

FOCUS ON Consumer Goods

Keynotes

NORTH HALL D

Sunday, November 11, 2007

6:00 p.m. – 7:00 p.m.
Keynote
Oracle Corporation

Monday, November 12, 2007

8:30 a.m. – 9:30 a.m.
Charles Phillips
Oracle Corporation

9:30 a.m. – 10:15 a.m.
Hector Ruiz
AMD

2:00 p.m. – 2:45 p.m.
Mark Hurd
Chairman and CEO, Hewlett Packard

5:00 p.m. – 5:45 p.m.
Andy Mendelsohn
Senior Vice President, Server Technologies, Oracle Corporation

Tuesday, November 13, 2007

8:30 a.m. – 9:15 a.m.
Paul Otellini
Preseident and CEO, Intel

9:15 a.m. – 10:15 a.m.
Thomas Kurian,
Senior Vice President, Fusion Middleware, Oracle Corporation

1:45 p.m. – 2:45 p.m.
John Wookey
Senior Vice President, Applications Development, Oracle Corporation

Wednesday, November 14, 2007

8:30 a.m. – 09:15 a.m.
Jonathan Schwartz
President and CEO, Sun Microsystems

12:45 a.m. – 1:30 p.m.
Michael Dell
Chairman and CEO, Dell

1:30 p.m. – 2:30 p.m.
Larry Ellison
Oracle Corporation

Registration

MOSCONE

Saturday	1:00 p.m. - 6:00 p.m.
Sunday	7:00 a.m. - 9:00 p.m.
Monday	7:00 a.m. - 7:00 p.m.
Tuesday	7:30 a.m. - 6:00 p.m.
Wednesday	7:30 a.m. - 6:00 p.m.

Special Programs

JD Edwards Program HILTON SAN FRANCISCO

Wednesday, November 14, 2007

11:00 a.m. -12:00 p.m. Continental Parlor 3
A Winning Combination for Improved Supply Chain
Performance: Oracle Transportation Management and JD Edwards
Cathy Hayes
Oracle Corporation
Patricia Mariles
Oracle Corporation

12:15 p.m. – 1:15 p.m. Continental Parlor 3
Land O'Lakes Reduces Transportation Costs with Oracle Transportation Management Integration with Oracle's JD Edwards EnterpriseOne
Mark Bryson and Jay Petersen
Deloitte Consulting

3:00 p.m. – 4:00 p.m. Continental Parlor 3
Sporting Goods Manufacturer Mizuno Drives Farther with New Warehouse Capabilities Designed with Oracle's JD Edwards EnterpriseOne
George Mah, CSS International
Scott Shields, Mizuno USA

4:30 p.m. – 5:30 p.m. Continental Parlor 3
Advanced Warehouse Processes for JD Edwards EnterpriseOne Drive Global Growth at Trek Bicycles
Todd Brown
Trek Bicycles

Thursday, November 15, 2007

2:30 – 3:30 p.m. Franciscan Room C
Innovating JD Edwards Customers: Panel
Gildan Activewear
Gilead Science

Agile Program

HILTON SAN FRANCISCO

Tuesday November 13, 2007 – Westin St. Francis

11:30 a.m. – 12:00 p.m.*

Integrated Product Data Management at Tyson Foods
Hal Carper
Tyson Foods

* This presentation will be at the Westin St. Francis

Wednesday, November 14, 2007 – Yosemite Room C

9:45 a.m. – 10:45 a.m.

Global, Integrated Specification Management at the H.J. Heinz Company, A Global Food Company
Werner Stoll
H.J. Heinz

11:00 a.m. – 12:00 p.m.

Key Lessons in Innovation for the Consumer Goods industry – How you can improve your innovation process for optimal results
Bernard Goor
Oracle Corporation

1:30 p.m. – 2:30 p.m.

Product Lifecycle Management in the Food and Beverage Industry: Lessons from a Global Deployment
Vicki Roe
McDonald's Corporation
Susan Tobison
McDonald's Corporation

4:30 p.m. – 5:30 p.m.

