Technology Products: BT Case Study, <b>Featuring BT</b>	Sea Cliff
12:00 p.m.	S309857 – Value Chain Planning: Achieving High Performance in the Communications Industry, <b>Featuring AT&amp;T</b>	Moscone West L3 Room 3010/3012
1:30 p.m.	S308836 – Optimized Customer Experience Through Real-Time Business Intelligence	Sea Cliff
1:30 p.m.	S311123 – Oracle Product Hub for Communications: Product Overview and Customer Implementation Stories, <b>Featuring BT and LG Telecom</b>	Pacific Heights
3:00 p.m.	S308608 – Accenture Helps Poste Italiane Launch Its PosteMobile MVNO Initiative	Sea Cliff
3:00 p.m.	S308845 – Oracle Innovation Enables Carrier's Intelligence Infrastructure	Pacific Heights

**User Group Forum and Special Interest Group (SIG) Meetings**

TIME	TITLE	LOCATION
<b>Sunday October 11, 2009</b>		
2:00 p.m.	Communications and Media IUG Meeting To view meeting detail, click <a href="#">here</a> .	Moscone West L2 Room 2020

**Communication Industry Pavilion Demo Hours- Palace Hotel**

**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**

10:00 AM – 4:00 PM

DEMOS

PALACE HOTEL

HPC-008 – Communications Business Intelligence and Data Model To view demo details, <a href="#">click here</a> .	Communications Industry Pavilion
HPC-012 – Inventory Management and Network Optimization To view demo details, <a href="#">click here</a> .	Communications Industry Pavilion
HPC-007 – Monetizing Networks with Services Exposure To view demo details, <a href="#">click here</a> .	Communications Industry Pavilion
HPC-004 – Rapid Offer Design and Order Delivery To view demo details, <a href="#">click here</a> .	Communications Industry Pavilion
HPC-010 – Unified CRM and Billing and Revenue Management To view demo details, <a href="#">click here</a> .	Communications Industry Pavilion
HPC-009 – In Store Excellence for Communications To view demo details, <a href="#">click here</a> .	Communications Industry Pavilion
HPC-005 – Oracle Solution for Media Intellectual Property Management To view demo details, <a href="#">click here</a> .	Communications Industry Pavilion
S-080 – Siebel Communications To view demo details, <a href="#">click here</a> .	Moscone South
S-070 – Master Data Management for Product Data To view demo details, <a href="#">click here</a> .	Moscone South
Sun Carrier Grade Bladed System, Ideal Consolidation Platform ( <b>Sun Microsystems</b> )	Communications Industry Lounge
Sun's Industry-leading Carrier Grade Rack Mount Servers ( <b>Sun Microsystems</b> )	Communications Industry Lounge

### Communications and Media Industry Lounge

TIME	ACTIVITY	LOCATION
<b>Monday October 12, 2009</b>		
8:00 a.m. – 6:00 p.m.	Lounge open	Palace Hotel, Napa Room
<b>Tuesday October 13, 2009</b>		
7:30 a.m. – 9:30 p.m.	Oracle Communications Media and Entertainment Networking Breakfast (By invitation only)	Palace Hotel, Napa Room
11:00 a.m. – 6:00 p.m.	Lounge open	Palace Hotel, Napa Room
<b>Wednesday October 14, 2009</b>		
7:30 a.m. – 10:00 a.m.	Communications Industry Analyst Breakfast (By invitation only)	Palace Hotel, Napa Room
11:00 a.m. – 6:00 p.m.	Lounge open	Palace Hotel, Napa Room
<b>Thursday October 15, 2009</b>		
8:00 a.m. – 4:00 p.m.	Lounge open	Palace Hotel, Napa Room

### Networking Events

EVENT	LOCATION	TIME
<b>Sunday October 11, 2009</b>		
Oracle Communications CAB Reception	(By invitation only)	7:30 p.m. – 10:30 p.m.
Welcome Reception	Howard Street Tent and Yerba Buena Gardens	7:30 p.m. – 9:30 p.m.
<b>Monday October 12, 2009</b>		
Oracle Communications Reception (To register, <a href="#">click here</a> )	St. Regis Hotel, Gallery 1, 2 <sup>nd</sup> floor	7:00 p.m. – 9:00 p.m.
<b>Tuesday October 13, 2009</b>		
Oracle Communications Media and Entertainment Networking Breakfast (By invitation only)	Palace Hotel, Communications Industry Lounge, Napa Room	7:30 a.m. – 9:30 a.m.
<b>Wednesday October 14, 2009</b>		
OpenWorld Appreciation Event with Aerosmith	Treasure Island	8:00 p.m. – 12:00 a.m.
<b>Thursday October 15, 2009</b>		
It's a Wrap	Howard Street Tent	4:00 p.m. – 6:00 p.m.

**Communications Alliance and Channels Events**

TIME	ACTIVITY	LOCATION
<b>Friday, October 9, 2009</b>		
12:30 p.m. – 7:00 p.m.	Partner Advisory Council for System Integrators (By invitation only)	Holiday Inn
<b>Saturday, October 10, 2009</b>		
8:00 a.m. – 7:00 p.m.	Partner Advisory Council for System Integrators (By invitation only)	Holiday Inn
<b>Sunday October 11, 2009</b>		
12:30 p.m. – 3:00 p.m.	OPN Forum General Session To view session detail, <a href="#">click here</a> .	Moscone South, Gateway Room 103-104

**Key Event Locations**

**Moscone Center South, North and West**  
747 Howard Street  
San Francisco, CA 94103

**The Palace Hotel**  
2 New Montgomery Street  
San Francisco, CA 94105

**Holiday Inn San Francisco – FisherMan’s Wharf**  
1300 Columbus Avenue  
San Francisco, CA 94133

**Bourbon and Branch**  
501 Jones Street  
San Francisco, CA 94102

**St. Regis Hotel**  
125 3<sup>rd</sup> Street  
San Francisco, CA 94103

**Westin Market Street Hotel**  
50 Third Street  
San Francisco, CA 94103