

FOCUS ON DATA WAREHOUSING

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.	Extreme Innovation Scott McNealy Chairman of the Board and Cofounder, Sun Microsystems, Inc Larry Ellison CEO, Oracle	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.	The Top 10 Things You May Not Know About Software at James Gosling Vice President and Fellow, Sun Microsystems, Inc	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		
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 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

Oracle OpenWorld Sessions

TIME	TITLE	LOCATION
Monday October 12, 2009		
11:30 a.m.	Oracle Database Performance on Linux: Tips, Tools, and Tuning for Intel Platforms	Moscone S, Rm 300
1:00 pm	How to Achieve "All in One" with Oracle Database 11g	Moscone S, Rm 102
1:00 p.m.	An ETL Framework Using Oracle Warehouse Builder	Moscone S, Rm 270
1:00 p.m.	Practical Performance Management for Oracle Real Application Clusters	Moscone S, Rm 300
1:00 p.m.	Oracle Data Mining 11g: Overview, Demos, Oracle Exadata, and Road Map	Moscone S, Rm 307
1:00 p.m.	Transparency and Innovation: The Core of the Eco-Enterprise	Moscone W, Rm 3005
2:30 p.m.	Enabling the Eco-Enterprise with Improved Operational Efficiency	Moscone W, Rm 2003
2:30 p.m.	Oracle Database 11g for Data Warehousing	Moscone S, Rm 103
2:30 p.m.	How to Hint	Moscone S, Rm 270
2:30 p.m.	Partitioning, More Cost Savings, Better Performance, Better Management in Oracle Database 11g	Moscone S, Rm 310
4:00 p.m.	Oracle Database 11g: Performance Innovations	Moscone S, Rm 103
4:00 p.m.	Enhancing Oracle Business Intelligence Enterprise with Oracle OLAP Cubes	Moscone S, Rm 307
5:30 p.m.	Slash Storage Costs with Oracle Automatic Storage Management	Moscone S, Rm 300
5:30 p.m.	Data Compression Features in Oracle Database 11g	Moscone S, Rm 301
5:30 p.m.	Implement Best Practices for Extreme Performance with Oracle Data Warehousing	Moscone S, Rm 307
5:30 p.m.	Using Excel and Oracle for Business Intelligence and Ad Hoc Reporting	Moscone W, Rm 2010
Tuesday October 13, 2009		
11:30 a.m.	Oracle Advanced Compression: Reduce Storage, Reduce Costs, Increase Performance	Moscone S, Rm 104
11:30 a.m.	Session Recommendations at Oracle OpenWorld: How Did They Do It?	Moscone S, Rm 300
11:30 a.m.	Case Study: Building a Data Warehouse Cost-Effectively	Moscone S, Rm 301
11:30 a.m.	Extreme Backup and Recovery on the Oracle Database Machine	Moscone S, Rm 307
1:00 p.m.	SQL Analytical Functions in the Real World	Marriott Hotel, Salon 1
1:00 p.m.	Budgeting and Planning with Microsoft Excel and Oracle OLAP	Moscone S, Rm 301
1:00 p.m.	Oracle's Hybrid Columnar Compression: The Next-Generation Compression Technology	Moscone S, Rm 102

1:00 p.m.	Oracle's Strategic OLAP Technologies: Oracle Essbase and Oracle OLAP	Marriott Hotel, Salon 3
1:00 p.m.	Achieve Extreme Performance with Oracle Exadata and the Oracle Database Machine	Moscone S, Rm 307
2:30 p.m.	Customer Panel: Oracle Exadata Storage Server and Oracle Database Machine Deployments	Moscone S, Rm 102
2:30 p.m.	What to Expect from the Oracle Optimizer When Upgrading to Oracle Database 11g	Moscone S, Rm 103
2:30 p.m.	Oracle Database Backup-and-Recovery Best Practices and New Features	Moscone S, Rm 104
4:00 p.m.	Top 10 Lessons Learned Implementing Oracle Exadata and Oracle Database Machine	Moscone S, Rm 102
4:00 p.m.	Current Trends in Real-World Database Performance	Moscone S, Rm 104
4:00 p.m.	Scaling to Infinity: Partitioning Data Warehouses on Oracle Database	Moscone S, Rm 302
5:30 p.m.	Oracle Database Machine and Oracle Exadata: Best Practices and Customer Considerations	Moscone S, Rm 102
5:30 p.m.	The Terabyte Hour with the Real-World Performance Group	Moscone S, Rm 104
5:30 p.m.	Oracle Real Application Clusters: A Case for Diagonal Scalability	Moscone S, Rm 302
5:30 p.m.	Extreme Performance with Oracle Database 11g and In-Memory Parallel Execution	Moscone S, Rm 308