The Agile PLM Solution for Food & Beverage – A View into Product Lifecycle Management Best Practices
Wes Frierson
Oracle Corporation

DEMOgrounds

MOSCONE

Demo Titles**Stations**

Trade Management for Consumer Goods

A10

Demoground Hours:

Monday	10:15a.m.-02:00p.m.	02:45a.m.-5:30p.m.
Tuesday	10:15a.m.-5:30p.m.	
Wednesday	10:45a.m.-12:45p.m.	1:30 a.m.-5:30 a.m.
Thursday	10:00 a.m.-01:30 p.m.	

Events**Sunday, November 11, 2007**

7:30 p.m. – 9:30 p.m.

Welcome Reception-Back to the 70's*

Howard Street and Yerba Buena Gardens

Monday, November 12, 2007

7:00 p.m. – 12:0 p.m.

Consumer Goods Customer Appreciation Event

Steinhart Aquarium – 475 Howard Street
This is an opportunity to meet and mingle with other attendees within the Consumer Goods Industry.

Wednesday, November 14, 2007

7:30 p.m. – 9:30 p.m.

Oracle Appreciation Event*

Cow Palace
Billy Joel, Prince, Stevie Nicks

Thursday, November 15, 2007

5:00 p.m. – 7:00 p.m.

It's a Wrap!

Howard Street Tent
Band and Drawing to win a Subaru Impreza WRX

*Oracle OpenWorld Full Conference attendees only.

Sessions

Monday, November 12, 2007

TIME	TITLE	COMPANY	LOCATION
11:00 a.m.	Oracle Consumer Goods: 2008 and Beyond	Oracle Corporation	Moscone South 236 & 238
12:30 p.m.	Trade Promotions Management at Wyeth Consumer Healthcare	Wyeth	Moscone South 236 & 238
3:15 p.m.	New Ways of Working Together: Enabling Growth and Eliminating Disruptions in Retailer/Manufacturer Relationships	The J.M. Smucker Company	Moscone West 3002 – L3
3:15 p.m.	Demand Planning for Consumer Software in High-Tech Retail Channel	Jack-of-all-Games	Westin, Market Street; Met III
4:45 p.m.	Real-Time Sales & Operations Planning: A New Approach in Software & Operation Integration	Applica and Vtech	Moscone West; 2018 L2

Tuesday, November 13, 2007

TIME	TITLE	COMPANY	LOCATION
10:45 a.m.	Oracle E-Business Suite Release 12 for Process Industries	Oracle Corporation	Marriott Nob Hill CD
4:45 p.m.	L'oreal: Building Brand Loyalty Through Intelligence-Driven Customer-Centric Marketing	L'Oreal	Moscone South 303

Wednesday, November 14, 2007

TIME	TITLE	COMPANY	LOCATION
9:45 a.m.	A Manufacturing Execution System as a Competitive Edge for Process Industries	Welch's, JSW Steel Roll International	Marriott Nob Hill CD
9:45 a.m.	Oracle Demantra Customer Panel Discussion: Best Practices in Demand Management	Emerson, Welch's Organic Valley, VTech	Moscone West 2018 L2
9:45 p.m.	Siebel 8.0 Upgrade Case Study: The Walt Disney Company	The Walt Disney Company	Marriott Salon 9
3:00 p.m.	Anheuser-Busch: Implementing a Seamless Selling Module By Using Siebel Solutions and Oracle Business Intelligence	Anheuser-Busch	Moscone South 306
3:00 p.m.	Oracle Application Integration Architecture for the Consumer Goods Industry	Oracle Corporation	Moscone South 302
4:30 p.m.	How to Effectively Use Oracle Demantra Predictive Trade Planning to Model Promotions and to Optimize Supply and Demand	Organic Valley C & S Wholesalers Oracle Corporation	Moscone West 2018-L2

Thursday, November 15, 2007

TIME	TITLE	COMPANY	LOCATION
1:00 p.m.	Real Sales, Real Success: Driving Sales When Demantra Trade Promotions is Integrating with E1	Oracle Corporation	Hilton Yosemite Room A
2:30 p.m.	Getting to the Truth: Applying Oracle Science to the Art of Forecasting Sales	Mars Inc. Perficient	Moscone South 236 & 238

experience

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