Wednesday October 14, 2009

10:15 a.m.	Top 10 Lessons Learned Implementing Oracle Exadata and Oracle Database Machine: Session 2	Moscone S, Rm 102
10:15 a.m.	Get the Best Out of Oracle Partitioning by Upgrading to Oracle Database 11g	Moscone S, Rm 307
11:45 a.m.	Understanding Oracle Real Application Clusters Internals	Moscone S, Rm 104
11:45 a.m.	Save Money, Get Insight Faster with Industry-Specific Data Warehouse "in a Box"	Moscone S, Rm 307
1:00 p.m.	ELT, Federation and Replication: The Emerging Data Integration Framework	Moscone W, Rm 3014
1:45 p.m.	Harnessing Oracle OLAP and Oracle Business Intelligence Enterprise Edition	Moscone S, Rm 307
5:00 p.m.	SQL Gone Wild: Taming Bad SQL the Easy Way (or the Hard Way)	Moscone S, Rm 102
5:00 p.m.	Next Generation Oracle Exadata Storage Server and Oracle Database Machine: The Future is Now	Moscone S, Rm 104

Thursday October 15, 2009

9:00 a.m.	From Beta Boxes to Business Benefits: Oracle Exadata One Year On	Moscone S, Rm 104
9:00 a.m.	Plan Stability, Baselines, and SQL Plan Management	Moscone S, Rm 301
9:00 a.m.	Hartford Evaluates Oracle Exadata for a Large, High-Performance Information Store	Moscone S, Rm 200
10:30 a.m.	DBA's New Best Friend: Oracle Database 10g and 11g SQL Performance Analyzer	Moscone S, Rm 102
10:30 a.m.	Oracle Optimizer Roundtable	Moscone S, Rm 103
12:00 p.m.	Oracle Advanced Compression: Stories from the Most Trusted Source—Customers!	Moscone S, Rm 104
12:00 p.m.	Partitioning Your Oracle Data Warehouse: Just a Simple Task?	Moscone S, Rm 236
12:00 p.m.	Technical Deep Dive: Next-Generation Oracle Exadata Storage Server and Oracle Database Machine	Moscone S, Rm 307
3:00 p.m.	The Best Oracle Database 11g New Features	Moscone S, Rm 103

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

TIME	TITLE	LOCATION
Sunday October 11, 2009		
8:30 a.m.	IOUG: HP Oracle Database Platform/Oracle Exadata SIG Roundtable	Moscone W, Rm 2004
10:30 a.m.	IOUG: Oracle Database Machine and Oracle Exadata: Best Practices and Customer Considerations	Moscone W, Rm 2004
11:15 a.m.	Oracle Database 11g Best Practices for Using Partitioning in HA Environments and VLDBs	Moscone W, Rm 2012
1:00 p.m.	Oracle Industry Data Model: A Faster and Cheaper "Off the Shelf" Data Warehouse	Moscone W, Rm 2002
1:00 p.m.	Evaluation of Oracle Exadata for an OLTP and Data Warehouse System and Test Results	Moscone W, Rm 2012
2:00 p.m.	IOUG: Oracle Real Application Clusters Performance Tuning	Moscone W, Rm 2001
2:00 p.m.	Transparently Encrypting the Data in Oracle Database 11g	Moscone W, Rm 2012
2:00 p.m.	IOUG: Demystifying the Oracle Database Platform and Oracle Exadata Storage	Moscone W, Rm 2004
2:00 p.m.	IOUG: System Administration 101: Tips for DBAs	Moscone W, Rm 2005
2:00 p.m.	IOUG: An Extensible, Automated Vehicle Location Solution Based on the Oracle Tech Stack	Moscone W, Rm 2006
3:30 p.m.	IOUG: Oracle Exadata--Real-World Customer Implementation	Moscone W, Rm 2004

Oracle Demos

DEMOS	LOCATION
Oracle Database Machine	Moscone W, W-023
Oracle Exadata Storage Server and Oracle Database Machine	Moscone W, W-028
Oracle Advanced Compression	Moscone W, W-032
Oracle Data Mining	Moscone W, W-027
Industry Data Model: Retail, Communications, Banking	Moscone W, W-026
Enhancing the Data Warehouse with Oracle OLAP	Moscone W, W-029
Using OLAP Cubes with Excel and BI Applications	Moscone W, W-030
Oracle Database 11g Optimizer	Moscone W, W-022
Oracle Partitioning in Oracle Database 11g	Moscone W, W-025

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.